

Newsletter 2026

UDAAN

Flying Higher to Achieve Dreams

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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

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MESSAGE FROM DEAN'S DESK



I extend my sincere greetings and heartfelt best wishes to each of you for a Happy, Healthy and Prosperous New Year - 2026. The beginning of a new year offers renewed energy, fresh aspirations and an opportunity to reflect on our journey while setting ambitious goals for the future.

As we look back at 2025, the Faculty of Management & Commerce (FMC) takes pride in a year marked by significant progress and collective achievement. This success was driven by the unwavering dedication of our Faculty Members and Staff to academic excellence through quality teaching, impactful research, scholarly publications and active organization and participation in FDPs and MDPs. The year was further enriched by strong industry collaborations through insightful guest lectures and expert talks. In particular, the flagship events include **Digital Business Growth Symposium, International Conference on Deep-Tech and Policy: Building a Sustainable Deep Tech Ecosystem for Viksit Bharat 2047** and the **HR Conclave 2025**. Our international engagement and global outlook were strengthened through the Immersion Program in collaboration with DAAD, Germany including a study visit to Bavaria focused on **Sustainable Business and Economic Practices**, as well as hosting the Fourth Cohort of the German BayIND Summer School - 2025. Significant academic milestones included the **AICTE-ATAL FDP on Risk Management** organized by FMC, the inauguration of the **LEADS Next GEN Centre, International Symposium on “Integrating Investment Planning and HR Policy”** and hosting of the first **Mini International Education Fair** at RUAS.

Our students continued to bring immense laurels to FMC through exemplary academic achievements, competitive excellence in sports and responsible engagement in institutional and societal initiatives. Their accomplishments include the Best Business Analyst Award by Sheshadripuram Educational Trust and recognition with the Youth Leadership Award for excellence in Youth Leadership, Community Service and Social Impact Initiatives. Students also demonstrated strong social responsibility through community outreach visits to the Rohi Foundation and Green Circle NGO. On the sports front, a few students earned distinction as Medallists in international bodybuilding and rifle shooting, and secured second prize in Netball at the Karnataka State Games - 2025. Additionally, our students showcased professional competence by being recognized as Top Performers at the Employability.life event held at the Ph.D. Chamber of Commerce, Chandigarh and by winning second prize in "The Negotiator" event. Throughout the year, strengthening industry interface, enhancing experiential learning, and fostering a culture of innovation as well as ethics remained central to our efforts.

The year 2025 also witnessed the streamlining and consolidation of academic processes, strengthening of NEP 2020-aligned curricula, improvements in outcome-based education practices, and deeper engagement with alumni as well as industry partners. These achievements are the result of the dedicated efforts of our faculty, staff, students and the unwavering support of the University leadership.

As we step into 2026, a key priority will be securing NBA Accreditation, further reinforcing the quality, relevance and credibility of our academic programs. We are equally committed to achieving superior rankings in B-School surveys through innovative pedagogy and enhanced placement outcomes with leading corporates. We also plan to organize and host major academic as well as industry-focused summits/workshops/symposia/round tables, including the **Bharat LEADS Summit 2026, HR Conclave 2026, and National Conference on Next-Generation GST Reforms 2.0**, to promote thought leadership and meaningful dialogue in management education. Additionally, we aspire to secure high-impact consultancy projects from corporate and government agencies, enabling our faculty and students to contribute to real-world problem-solving while strengthening our institutional reputation.

I am confident that with the collective commitment, collaboration and a shared spirit of excellence, 2026 will be a transformative year for the Faculty of Management & Commerce at RUAS.

Wishing you all a successful, inspiring, and fulfilling year ahead.

Warm regards,
Dr. K. M. Sharath Kumar
Professor and Dean
FMC, RUAS

ACADEMICS

DEEKSHARAMBH 2025: Inauguration of MBA Batch at FMC, RUAS



The inauguration of the **Full-Time MBA 2025 batch** at Faculty of Management & Commerce (FMC), 'Deeksharambh 2025' marking formal commencement of the academic journey for the new batch, was held on **24th October 2025** at the Council Hall, Ramaiah Medical College, Ramaiah University of Applied Sciences (RUAS), Bangalore. The ceremony commenced with a **welcome address by Dr. Uday K. Jagannathan**. **Dr. R. V. Ranganath** delivered the Inaugural Address, while the Presidential Address was given by **Dr. Kuldeep Kumar Raina**, Vice Chancellor, RUAS. The event featured inspiring addresses by distinguished guests **Prof. Shashi Jain**, Chair, Department of Management Studies, IISc; **Mr. Manoj Nagpal**, Vice President, Professional Services, Opentext and Mr. Kishor Jagirdar, President,

Vision Karnataka Foundation. Alumna **Ms. Vandana Yadav** shared valuable industry insights with the students. The program concluded with a **Vote of Thanks by Dr. Chandra Sen Mazumdar**, marking an inspiring beginning to the academic journey of the MBA 2025 batch.

TEDxRUAS 2025 Inspires with “Timeless Flux: The Paradox”

The fourth edition of **TEDxRUAS** was held on **14th November 2025** at RUAS, on the theme **“Timeless Flux: The Paradox.”** The event featured eminent speakers including **Padma Shri Mr. Syed Kirmani**, **Ms. Amrita Mukherjee**, **Mr. Srinivasulu (IFS)**, **Dr. Priyanka Reddy**, **Mr. Praveen Kamath K**, and **Ms. Samyukta Hornad** from diverse fields such as sports, technology, governance, medicine, HR, and the arts. Blending intellectual discourse with cultural performances, the event inspired reflection and innovation, strengthened **TEDxRUAS** as a platform for global idea exchange, and also enhanced the university's global intellectual presence, and encouraged interdisciplinary thinking and encouraged participants to navigate constant change while remaining anchored in enduring human values.



FMC, RUAS Expands National Academic Outreach through SWAYAM MOOCs



M S Ramaiah University of Applied Sciences (MSRUAS) has achieved a significant milestone in national-level academic outreach and visibility with the approval of two courses from the Faculty of Management and Commerce on the prestigious **SWAYAM MOOCs platform**. Both courses are now live for free registration, with course delivery scheduled to commence from **12 January 2026**. The approved courses are: **Applied Research: From Hypothesis to Structural Equation Modeling** and **Python for Data Analytics, Machine Learning and Generative AI – A Comprehensive Guide**. The inclusion of these courses on SWAYAM reflects the academic excellence, subject expertise, and collaborative efforts of the MSRUAS faculty. It also reinforces the University's commitment to accessible, inclusive, and high-quality education for learners across the country.

Shaping Future Leaders: FMC & BMA Host Futuristic Leadership Summit 2025

In collaboration with the **Bangalore Management Association (BMA)** and powered by the **LEADS Next Gen Centre, RUAS**, the FMC, RUAS, hosted **'The Futuristic Leadership Summit 2025'** on 30th October 2025. The summit brought together leaders from academia and industry to deliberate on emerging leadership paradigms in the digital age, with a strong emphasis on technology-driven, empathetic, and resilient leadership. Distinguished speakers, including **Dr. A. Sivathanu Pillai**, renowned scientist and "Father of the BrahMos Missile," and **Lt. K. P. Nagesh**, President, BMA, shared insights on AI, data analytics, digital agility, and human-centered values. The event provided a platform for **learning, networking, and leadership development**, encouraging participants to become responsible and visionary change-makers.



FMC Signs MoU with Simlight Technologies for Joint Development of Business Simulations



The FMC, RUAS, signed an **Memorandum of Understanding (MoU)** with **Simlight Technologies Pvt. Ltd.** on **20 November 2025**, marking a significant step toward strengthening industry-academia collaboration. The MoU aims at the co-development of innovative business simulations, leading to joint product creation that will enhance experiential learning and practical exposure for students. This partnership is expected to contribute to the development of industry-relevant learning tools and foster applied research in management education. The MoU signing was witnessed by **Shri S. Ashok Rao, Registrar, RUAS, and Dr. Alaigiri Govindaswamy, Founder & CEO, Simlight Technologies, with Dr. K.M. Sharath Kumar and Dr. Chandra Sen Mazumdar** present, underscoring FMC, RUAS's commitment to practical, industry-relevant education.

FMC, RUAS Partnered with Vision Karnataka Foundation to Organize SDG Summit 2025

In partnership with the Vision Karnataka Foundation, the FMC organized the **SDG Summit 2025** on **10 October 2025** at the FKCCI Auditorium. The summit featured Technical Paper Presentations, Best Paper Sessions, and a Panel Discussion on the United Nations Sustainable Development Goals (SDGs), with Dr. K M Sharath Kumar and Dr. Bindu Nambiar chairing sessions. A key outcome was the launch of SDG Clubs led by student communities nationwide. **Team RUAS won three Best Paper Awards: Mr. Trilok Reddy (FMC), Mr. Sandeep N. and Dr. Suresh R. (FET), and Dr. Sruthi Kalyani A. (CNSS).** Organizers thanked the University leadership and acknowledged Dr. Bindu Nambiar, Core Member of the Organizing Committee for her contribution to the Summit's success.

