

NEWSLETTER 2024

UDAAN

Flying Higher to Achieve Dreams

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**Faculty of Management
and Commerce**

G G Campus, Bangalore

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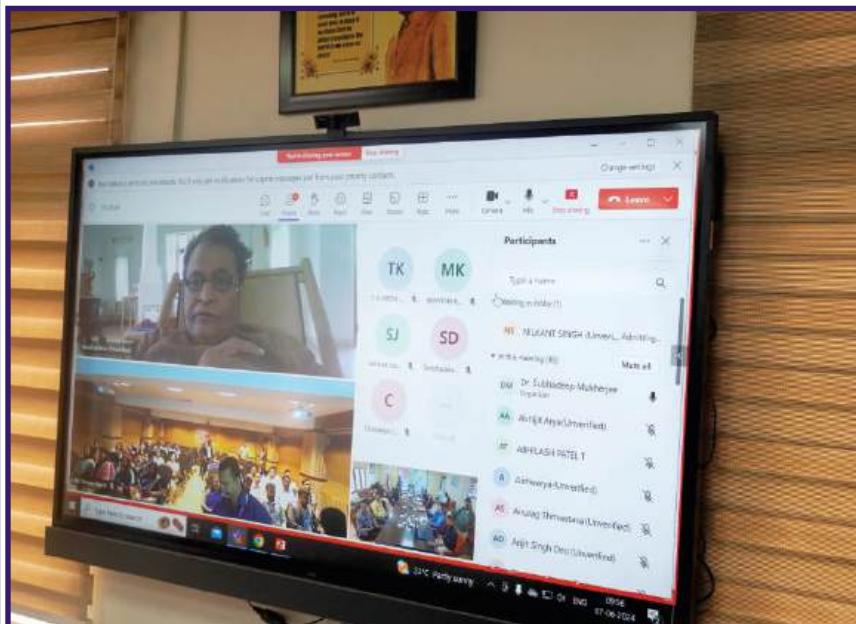
- Academics
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Successful NAAC PEER TEAM Visit to FMC - First Cycle on 28 May 2024

Dr. K.M.Sharath Kumar, Professor and Head, FMC is nominated as Management Committee - Member for Bangalore Management Association for the Year 2024-25 under Institution Category.

Doctoral Colloquium