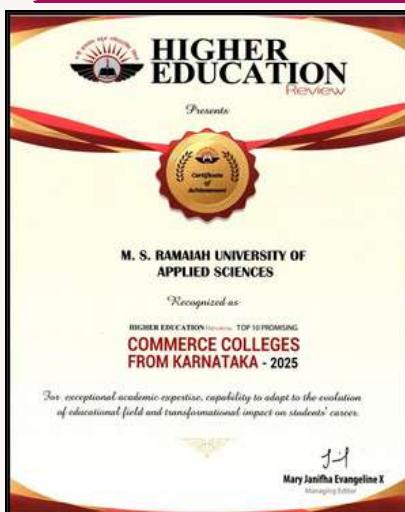


Sayonara 2025: FMC Bids a Memorable Farewell to Outgoing Batches



The FMC, RUAS, organized **Sayonara 2025**, a vibrant farewell celebration to honor the outgoing BBA, B.Com (FT 2022), and MBA (FT 2023) batches on **13th December 2025**. The event celebrated the students' academic journey, accomplishments, and leadership contributions during their time at the university. The farewell featured a variety of engaging activities, including **cultural performances, interactive games, and certificate distributions**, along with a nostalgic video presentation highlighting memorable moments from the students' academic and extracurricular journey. These activities created a lively, emotionally engaging atmosphere that resonated with both students and faculty. Sayonara 2025 not only strengthened student-faculty bonds and fostered a sense of gratitude but also left lasting memories for the outgoing students.

FMC ACHIEVEMENTS



The FMC at RUAS has been honoured by Higher Education Review as one of the **Top 10 Promising Commerce Colleges from Karnataka – 2025.**



MSRUAS & its constituent faculties have earned prestigious recognition in the **Indian Institutional Ranking Framework (IIRF) Rankings 2025**. FMC's Ranking Achievements: **MBA Program: Ranked 11th in Karnataka (Private) and 41st nationally among Best B-Schools (Private-Overall). BBA Program: Ranked 12th among Best BBA Colleges (Private) in the state.**



Sl. No.	Criteria	Rank 2025	
		Rank 2025	Rank 2024
1	Bengaluru Rank	12	15
2	South Zone Rank	31	36
3	University Rank	52	53
4	Private Institutions	94	97
5	All India Rank	130	135

FMC recorded progress in the **Fortune India-ACRA Best B-School Ranking 2025**, published on 10th Dec 2025 by Fortune India.

GUEST LECTURE / EXPERT TALK AT FMC, RUAS



A guest lecture on **“The Ayurvedic Path to Physical and Mental Well-Being”** was held on **24 October 2025**, delivered by Prof. Dr. G. G. Gangadharan, Ayurvedacharya and Fellow of Rashtriya Ayurveda Vidyapeeth, Ministry of AYUSH. Organized by Dr. Bindu Nambiar and Dr. Pallabi Mund, the session highlighted Ayurveda's holistic approach, integrating traditional knowledge with modern practices to promote mind-body balance, leadership, productivity, and preventive healthcare.

On **7 Oct 2025**, FMC, RUAS, hosted Ms. Harshitha Hirannaiah, former SPS Associate, Amazon, for a guest lecture on **“Essential Skills for the Next-Gen Marketing Professional.”** She emphasized data-driven, customer-centric strategies, urging BBA students to build analytical thinking, digital proficiency, adaptability, communication skills, while highlighting the role of ethics, collaboration, and continuous learning in bridging academics and industry.



A session, **“Exploring Yoga through the Lens of Indian Knowledge Systems,”** was held on **15 October 2025** for FMC students & staff. Led by Shri Nagendra Belavadi, Yoga Therapy Instructor, RISA, it highlighted yoga's role in harmonizing body, mind, and spirit, with practical demonstrations of breathing techniques and basic postures. The session was coordinated by Dr. Bindu Nambiar and Dr. Pallabi Mund.

The FMC, with the OPM Team, organized a webinar on **“From Data to Decisions: Operations Management in a Complex Business World”** on **4 December 2025**. Mr. Ajay Joshi shared insights on data-driven decision-making and modern operations management practices. Conducted for all MBA sections under Dr.



Chandra Sen Mazumdar, the session was well received by participants.



FMC organized a session on **“Opportunities in Coir Industry for MSME Sector”** on **19 November 2025**. Mr. S. Venkataraman, Retired Manager, Coir Board, Bangalore, shared insights on MSME prospects, government support, and entrepreneurial opportunities, providing students exposure to sustainable and rural-based business opportunities.

FMC organized a guest lecture, **“Financial Instruments Unplugged: A Deep Dive into Bonds,”** on **17 October 2025**. Dr. Deepa T M, Asst. Professor, Government First Grade College, Kushalnagar explained bond structures, types, and valuation, with numerical examples on pricing and time value of money, enhancing students' understanding of fixed income securities. The session was coordinated by Dr. Vanishree K.



Faculty Delivered Session outside RUAS



Dr. Chetan V. Hiremath, Professor, FMC, RUAS, served as a resource person for two **FDPs in October 2025**. On 18 Oct. 2025, he addressed **“Applied Marketing Research”** at DVHIMSR, sharing academic and practical insights on contemporary marketing research. On **24–25 Oct. 2025**, he contributed to a program on

“Business Data Analytics for Managers” at KLE Institute of Management and Research, Hubli, focusing on data-driven decision-making and analytical tools for managerial effectiveness.

On **5 November 2025**, FMC hosted a guest lecture by Mr. Neeraj Agarwal, FCA and Founder of Fintracadvisors.com, on the **“Company Auditor under the Companies Act.”** Coordinated by Dr. Vanishree K, the session covered auditors' duties in examining financial statements, assessing controls, ensuring compliance, and reporting fraud, highlighting their role in corporate governance and financial transparency.



On **4 November 2025**, FMC hosted guest sessions on **“Commodity Derivative” and “Financial Awareness”**. The first session was by Multi Commodity Exchange of India, followed by Bombay Stock Exchange Ltd., with Mr. C. K. Arivazhagan, CFO, Power Grid Corporation of India, sharing insights on financial markets, derivatives, and investments. The event was coordinated by Ms. Usha J. C.



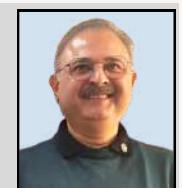
On **7 Nov. 2025**, a guest lecture on **“Innovative Product and Business Plan Development for Global Relevance: From a Local Idea to Global Success”** was hosted by FMC. Mr. Eswar Prasad M, Sr. Manager at Alstom Transportation Pvt. Ltd., shared insights on scaling local ideas globally, digital and agile transformation, & designing innovative business plans for international markets. Coordinated by Dr. Vimal Raj.

On **2 December 2025**, FMC hosted a virtual Motivational Session for MBA students with Smt. Amala Akkineni, Actress, Director, Annapurna College of Film and Media. Coordinated by Sadiq Pasha A, the session covered trends in film and media management, leadership, creativity, and professional growth, followed by an interactive Q & A Session.



On **3 Nov. 2025**, Arthabodha – RUAS Economics Club hosted a session on **“Creative Destruction: Innovation, Disruption, and the Future of Economic Growth”** by Dr. Ravi Bhandari, expert in Development Economics. Session explored how innovation & disruption drive economic transformation connecting classical ideas with contemporary global realities.

On **11 November 2025**, Arthabodha – RUAS Economics Club hosted a session, **“Current Affairs Isn't Optional; It's Your Competitive Advantage,”** with Mr. Sandeep Ohri, strategist and leadership coach. The session emphasized the role of current affairs in strategic thinking, informed decision-making & understanding eco. development and policy challenges.



On **19 December 2025**, Dr. Girish R, Assistant Professor, FMC, delivered a seminar at the Department of Studies in Commerce, University of Mysore, under a RUSA-funded initiative on **“New Trends in Commerce and Management.”** He conducted sessions on AI-driven work trends and

Multivariate Analysis using Multiple Linear Regression, attended by professors, research scholars, and postgraduate students.

Achievements

Congratulations Faculty Members!



Dr. Shivakami Rajan, Professor and Program Head, FMC, chaired a track at the International Conference on "Sustainable Synergies: Technological Innovation and Resilience in Global Business Practices" organized by MAHE, Bengaluru, on 27–28 November 2025, reflecting FMC's engagement in global academic discourse on sustainability and innovation.

Dr. Chandra Sen Mazumdar, Associate Professor, FMC, chaired a technical session at the 12th International Conference on Business Analytics and Intelligence (ORSI-KA & ASI) in Madurai, 15–17 Dec. 2025. She also presented a co-authored paper, "Carbon-Aware AI Optimization Framework for Sustainable Supply Chain Management", contributing to research in business analytics.



Dr. Bindu Nambiar, Assoc. Professor, FMC, participated as a panel speaker on "Governance, Digital Transformation and Public Reforms" at the ICSSR-SRC National Seminar on "Viksit Bharat 2047: A Roadmap for India's Inclusive & Sustainable Development" held at Presidency College on 30–31 October 2025, contributing to discussion

on strategies for India's inclusive & sustainable development.

Dr. Chanchala Srivastava, Asst. Professor, FMC, secured a one-year international consultancy project with an Independent Learning & Organization Development Consultant in Shanghai, starting 3 November 2025. She leads the Training Needs Assessment (TNA) and designs strategic learning interventions, aligning organizational learning initiatives with business goals.



Dr. Chetan V. Hiremath, Asst. Professor, FMC, participated in a panel discussion on "Human Capital in the AI Era: A Strategic Roundtable on Workforce and Education Policy" organized by MSRUA in collaboration with AICTE and MeitY on 28 November 2025, contributing to discussions on workforce and education policy in AI era.



The Faculty of Management and Commerce (FMC) developed "Fin Calc," a web-based capital budgeting application demonstrating a systematic approach to equipment procurement and investment decisions. Led by **Dr. Somya Agarwal (PI)**, with **Dr. Uday K. Jagannathan** and **Dr. Shilpa R G** as Co-PIs, the software automates calculations for costs, depreciation, and maintenance, evaluates feasibility using Net Present Value (NPV) and Internal Rate of Return (IRR), and captures risk and quality metrics. The project showcases FMC's focus on practical, technology-driven financial decision-making.

Dr. Prof. K.M. Sharath Kumar, Dean, Faculty of Management & Commerce (FMC), RUAS, was re-elected as a Management Committee Member of the Bangalore Management Association (BMA) for the term 2025–26 in October 2025. His re-election highlights his continued contribution to the management profession and brings pride to FMC and RUAS.



At the PAN IIM World Management Conference 2025 held at IIM Ranchi (27–29 Nov. 2025), **Dr. Subhadeep Mukherjee** acted as Track Chair, guiding scholarly discussions and ensuring meaningful academic engagement, showcasing the institution's active role in national management research.



Dr. Karanam Kavitha, Asst. Professor, FMC, served as a panel member on "Quality Assurance with Accreditation: Challenges Within" at the International Accreditation Conference organized by SEAA Trust and Indus Business Academy on 14–15 November 2025, contributing to discussions on accreditation and quality standards in higher education.



Dr. Vanishree K won Second Place in the Oral Presentation Award for her paper "Cultivating Sustainability: Prospects of Agri-Tourism in Karnataka, India" at the 6th World Environment Summit in Bangkok (8–12 November 2025). Her research highlighted agri-tourism's potential to diversify rural incomes while preserving agri-heritage, offering a framework for sustainable tourism development.



Mr. Trilok Reddy, Asst. Professor, FMC, received the Best Paper Award for his research "Farmer Producer Organizations (FPOs) as Catalysts for Sustainable Agriculture and SDGs in India" at the SDG Conference organized by Vision Karnataka Foundation on 10 October 2025, Bengaluru. The paper highlights FPOs' role in promoting sustainable agriculture and advancing the UN Sustainable Development Goals in India.



Mr. V. Nagendra, Asst. Professor, FMC, completed Omnichannel Retail Strategy online certification from Wharton Online, University of Pennsylvania. The 40-hour course covered Retail Strategy, Human Capital in Retail, and Retail Digital Supply Chain. This adds to his prior international certifications ROMNIX: Omnichannel Strategy & Management (DartmouthX, Tuck School of Business, Dartmouth College, USA) and Omnichannel Customer Experience Management (CX) certified by Udemy and reflects his continued commitment to academic excellence and contemporary retail education.



I joined MSRSAS in January 2010, bringing over 15 years of international experience across the USA and Europe in implementing technologies in supply chain management and finance. I became a full-time faculty member in the Finance in 2011 and began teaching Finance specialization courses, starting with a single student. Between 2011 and

2013, I initiated and contributed to Finance-related academic literature through internal MSRSAS journals, navigating the challenges of publishing social science research in a predominantly technology-focused institution, while steadily growing the Finance cohort by about 10 students each year. In 2013, during the transition from a modular system affiliated with Coventry University, UK, to a semester system under the University of Mysore syllabus, the Finance specialization grew to over 30 students. In 2014, with the establishment of MSRUAS as an independent university, I simultaneously taught more than five courses across three university systems and led the creation of course and program specifications for Finance.

From 2015 to 2017, the Finance specialization gained significant popularity, with student strength exceeding 60 and faculty strength expanding to 10. Between 2017 and 2021, I completed my PhD in Corporate Finance from RUAS, driven by strong confidence in the institution's academic brand, while continuing to teach more than five courses per semester in Finance and Operations, including during the COVID-19 period through online delivery. In 2019, the university transitioned fully to the semester system, and I actively contributed to the development of course specifications in Finance and the newly introduced Business Analytics specialization. My teaching portfolio expanded to include Corporate Finance, International Finance, Corporate Valuation, and foundational courses such as Mathematics, Statistics, Operations Research, Quality Management, and Products and Services Management. That same year, I chaired the Business Analytics specialization.

From Attendance to Achievement: How Showing Up Transforms Learning



In today's fast-paced world, students often wonder: "Can't I achieve my goals without attending class regularly?" With online resources, recorded lectures, and study materials at our fingertips, it's a fair question. Yet, while independent learning has its place, the classroom offers something irreplaceable. If we look at our parents' and grandparents' education, much of their knowledge was

built without AI or even basic internet. They relied on textbooks, personal notes, and consistent classroom learning to acquire skills and wisdom. Their achievements remind us that true understanding comes from dedication, discipline, and active engagement not just digital resources. This reinforces the enduring value of showing up, participating, and learning within the structured environment of a classroom.

Success begins with showing up. Attending class is not just occupying a seat; it is investing in your learning journey. Classrooms unpack knowledge in layers, clarify complex concepts, and foster interactive discussions. Professors bring expertise, but learning is a shared responsibility. Students enrich the experience by questioning, collaborating, and participating. Peer interactions often spark insights that self-study cannot replicate. Some of the most valuable moments are spontaneous discussions, real-world examples, or a thought-provoking question that cannot be found in any textbook or online tutorial.

Student life is a golden phase once gone, it never returns. Good habits, knowledge, and values cultivated during these years form the foundation for personal and professional growth. Every discussion, question, or feedback builds confidence, resilience, and efficiency. Even small moments of encouragement or constructive criticism can inspire excellence. Beyond individual growth, classrooms are the starting point for nation-building. The greatest ideas and innovations are often born here. Within these four walls, curiosity meets guidance, learning transforms into action, and future leaders emerge, equipped with knowledge, skill, and vision. By showing up and engaging actively, students contribute to shaping a society led by informed, capable, and ethical minds.

Dr. Annapurna Prakash

FMC, RUAS, Academician | Researcher | Consultant | Mentor

leading the design and development of four analytics course specifications and growing the program from 13 to approximately 30 students per year. In 2020, I was honored with the Best Teacher Award by Chancellor Dr. M. R. Jayaram. I received further recognition in 2022 and 2024 by winning awards in the IEM Conference Simulation Track for research on stochastic NPV estimation and single-tier supply chain cost minimization using Monte Carlo simulations in MS Excel with Visual Basic. In 2022, I also led the redesign of MBA majors and minors along with comprehensive course and program restructuring. From 2021 to 2025, I actively guided three PhD scholars in Finance—one in India and two in Ghana—with all completing their theses, including one already submitted. By 2025, I had achieved over 40 publications across journals and conferences, including seven Scopus-indexed journal papers. Throughout 2011–2025, I consistently maintained a teaching rating above 4, mentored hundreds of MBA students, and supervised more than 15 socially conscious projects, while also earning over 30 industry-recognized certifications, including Microsoft Power BI and Independent Director Certification from IICA. Additionally, I led IIPI-sponsored research (2023–2025) on improving PPIRP adoption among Indian MSMEs, designed and implemented an ATAL Faculty Development Program on Risk Management in 2025 with a ₹2.5 lakh budget, and developed a state-of-the-art capital budgeting product using Python, MySQL, and Streamlit technologies. Overall, this journey reflects a sustained commitment to academic excellence, institution building, impactful research, and student-centric teaching, contributing meaningfully to the growth and reputation of RUAS.

Dr. Uday Kumar Jagannathan

Area Chair, Business Analytics and Program Head, MBA - I Year
Associate Professor, Department of Management Studies, FMC, RUAS

Faculty / Staff Achievements (Contd.)

Congratulations Faculty Members!



Dr. Chethan Kumar, Asst. Professor, successfully defended his doctoral thesis, "Influence of Game Narratives on In-Game Purchase Intentions of Video Game Consumers," on 5 December 2025 at TAPMI, MAHE, Manipal, under Dr. Mukta Srivastava (Guide) and Dr. Jayanthi Thanigan (Co-Guide). The research offers insights into how game narratives influence in-game purchases. He also presented a working paper, "Game Narratives and Microtransactions," at the 19th Great Lakes NASMEI Conference in Chennai on 19–20 December 2025.



Ms. Vijayalakshmi Thimmaiah, has been promoted as Assistant Director, Faculty of Management and Commerce (FMC), RUAS, with effect from 1st October 2025. With over two decades of rich experience in senior technocommercial roles and significant contributions to quality assurance, NAAC processes, and IQAC leadership at RUAS, her promotion recognizes her dedicated service, expertise in quality management systems, and continued commitment to academic excellence.



"Participate, Collaborate. Lead Bharat's Sustainable Future."

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

FPD / MDP Attended by Faculty Members (Inside RUAS)

- Mazumdar, C. S., Nambiar, B., Agarwal, S., Karanam, K., Vanishree, K., & Phatak, G. (2025). Attended a five-day Faculty Development Programme (FDP) on Design and Development of MOOCs, organized by AIU-AADC, MSRUAS, and CPD-MSRUAS, in association with NITTR, Chennai, from 6 to 10 October 2025.
- Raj, V. L. (2025). Attended a one-day Faculty Development Programme (FDP) on Low-Carbon Building Transition, organized by Ramaiah University of Applied Sciences, Bengaluru, on November 24, 2025.
- Hiremath, C. V., Rajisha, T., Raj, V. L., Nambiar, B., Sushma, B. S., & Bopaiah, V. G. (2025). Attended the Faculty Development Programme "Empowering Research with AI – Tools and Techniques for Academics," organized by AIU-MSRUAS-AADC / Center for Professional Development, held online and at Bengaluru, from 24 November to 4 December 2025.
- Mund, P. (2025). Attended an online Faculty Development Programme (FDP) on AI for Research, organized by the Centre for Professional Development (CPD), Ramaiah University of Applied Sciences, Bengaluru, from November 24 to December 4, 2025.

FPD / MDP Attended by Faculty Members (Outside RUAS)

- Agarwal, S. (2025). Successfully completed a five-day hands-on programme titled Generative AI Mastermind, comprising 25 hours of training, organized by Outskill, Bengaluru, from October 4 to 8, 2025.
- Mund, P. (2025). Attended an online workshop titled Generative AI for Teaching and Research, organized by the School of Management Studies, University of Hyderabad, from October 9 to 10, 2025.
- Karanam, K. (2025). Successfully completed a UGC-sponsored online short-term training programme / Faculty Development Programme on Teaching with Technology in Higher Education, organized by Punjab University, Chandigarh, from October 11 to 17, 2025.
- Rajan, S. (2025). Attended a Faculty Development Programme titled Lean Consultant, organized by the National Productivity Council of India, held at Bengaluru, from November 3 to 7, 2025.
- Reddy, T. (2025). Successfully completed an ATAL Academy-sponsored six-day Faculty Development Programme on Energy and Sustainability: Sustainable Development through Advanced Renewable Energy Technologies, organized by Swami Vivekananda School of Diploma, Durgapur, West Bengal, from November 17 to 22, 2025.
- Usha, J. C., Sushma, B. S., & Chandrakala, D. P. (2025). Attended the Faculty Development Programme "Fintech and AI in Finance," organized by the CFA Institute, held at Bengaluru on 29 November 2025.
- Reddy, T. (2025). Successfully completed an ATAL Academy-sponsored six-day Faculty Development Programme (FDP) on Circular Economy and Sustainability: Redesigning Growth for a Greener Tomorrow, organized by V. M. Patel Institute of Management, Mehsana, Gujarat, from December 1 to 6, 2025.
- Manavi, A. D. (2025). Attended a Faculty Development Programme titled Experimental Research in the Social Sciences: Using SPSS, organized by Shri Guru School of Management Research & Analytics, Mysuru, from December 3 to 7, 2025.
- Rajisha, T. (2025). Attended an online Faculty Development Programme titled Gen AI for Teaching and Research, organized by ServiceSetu Academics, New Delhi, held on December 8 and 9, 2025.
- Reddy, T. (2025). Successfully completed an ATAL Academy-sponsored six-day Faculty Development Programme (FDP) on Securing the Future: Cyber-Physical Systems and Cyber Security in the Digital Age, organized by St. Claret College, Bengaluru, from December 8 to 13, 2025.
- Reddy, T. (2025). Successfully completed an ATAL Academy-sponsored six-day Faculty Development Programme (FDP) on Smart Manufacturing and Industry 4.0: Bridging the Gap between Academia and Industry, organized by Amity University, Noida, from December 15 to 20, 2025.
- Reddy, T. (2025). Successfully completed an ATAL Academy-sponsored six-day Faculty Development Programme (FDP) on Clean Energy Technologies and Innovations in India: A vision for Viksit Bharat @2047, organized by the Indian Institute of Information Technology Design and Manufacturing (IIITDM), Kurnool, from December 22 to 27, 2025.

Faculty Attended Conference/Symposium/ Workshop (Outside RUAS)

- Shilpa, R. G. (2025). Attended a workshop titled AI Tools, organized by be10X Ed-Tech Company, held online on October 26, 2025.
- Ajitha, S. (2025). Attended an online workshop on Qualitative Research with MAXQDA, organized by EdMaestro Academy, October 27–31, 2025.
- Rajan, S. (2025). Attended the 5th IEOM India International Conference on Industrial Engineering and Operations Management, organized by VIT, Vellore, Tamil Nadu, India, November 6–8, 2025.
- Mazumdar, C. S. (2025). Attended a workshop titled Leadership Development Program for Women in Higher Education Institutions, organized by IGIDR, Mumbai and the Association of Indian Universities (AIU), held at Mumbai, November 11–14, 2025.
- Narayana, B. (2025). Participated in the NPTEL+ online workshop How to Guide Postgraduate Students in their Research – Batch 2, conducted by Prof. Sridhar Iyer, IIT Bombay, organized by NPTEL and EdTech Society, November 15–16, 2025.
- Rajan, S. (2025). Successfully completed Hands-on Training: Hydroponics Methods and Techniques, organized by the Soilless Agriculture Project, GKVK, Bengaluru, November 21–22, 2025.
- Payal, S. S. (2025). Attended an online workshop titled Structural Equation Modelling with SmartPLS 4, organized by EdMaestro Academy, December 1–5, 2025.
- Bopaiah, V. G. (2025). Participated in the one-day AOM-MED workshop titled Elevating Management Education in the Era of AI, the Metaverse, and Gamification, organized in collaboration with the Teaching Learning Center, IIT Madras, December 9, 2025.

Resource Person for FDP

- Hiremath, C. V. (2025). Delivered a lecture as Resource Person during the Faculty Development Programme on Applied marketing research, held at Dr. D. Veerendra Heggade Institute of Management Studies and Research, Dharwad, on October 18, 2025.
- Hiremath, C. V. (2025). Delivered lectures as Resource Person during the Faculty Development Programme on Marketing analytics and its applications (advanced tools and techniques), held at KLE's Institute of Management Studies and Research, Dharwad, on October 24 and 25, 2025.

Faculty Participation in Pre-AI Summit and IIC Regional Meet (Inside RUAS)

- Mund, P. (2025). Co-Convenor, Roundtable Discussion 1, Pre-Summit – AI Impact Summit 2026 on "AI Guidelines and Pathways: Shaping a Human-Centric and Responsible AI Future for Industries in India," organized by Ramaiah University of Applied Sciences (RUAS) in collaboration with AICTE, Ministry of Electronics and Information Technology, Digital India Programme, and India AI, November 28, 2025.
- Mund, P. (2025). Faculty Coordinator and Organizing Committee Member, Yukthi Innovation Challenge, Institution Innovation Cell Regional Meet 2025, hosted by Ramaiah University of Applied Sciences (RUAS) and organized by the Ministry of Education's Innovation Cell (MoE's MIC) in association with AICTE, December 2, 2025.



Two Days - National Conference
on
Next-Generation GST Reforms 2.0
(A Way Towards Viksit Bharath 2047)

Date: 13th & 14th March 2026

Organised by
Faculty of Management and Commerce
Ramaiah University of Applied Sciences
Bengaluru

"Come together to learn, contribute, & influence GST reforms."

RESEARCH, PUBLICATIONS & PARTICIPATION

Faculty Publications:

Scopus Indexed / ABDC/ Web of Science / UGC Care Publication:

- Vanishree, K., Birje, R., Kulkarni, S., & Manoj, M. (2025). Exploring the Determinants of Investment Decisions among Generation Z: The Role of Financial Education, Experience, and Risk Tolerance. *Advances in Consumer Research*, 52(5), 310–318.
- Vanishree, K. (2026) 'Role of prospect theory in an insurance company's investment: A behavioural finance study in Karnataka', *RVIM Journal of Management Research*, 17(2), p. 60. ISSN: 0974-6722. <https://doi.org/10.70599/rvim/2025/363>
- Kumar, C. (2025). A comprehensive review on health and wellness in sports management research. *International Journal of Spa and Wellness*, 1–18. <https://doi.org/10.1080/24721735.2025.2569132>
- Girish, R. (2025) 'Advertisement strategies and their impact on consumer behaviour in the white goods market: Insights from Mysuru', *IJNRD – International Journal of Novel Research and Development*, 10(12), p. A432. ISSN 2456-4184.
- Bopaiah, V.G. (2025) 'Three decades of sustainable tourism research and future agenda', *European Economic Letters*, 15(3), p. 3626.
- Sushma, B.S. and Mazumdar, C.S. (2025) 'Assessing entrepreneurial intention in Gen Z and Millennials: an integrated model studying the mediating effects of risk taking and self-efficacy', *Revista de Gestão e Projetos (GeP)*, 16(3), pp. 497–525. doi: 10.5585/2025.29096.
- Karanam, K., Roopa, H. S., & Kiran, M. (2025). Revisiting Double Taxation Avoidance Agreements: Normative Analysis Framework for Equitable Taxation. *VISION:Journal of Indian Taxation*, Volume 12, Issue 2, Jul-Dec 2025, 60–74.

Book Chapter:

- Srivatsa, H. S., & Mohan, A. V. (2025). Strategic alignment: Merging Digital Transformation with Business Strategy. In *Digital leadership: Integrating Technology for Organizational Success* (1st ed.).
- Hiremath, C. V., Anumula, S. K., Sreejith, & Srivastava, A. (Eds.). (2025). *Blockchain and AI in Supply Chain and Strategic Management*.
- Rajan, S. (2025) 'Bibliometric insights into the nexus of digital HR, innovation, and sustainability: Towards a smart workforce', in Chatterjee, P., Saha, A., Kadry, S. and Demir, G. (eds.) *Bibliometric Analyses in Data-Driven Decision-Making*. Wiley Online–Scrivener Publishing LLC, pp. 551–580. DOI: 10.1002/9781394302581. (Scopus)
- Rajan, S. and Velchamy, I. (2026) 'Revolutionizing HR: AI-driven transformation in talent acquisition, development, and management', in Velchamy, I., Fukey, L.N. and Srinivasan, K. (eds.) *Artificial Intelligence for Digital Talent Acquisition and Management: Analytical Approaches, Practices, Models for Digitalization*. Emerald Publishing Limited, pp. 95–108. DOI: doi.org/10.1108/978-1-83708-884-3. (First published: 1 January 2026). (Scopus)

Patent:

- Gursahani, S. M., & Manavi, Anicar D. (2025). System and Method for Implementing an Inclusive and Sustainable Digital Transformation Framework. Indian Patent Application No. 202541102130 A. Filing Date: October 21, 2025 (Excel serial date 45953). Publication Date: November 26, 2025 (Excel serial date 45989). Status: Published.
- Pasha, S. A., et al. (2025). Blockchain-Based Credential Verification and Employment Matching Platform for Engineering Graduates. Utility patent. Published on November 28, 2025.
- Reddy, T. (2025). Precision Seeding Device for Uniform Crop Establishment in Variable Field Conditions. Indian Design Patent Application No. 474552-001. Published on December 11, 2025. <https://search.ipindia.gov.in/DesignApplicationStatus/>.

"A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others." - Douglas MacArthur

Conference/Symposium Faculty Paper Presentations

(Outside RUAS)

- Nambiar, B. (2025). Integrating Management Education with Indian Knowledge Systems: Creating Strategic Differentiators towards Viksit Bharat 2047. Paper presented at the International Conference on the Relevance of Ancient Indian Knowledge to Management & Technology in the 21st Century, organized by Poornaprajna Institute of Management, Udupi, November 7–8, 2025.
- Vanishree, K. (2025). Cultivating Sustainability: Prospects of Agri-Tourism in Karnataka, India. Paper presented at the 6th World Environment Summit 2025, organized by the Environment and Social Development Association (ESDA India), Ambassador Hotel, Bangkok, Thailand, November 8–12, 2025.
- Mund, P. (2025). A Conceptual Study on Employee Trust & Acceptance of AI-Driven HR Practices in the Hospitality Industry. Paper presented at the 27th National Conference on "HR 4.0: Redefining HRM in the Digital Age", organized by Srusti Academy of Management & Technology in association with AIIMS, ISTD, and Poornima University, November 21–22, 2025.
- Manavi, A. D. (2025). A Study on how Mobile App Promotions influence Offline Purchases for Apparel in Retail Stores. Paper presented at International Conference on Sustainable Synergies: Technological Innovation & Resilience in Global Business Practices, organized by Manipal Academy of Higher Education, Bengaluru, November 27–28, 2025.
- Rajan, S., & Shilpa, R. G. (2025). AI in Indian Schools: The Unspoken Truths from Students and Teachers. Paper presented at the 12th International Conference on Business Analytics and Intelligence (2025-ICBAI), organized by Madurai Kamaraj University, Madurai, India, December 15–17, 2025.
- Reddy, T. (2025). From water to wealth: A National Policy Framework for Integrating Irrigation Efficiency and Value-Added Agriculture to Drive Inclusive Rural Transformation in India. Paper presented at the 108th Annual Conference of the Indian Economic Association, Osmania University, Hyderabad, December 21–23, 2025.
- Mazumdar, C.S., Hiremath, C. V., and Patil, S. C. (2025). Carbon-Aware AI Optimization Framework for Sustainable Supply Chain Management: A Multi-Objective Approach. Presented a research paper at the 12th International Conference on Business Analytics and Intelligence (ICBAI-2025), organized by Madurai Kamaraj University, Madurai, India, December 15–17, 2025.

Conference /Seminar Student Paper Presentations

(Outside RUAS)

- Nisarga, & Rajisha, T. (2025). Role of intrinsic rewards on employee performance and job satisfaction in higher education institutions. Paper presented at the 4th International Conference on Economics, Business and Sustainability (ICEBS 2025), Kristu Jayanti University, Bengaluru, India, October 16–17, 2025.
- Yadav, C., & Rajisha, T. (2025). A study of how AI chatbots boost customer satisfaction in banking: Key insights from user experience research. Paper presented at the 4th International Conference on Economics, Business and Sustainability (ICEBS 2025), Kristu Jayanti University, Bengaluru, India, October 16–17, 2025.
- Bhumika, & Rajisha, T. (2025). Perception of farmers towards agricultural finance schemes – A study among farmers of Devanahalli District, Karnataka. Paper presented at the 4th International Conference on Economics, Business and Sustainability (ICEBS 2025), Department of Economics, Kristu Jayanti University, Bengaluru, India, October 16–17, 2025.
- Thottempudi, J., & Rashmi, R. (2025). Healing journeys: The Role of Critical Factors in Shaping Wellness Tourism Experiences in Karnataka, India. Paper presented at the Three-Day International Conference on Global Tourism: New Avenues for Sustainable Development, Department of Commerce, Osmania University, Hyderabad, India, October 16–18, 2025.
- Yamanappa, Vanishree, K., & Sushma, B. S. (2025). The Role of Sentiment Indicators in Influencing IPO Investment Decisions. Paper presented at the Two-Day National Seminar on Viksit Bharat 2047: A Roadmap for India's Inclusive and Sustainable Development, Presidency College, Bengaluru, India, October 30–31, 2025. Sponsored by ICSSR–SRC.

- Shashidhar Patil, & Ajay, R. (2025). Satisfaction as the Gateway: Unpacking Digital Payment Adoption among Rural Areas. Paper presented at the Two-Day National Seminar on Viksit Bharat 2047: A Roadmap for India's Inclusive and Sustainable Development, Presidency College, Bengaluru, India, October 30–31, 2025. Sponsored by ICSSR–SRC.
- Srivatsan, V., & Ajay, R. (2025). A Study on Impact of Digital Banking on Customer Satisfaction in Public Sector Banks. Paper presented at the Two-Day National Seminar on Viksit Bharat 2047: A Roadmap for India's Inclusive and Sustainable Development, Presidency College, Bengaluru, India, October 30–31, 2025. Sponsored by ICSSR–SRC.
- Vikas, S. M., & Ajay, R. (2025). Study on Impact of AI-Generated Financial Forecasts on Market Behavior. Paper presented at the Two-Day National Seminar on Viksit Bharat 2047: A Roadmap for India's Inclusive and Sustainable Development, Presidency College, Bengaluru, India, October 30–31, 2025. Sponsored by ICSSR–SRC.
- Srinivas, M., & Nambiar, B. (2025). Impact of ESG Scores on Stock Performance in India: A Post-Pandemic Analysis across Key Industries. Paper presented at the International Conference on Bridging Knowledge and Action: Research Papers on Sustainable Development Goals, India. Published in Bridging Knowledge and Action: Research Papers on Sustainable Development Goals (ISBN: 978-93-47056-97-0).
- Rubain*, Usha, J. C., & Sushma, B. S. (2025). Green Finance as a Catalyst for Sustainable Entrepreneurship: Evidence from Rural and Non-Metro Start-Ups in India. Paper presented at the International Conference on Bridging Knowledge and Action: Research Papers on Sustainable Development Goals, India. Published in Bridging Knowledge and Action: Research Papers on Sustainable Development Goals (ISBN: 978-93-47056-97-0).
- Sudarshan, K. R., Sushma, B. S., & Usha, J. C. (2025). A Study on the Impact of Green Fintech Awareness on Investment Intentions in Environmentally Responsible Assets. Paper presented at the International Conference on Bridging Knowledge and Action: Research Papers on Sustainable Development Goals, India. Published in Bridging Knowledge and Action: Research Papers on Sustainable Development Goals (ISBN: 978-93-47056-97-0).
- Singh, B. K., & Chandrakala, D. P. (2025). Fintech for the Next Gen: Understanding Youth Engagement with AI-Driven Financial Tools. Paper presented at the International Conference on Bridging Knowledge and Action: Research Papers on Sustainable Development Goals. Published in Bridging Knowledge and Action: Research Papers on Sustainable Development Goals, Volume VI, pp. 287–304. Available at: <https://vkfoundations.org/wp-content/uploads/2025/10/Research-papers-25-10-2025.pdf>
- Shilpa, R. G., & Puneeth, R. A. (2025). Big Data Applications in Understanding the Airline Industry's Path to Recovery. Paper presented at the 5th IEOM India International Conference on Industrial Engineering and Operations Management, Vellore Institute of Technology, Vellore, Tamil Nadu, India, November 6–8, 2025.
- Bugude, M., & Shilpa, R. G. (2025). Study on Artificial Intelligence and Data Analytics in the Agri-Food Industry. Paper presented at the 5th IEOM India International Conference on Industrial Engineering and Operations Management, Vellore Institute of Technology, Vellore, Tamil Nadu, India, November 6–8, 2025.
- Maddula, S. J., & Manavi, A. D. (2025). Study of Consumer Behaviour towards Fortified Rice Consumption in India. Paper presented at the International Conference on Advancing Sustainability through Multidisciplinary Research and Innovation, GM University, Davanagere, India, November 6–8, 2025.
- Janani, N., Vanishree, K., & Usha, J. C. (2025). Analysing Gender-Based Behavioural Bias in Investment Decision amid Market Uncertainty. Paper presented at the International Conference on Innovations and Challenges in Financial Technologies (ICIFT 2025), School of Economics and Commerce, CMR University, Bengaluru, India, November 7, 2025.
- Bala, O. S. T., & Rajisha, T. (2025). Health and Life Insurance Penetration among Gig Workers in Bengaluru. Paper presented at the 2nd International Conference on Innovative Challenges in Financial Technology (ICIFT 2025), School of Economics and Commerce, CMR University, Bengaluru, India, November 7–8, 2025.
- Reddy, T. S. P., & Ajitha, S. (2025). Leveraging Artificial Intelligence to Forecast IPO Outcomes. Paper presented at the International Conference on Computational Engineering, Sensing Technology and Management (ICCETM 2025), Amity University and Western Sydney University, Sydney, Australia, November 18, 2025.
- Yamanappa, C. K., Varun, K., Puneeth, R. A., Koushik, N., Srinivasa, M. V., Pradeep, S., Surajkumar, N., & Shilpa, R. G. (2025). Analyzing Traffic Congestion through IOT: A Study on Public Perception and Strategic Implementation. Paper presented at the 10th PAN-IIM World Management Conference 2025, IIM Ranchi, Jharkhand, India, November 27–29, 2025.
- Brindesh, T. G., & Mazumdar, C. S. (2025). Fostering Experiential Learning in School Education: Investigating the Impact of Teacher and Management Involvement on Students' Skill Development. Paper presented at the 10th International Conference on Economic Growth and Sustainable Development: Emerging Trends, Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysuru, India, November 27–28, 2025.
- Athul, M., & Ajay, R. (2025). A Study on Assessing Housing Affordability and Price Dynamics in Bengaluru City. Paper presented at the conference organized by Manipal Academy of Higher Education, Bengaluru Campus, India, November 27–28, 2025.
- Kumar, Sathish P., & Ajay, R. (2025). Impact of Online Banking Services on Customer Satisfaction. Paper presented at the conference organized by Manipal Academy of Higher Education, Bengaluru Campus, India, November 27–28, 2025.
- Keerthana, S., & Ajay, R. (2025). A Study on the Effect of Behavioral Biases on Investors' Decision Making. Paper presented at the conference organized by Manipal Academy of Higher Education, Bengaluru Campus, India, November 27–28, 2025.
- Uthaiyah, K. U. S., & Ajay, R. (2025). Satisfaction as the Gateway: Unpacking Digital Payment Adoption among Bangalore's Youth. Paper presented at conference organized by Manipal Academy of Higher Education, Bengaluru Campus, India, November 27–28, 2025.
- Janani, N., & Usha, J. C. (2025). Analysing Gender-Based Behavioural Bias in Investment Decisions amid Market Uncertainty. Paper presented at the International Conference on Innovations and Challenges in Financial Technologies (ICIFT 2025), School of Economics and Commerce, CMR University, Bengaluru, India, November 29, 2025.
- Poulomi, D., Mukherjee, S., & Kumar, S. K. M. (2025). A Melodic Mind: Investigating the Effects of Music-Integrated Mindfulness on Management Students. Paper presented at the 10th PAN-IIM World Management Conference 2025, IIM Ranchi, Jharkhand, India, December 27, 2025.
- Niba, F., & Uday, K. J. (2025). Analysis of the Impact of US Tariff Policies on Indian Sectoral Markets, Nifty 50 Returns, and INR/USD Exchange Rates. Paper presented at the DSU–SCMS National Conference 2025, Dayananda Sagar University, Bengaluru, India.
- Keerthi, S., & Jagannathan, U. K (2025). Transforming Business and Society – Innovation, Leadership and Sustainable Future. Paper presented at the DSU–SCMS National Conference 2025, Dayananda Sagar University, Bengaluru, India.
- Shreelakshmi, G. B., & Jagannathan, U. K (2025). Transforming Business and Society – Innovation, Leadership and Sustainable Future. Paper presented at the DSU–SCMS National Conference 2025, Dayananda Sagar University, Bengaluru, India.
- Gothed, A. K., & Sushma, B. S. (2025). Access to Entrepreneurial Resources: The Impact of Fintech on Innovation-Driven Businesses. Paper presented at the 12th International Conference on Business 5.0 (ICB5.0): Innovation, Technology and Sustainability in Global Prospects, Amity Business School, Amity University Madhya Pradesh, Gwalior, India, December 4–5, 2025.
- Harshith, & Sushma, B. S. (2025). Entrepreneurial Mindset and Business Sustainability: A Study on Coffee Powder Enterprises in Chikmagaluru. Paper presented at the 12th International Conference on Business 5.0 (ICB5.0): Innovation, Technology and Sustainability in Global Prospects, Amity Business School, Amity University Madhya Pradesh, Gwalior, India, December 4–5, 2025.

- Yadav, U. S., & Manavi, A. D. (2025). The Role of Product Cues, Retail Experience, and Cultural Beliefs in Scented Candle Buying Behaviour. Paper presented at the IFMR GSB International Marketing Conference, KREA University, Sri City, India, December 5–7, 2025.
- Darpan, & Manavi, A. D. (2025). Repurchase Intention for Scented Candles: The Role of In-Use Experience, Belief, and Altruism through Product Awareness. Paper presented at the IFMR GSB International Marketing Conference, KREA University, Sri City, India, December 5–7, 2025.

Participation in Campaign

- Reddy, T. (2025). Virtual participation in the National Awareness Campaign for Farmers cum Poster Presentation on the theme "Goatpreneurship: Transforming Milk & Milk Products into Entrepreneurship." Organized by the Department of Agriculture, 360 Research Foundation, on the occasion of National Farmer's Day, December 23, 2025, Mathura, Bihar.

Student & Faculty Publication:

- Naik, C. R., & Jagannathan, U. K. (2025). Study on Quantitative Risk Modelling with AI and Monte Carlo: An Application to NIFTY 50 Index. International Journal for Multidisciplinary Research, 7(5), [Article ID if available]. [Prem](#)
- Sunny, S., & Rajan, S. (2025). Business Factors Impacting Bespoke Men's Tailor's Business in the Age of Ready-Made Fashion: A Study of Bangalore's Fashion Landscape. International Journal of Research Publication and Reviews, 6(11), 49–56.
- Tharun, G., & Rajan, S. (2025). A Study on Evaluating the Feasibility and Sustainability of Electric Vehicles (EVs) in Last-Mile Delivery Logistics in India. International Journal of Research Publication and Reviews, 6(10), 3038–3048.
- Kumar, T. H., & Rajan, S. (2025). A Product Quality Analysis of Online Footwear Purchase: A Structural Equation Model Study for Product Return. International Journal of Research Publication and Reviews, 6(10), 2909–2919.
- Ghosh, R., & Rajan, S. (2025). Repurchase Intention and Loyalty in Return Logistics: A Study in the Fashion and Garment Segment of E-Commerce. International Journal of Research Publication and Reviews, 6(10), 3303–3312.
- Anju, A. S., & Rajan, S. (2025). A Study on the Influence of Measuring Customer Satisfaction: A Beauty Parlour Case Study using Multi-Criteria Satisfaction Analysis. International Journal of Research Publication and Reviews, 6(10), 6871–6877.
- Aditi, G., & Sushma, B. S. (2025). Stock Market Forecasting in Banking & IT Sectors using ARIMA and SARIMA Models: A Comparative Study. International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET), 14(10), 20407.
- Hariprasad, K. A., Chandrakala, D. P., & Sushma, B. S. (2025). An Econometric Analysis of Stock Valuation Determinants in the FMCG Sector. International Journal of Creative Research Thoughts (IJCRT), 13(10), October. ISSN: 2320-2882.
- Chethan, J., & Sushma, B. S. (2025). Impact of Financial Literacy and Fintech Adoption on Financial Transparency and Profitability of Sub-Dealers: A Study on Awareness, Usage, and Policy Support. International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET).
- Reddy, B. U. K., Sushma, B. S., & Usha, J. C. (2025). A Study on Working Capital Efficiency and Liquidation in Indian Food and Beverage Industry. Journal of Critical Reviews.
- Singh, A. K., & Sushma, B. S. (2025). A Study on the Effectiveness of Government Credit Initiative in Promoting Business Development in Bihar. Turkish Online Journal of Qualitative Inquiry (TOJQI), 16(2), 97–108.
- Hari Haran, J., Sushma, B. S., & Usha, J. C. (2025). Financial Feasibility and Risk Analysis of Electric Vehicle Charging Stations in Bangalore: A Multi-Scenario Assessment. Turkish Online Journal of Qualitative Inquiry (TOJQI), 16(2), 109–118.
- Agadi, M., & Chandrakala, D. P. (2025). Transforming Youth Financial Literacy through Behavioral Insights and Technology Integration. Turkish Online Journal of Qualitative Inquiry, 16(2), 85–96. <https://doi.org/10.53555/kvah0422>

- Sudeep, D. K., & Chandrakala, D. P. (2024). Empirical Analysis on Investor Behaviour and Sustainability Preference in Green Bond Adoption in Urban Bengaluru. NVEO – Natural Volatiles & Essential Oils Journal, 11(2), 57–72. <https://doi.org/10.53555/F4RPP198>
- Mouhamad, A., Chandrakala, D. P., & Author, C. (2025). Analysing the Impact of India and US Inflation Announcements on Indian Bond Market Behaviour. IJRDO – Journal of Business Management, 11(4), 43–57. <https://doi.org/10.53555/BM.V11I4.6468>
- Narayana, A., & Chandrakala, D. P. (2025). Financial Decision Making During Midlife Crisis among Citizens of Mangalore through the Lens of Behavioural Finance. Journal of Behavioral Studies and Research, 12(2), 32–41. <https://doi.org/10.53555/29mbsr72>
- Nishanth Raj, Chandrakala, D. P. (2025). Enhancing Emotional Wellbeing and Alleviating Workplace Stress through Financial Literacy. European Journal of Molecular & Clinical Medicine, 12(2), 1–10. <https://doi.org/10.53555/ejmcm.v12.i2.14176>
- Kuruba, A., & Usha, J. C. (2025). Rise of Non-Dollar Trade Settlement: Impact on Currency Reserves and Exchange Volatility. International Journal of Innovative Research in Science, Engineering and Technology, 14(10), October.
- Benegi, C. C., & Usha, J. C. (2025). Artificial Intelligence in Algorithmic Trading: Enhancing Efficiency, Profitability and Market Quality. International Journal for Multidisciplinary Research (IJFMR), 7(5), Article ID: IJFMR250557864.
- JadHAV, N., Usha, J. C., & Sushma, B. S. (2025). A Study on Fintech Disruption and Regulatory Challenges in Financial Markets. Journal of Critical Reviews, 12(2), 34. <https://doi.org/10.53555/jcr.v12.i2.13324>
- Anju, A. S., & Shivakami, D. (2025). A Study on the Influence of Measuring Customer Satisfaction: A Beauty Parlour Case Study. International Journal of Research Publication and Reviews, 6(10), 3303–3312.

Faculty Member as Panelist / Editor / Reviewer

- Dr. Gouri R. Javali served as a Reviewer for a journal article (Manuscript ID: IJCCM-25-0022.R2) titled "Behavioral Drivers of Thriving at Work: The Interplay of Autotelic Personality and Cultural Intelligence in Global Virtual Teams", resubmitted to the International Journal of Cross-Cultural Management, published by SAGE Publications, ISSN: 1470-5958, 1741-2838, in September 2025 (Q1/Q2 Journal).
- Dr. Bindu Nambiar served as the Editor for the research compendium titled Bridging Knowledge and Action: Research Papers on Sustainable Development Goals, co-edited with Dr. S. Nagendra, Dr. Satyanandini, and Ms. Lekhashree.
- Dr. Bindu Nambiar also served as a Judge for the Catalyst Student Startup Challenge, organized by IIC-ISBR B-School, on 7th October 2025.
- Dr. Bindu Nambiar was invited as a Jury Member for Round 2 of Startup Fusion (RUAS Inter-Faculty Startup Pitching Contest), organized by The Startup Society and Centre for Entrepreneurship, RUAS, on 5th November 2025.
- Dr. Bindu Nambiar served as a panelist for the roundtable of the National Student Innovation Challenge, organized by eVidyaloka at their office in Jayanagar, Bangalore, on 18th–19th December 2025.
- Mr. Trilok Reddy was selected as a Reviewer on the Board of JETIR – Journal of Emerging Technologies and Innovative Research (www.jetir.org), E-ISSN: 2349-5162, Member ID: 120220, since 30th December 2025 (International, peer-reviewed journal).
- Mr. Trilok Reddy was selected as a Reviewer on the Board of IJRAR – International Journal of Research and Analytical Reviews (www.ijrar.org), E-ISSN: 2348-1269, P-ISSN: 2349-5138, Member ID: 120220, since 5th December 2025 (Peer-reviewed journal).
- Mr. Trilok Reddy was selected as a Reviewer on the Board of IJCRT – International Journal of Creative Research Thoughts, ISSN: 2320-2882, Member ID: 120177, since 6th November 2025 (Peer-reviewed journal).

STUDENT ACTIVITIES & ACHIEVEMENTS

Management Club Activity @ FMC



"The Success of Capitalism" MBA 1st Sem. Sec A (21st Nov. 2025)



"Market Marvericks Challenge" MBA 1st Sem Sec B (21st Nov. 2025)



"Sustainable Brands in the Indian Market & their Stories"
MBA 1st Sem Sec C (28th Nov. 2025)



"AdVenture: Crafting the Ultimate Pitch" MBA 1st Sem Sec D
(5th Dec. 2025)



"MAD ADS" MBA 1st Sem Sec A (28th Nov. 2025)



"Management Mastery Mania" MBA 1st Sem Sec B (28th Nov. 2025)



"The Island Leadership: Lead, Adapt, Negotiate, Triumph" MBA 1st
Sem Sec C (5th Dec. 2025)



"Crisis in the Boardroom: Managing Financial Misconduct" MBA 1st
Sem Sec D (14th Nov. 2025)



"Team Building Games" MBA 1st Sem Sec B (5th Dec. 2025)



"CURRENTX" MBA 1st Sem Sec B (12th Dec. 2025)

EVENTS @ LEADS NEXT GEN CENTRE

Inspiring “Fireside Talks” on Global-to-Local Leadership



On **10 October 2025**, LEADS NEXT GEN CENTRE hosted Fireside Talks on the theme **“Global Experience to Local Impact.”** Speakers included Ms. Padmaja Narsipur, Founder, Adepvic Creative Labs & Clearly Blue; Dr. Malali Gowda, CEO, Longer Life; Mr. Ramu Muthangi, CEO & CTO, SGH Technologies; and Maj. Arun Sreedharan (Retd.), Deputy Director, Defence Technology Innovation Programme, who shared insights on technology, entrepreneurship, sustainability, & leadership.

Attended Bengaluru Skill Summit 2025



The LEADS Next Gen Centre team participated in the **Bengaluru Skill Summit 2025**, held from **4–6 November 2025**, organized by the **Department of Skill Development, Entrepreneurship & Livelihood, Govt. of Karnataka**. As Karnataka's flagship platform for future-ready skilling, the summit brought together policymakers, industry leaders, academia, youth, and global partners to co-create strategies that enhance employability, enable global mobility, and build inclusive talent ecosystems.

Catalyst Insight: Leadership Talk Series 4.0



On **18 November 2025**, the LEADS Next Gen Centre hosted Catalyst Insight: **Leadership Talk Series – 4.0**, featuring **Ms. Candida Andrade Halgekar** on **“Leadership in the Age of AI.”** The session explored AI's role in decision-making and predictive analytics, while emphasizing human-centric skills like emotional intelligence, creativity, adaptability, and communication. Participants gained valuable insights into leveraging AI as a leadership enabler.

Community - Outreach @Green Circle NGO



On **22 November 2025**, the LEADS Next Gen Centre Student Council, powered by FMC, conducted a **community outreach visit to Green Circle NGO**. The event engaged 28 children in games like Freeze Dance, Balloon Balance, and Chain Reaction to foster teamwork and collaboration. Educational supplies and treats were also distributed, combining learning with fun.

“Boardroom Battles” at Pravrutti 2025



On **16 October 2025**, the LEADS Next Gen Centre hosted **Boardroom Battles during Pravrutti 2025** at RUAS Peenya Campus. Students tackled simulated business crises and presented strategies to a panel including Mr. Moulik Vinod Gajjar Senior Market Research Analyst, Zyoin Group and Dr. Praveen Sinha, Professor and HOD, Oxford College of Business Management. Teams were judged on innovation, practicality, and leadership.

Recognized Under WEN India Udaan Program 1.0



The LEADS Next Gen Centre team at MSRUSAS was recognized under the **WEN India Udaan Program 1.0 Internship with Women Entrepreneurs** for their commitment, innovative problem-solving, and impactful contributions. The award reflects the team's dedication to fostering leadership, entrepreneurial thinking, and professional excellence, setting a benchmark for future student leaders.

Pre-Summit Knowledge Session : AI Impact Summit 2026



On **28 November 2025**, the LEADS Next Gen Centre hosted a Pre-Summit Knowledge Session for the India AI Impact Summit 2026 on **“Human Capital in the AI Era: A Strategic Roundtable on Workforce and Education Policy.”** Leaders from academia, industry, and policy discussed workforce readiness across four themes: Industry Skill Demand, Research and Innovation, National Security, and Academic Transformation.

FMC, Hosted Paper Presentation at ANQ Congress 2025



The FMC hosted paper presentations at **ANQ Congress 2025**, organized by the Indian Society for Quality at RUAS on **5–6 November 2025**. FMC managed session coordination, with senior faculty as Session Chairs, while the LEADS Next Gen Centre Student Council supported on-ground operations.

EVENTS @ RESEARCH CAFE

Tracxn Platform Training: Unlocking Insights into Private Market Intelligence



The FMC conducted a **Tracxn Platform Training** on **11 October 2025**, led by Ms. Tanushi Karanwal, Senior Program Manager – University Partnerships, Tracxn. The session introduced participants to Tracxn's features for accessing and analyzing private market data, including company and investor databases, funding tracking, sector reports, advanced filters, and MyAnalyst support, offering practical exposure to data-driven market analysis.

Hands on Session on Advanced Excel: Practical Insights for Researchers and Faculty

The FMC Research Café hosted a Faculty Development Programme on "**Hands-on Session on Advanced Excel**" on **8 November 2025**, delivered online by Dr. Chetan V. Hiremath. The session provided faculty, research scholars, and students with practical training in advanced Excel functions for data analysis, scenario planning, and optimization, enhancing research and managerial decision-making skills.



Expert Session on: Regulation to Reputation: The Managerial Value of Food Defense Compliance"



On **13 December 2025**, the FMC Research Café hosted Mr. Riyaz Ahmad for a session on "**Food Defense: Regulation to Reputation.**" The talk emphasized protecting food systems from intentional contamination, enhancing brand reputation, stakeholder trust, and supply chain transparency, while demonstrating the strategic value of proactive food defense in modern risk management.

Hands-on with CMIE Prowess: Turning Data into Research Insights

The FMC organized a hands-on session, "**Hands-on with CMIE Prowess: From Data Extraction to Insight Generation**", on **25 October 2025**, led by Dr. Selva Kumar D. The workshop provided practical training on data extraction, company selection, command usage, and dataset organization, highlighting CMIE Prowess as a powerful tool for research and data-driven insights.



Expert Insights on "Public Policy Research and Impact Assessment"



The FMC Research Café on **29 November 2025** featured Dr. Ananth S. Panth, Social Development Consultant, for a session on "Public Policy Research - Management Discipline Perspectives Understanding of Policy Evaluation, Social Development Research, and Impact Assessment." The talk highlighted policy evaluation, social development research, and impact assessment, emphasizing management frameworks, analytical approaches, and evidence-based strategies.

Student Merit Celebrated



Sehar Khursheed is awarded the **Silver Medal** (in absentia) for outstanding academic performance in **MBA Marketing Management and Hospitality Management** at the RUAS Convocation 2025.

PLACEMENT ACTIVITY

Placements during October to December 2025



Asian Paints Ltd.

MBA 2023–25 | CTC: ₹9.2 LPA

Selected Students:

- Tarun R
- Rajat G Patil



NxtGen Cloud Technologies Pvt. Ltd.

MBA 2023–25 | CTC: ₹5.5 LPA

Selected Students:

- A Aishwarya
- Anila Babu
- Arya Ranjith
- Chetan Yadav G N
- Nayan Bharadwaj R
- Sai Jeevan M



K12 Techno Services Pvt. Ltd.

MBA 2023–25 | CTC: ₹5.0 LPA

Selected Students:

- Aditi Kaul
- Hitha M S
- Nandana Mahesh



CTC: ₹3.0 LPA

Selected Students:

- Aishwarya D – BBA
- Atul Kumar – B.Com
- Shruti Khillar – BBA
- Bhawen Maroo – BBA
- Disha Sharma – BBA

VALUABLE INSIGHTS TO FMC STUDENTS

Volvo CE Bangalore



On **8 November 2025**, 52 first-year MBA students and four faculty members from FMC, RUAS, visited the **Volvo Construction Equipment (Volvo CE) facility in Bangalore**. The visit provided insights into heavy machinery assembly, Japanese manufacturing practices like Kaizen and Poka-yoke, as well as Volvo's market strategy, sustainability initiatives, and HR practices. Coordinated by Mr. Senthil Kumar A., the visit included a detailed presentation by Mr. Raghavendra on production processes, safety, and operational excellence.

On **9 October 2025**, BBA 1st Semester students of the 2025-26 batch, visited the **Akshaya Patra Foundation at ISKCON Bengaluru**. The visit offered insights into large-scale food production, supply chain management, quality control, and operational excellence in one of the world's largest NGO-run school meal programs. Students observed automated kitchen operations, sustainable practices, logistics, safety protocols, and learned about brand strategy, donor engagement, and ethical leadership, connecting management concepts with real-world applications.

ISRO, Bengaluru



Akshaya Patra Foundation, ISKON, Bangalore



On **23 December 2025**, MBA 1st Semester (Section B) students visited the **Indian Space Research Organisation (ISRO), Bengaluru**. The visit offered insights into India's space programs and the application of management principles in a large-scale scientific organization. ISRO officials explained the Chandrayaan-3 mission, launch vehicles, key centers, and upcoming projects like Gaganyaan, Mangalyan, and NISAR. The experience enriched students' understanding of project planning, teamwork, leadership, risk management, and innovation.

FMC Shines @ 'KAHALE' – Kannada Rajyotsava Celebrations (10 Nov. 2025)

Faculty



Rashmi P. secured Third Place in the Singing Competition



Rashmi P. & Sujatha S. secured Third Place in Rangoli Competition

Student



FMC MBA 2025 students won First Prize in Lagori Competition



FMC MBA 2025 students won First Prize in Tug of War Competition

FMC @ RUAS CONVOCATION 2025.....

Faculty Research Excellence Celebrated @ RUAS Convocation 2025



Dr. Renee N, Assistant Professor, FMC



Dr. Shilpa R G, Assistant Professor, FMC



Dr. Kavitha Karanam, Assistant Professor, FMC



Dr. Gouri R Javali, Assistant Professor, FMC



Dr. Vanishree K, Assistant Professor, FMC



Dr. Sushma B S, Assistant Professor, FMC

STUDENT ACHIEVEMENTS

FMC Students Join NCC at RUAS



FMC is proud to announce that BBA First-Year students **Pruthvi Arya Singh and Shreyas M** have joined **NCC unit at MSRUAS**, demonstrating commitment to discipline, leadership, and community service. FMC congratulates them and wishes them success in their NCC journey.

Participation in Bullzai 2025–26: The Fraud Street Files

Ms. Suchithra T, III Year B.Com. (Hons) student at FMC, participated in **Bullzai 2025–26: The Fraud Street Files**, a national-level Finance and Economics festival at **CHRIST (Deemed to be University), Bengaluru**, on **11–12 December 2025**. The event offered hands-on exposure to financial markets, fraud detection, corporate governance, and analytics, enhancing her understanding of contemporary financial systems.



Participation in IIC Regional Meet 2025



Four FMC students—**Kayomarz Pavri (MBA A), Sujan NS (MBA C), Vinayak Patil (MBA D), and Arvind Reddy (MBA D)**—participated in the **IIC Regional Meet 2025** on 2 December at RUAS, Bengaluru. The event, organized by the Ministry of Education's Innovation Cell and AICTE, aimed to strengthen innovation and entrepreneurship in higher education.

Participation in 'MAGNOVITE 2025'



Mr. Sujan N. S., MBA Section C, student of the FMC, participated in **MAGNOVITE 2025**, held at **Christ University** on **26 November 2025**. The event provided a platform for students to engage in academic and co-curricular activities, fostering learning, creativity, and inter-institutional interaction.

STUDENT ARTICLE

From Aspiration to Identity: My Life at FMC



When I first stepped onto the campus of M.S. Ramaiah University of Applied Sciences, I viewed it not merely as an institution, but as a kingdom of knowledge and wisdom, envisioned and built with purpose by Dr. M.S. Ramaiah. From that very moment, I knew that this was the place where I wanted to build my future. I proudly chose to begin my academic journey at MSRUAS, FMC determined to grow as a learner and as a responsible individual. With the blessings of my parents and my brother, I boldly embarked on this journey, aspiring to be a brave soldier in this kingdom of learning.

My life at FMC has been deeply shaped by my gurus and faculty members, who have continuously guided, supported, and inspired me in every phase of my academic journey. Their encouragement helped me to explore my hidden potential and discover passions. FMC taught me that college life extends far beyond syllabus, assignments, and examinations; it is an once-in-a-lifetime opportunity to shape one's personality, character, behavior, ethics, and good human values. Under their mentorship, I have matured into an individual equipped with confidence, discipline, empathy, and professionalism qualities essential to compete in today's dynamic world.

The vibrant campus culture at FMC, enriched by numerous activities and student-led clubs, played a vital role in nurturing my creativity and leadership skills. Being actively involved in various clubs helped me develop managerial decision-making abilities, teamwork, collaboration, responsibility, and adaptability, while engaging with diverse personalities and perspectives. My association with the Literary Club allowed me to explore my passion for poetry, leading to the publication of two books and ongoing work on my third edition. Through the Arthabodha Club, I gained deeper insights into economics and global economic affairs, strengthening my analytical thinking. The LEADS Next-Gen Centre helped me cultivate leadership and entrepreneurial qualities, while the Research Café became a cornerstone of my academic ambition, nurturing my dream of becoming a researcher under the expert guidance of supportive faculty members.

A significant milestone in my journey at FMC has been the birth of my start up, "The Blossom Hub," an initiative that reflects my entrepreneurial aspirations and creative vision. FMC provided me with a supportive ecosystem where innovation was encouraged, ideas were valued, and confidence was instilled, making The Blossom Hub a meaningful extension of my academic and personal growth.

Today, as a third-year student of Bachelor's in Commerce (Honours) at FMC, I strongly feel that this institution continues to shape my life every single day inch by inch, experience by experience. FMC has transformed me into a more confident, courageous, ethical, and professionally prepared individual. I carry immense gratitude toward my faculty members and college for believing in me, empowering me, and preparing me not just for a career, but for life itself.

Suchithra T., Bachelor's in Commerce (Hons),

Third year, 6th Sem, MSRUAS, FMC

Student Merit Celebrated @ RUAS Convocation 2025



Raksha M : Gold Medal for MBA in Human Resource Management



Sai Praneetha Kasala: Gold Medal for degree in BBA

Minnu Tom: Silver Medal for degree in BBA



Dundesh Kotagi: Gold Medal for degree in B.Com

Vinay T M: Silver Medal for degree in B.Com

MAJOR FORTHCOMING EVENTS

**INTERNATIONAL CONFERENCE ON
"INNOVATION AND ENTREPRENEURSHIP FOR DEEP-TECH STARTUPS:
ROLE OF ENTREPRENEURIAL UNIVERSITIES"**

Date: 20th to 22nd May 2024

Venue: JN TATA Auditorium, IISc, Bangalore, Karnataka, INDIA - 560012

 Adelaide University

INVITATION FOR EXTENDED ABSTRACTS AND FULL PAPERS

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About the Conference:
 The widespread emergence and exit of tech startups have been a distinctive phenomenon of the global economy in the 21st century. While thousands emerge, only a few hundred survive and a few tons scale up. In this startup landscape, though deep-tech startups (which provide radical solutions to diverse socio-economic problems) account for a negligible fraction, their relative share seems to increase during the later stages of the startup life cycle, implying a higher rate of survival during scaling up. However, a critical success factor for these deep-tech startups is a strong base of research & innovation and engineering, which takes place in some of the higher education institutions globally. Such institutions, which consequently act as the nucleus of entrepreneurship, are also the source of innovation and research, and are the bedrock of entrepreneurial Universities. There is a need to promote and encourage "Entrepreneurial Universities" to promote and support deep-tech startups. It is to discuss and arrive at a comprehensive understanding of how to promote entrepreneurial universities to support innovation and entrepreneurship, particularly in the deep-tech space, that we propose to hold this International Conference involving experts and stakeholders from diverse fields of startup ecosystems.

Invited Stake Holders from Researchers' Platform:

- Faculty Members
- Research Scholars
- Research Associates
- Project Associates
- Project Assistants
- PG Students

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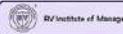
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 B.I.M.S. Institute of Management

 NMIMS BENGALURU

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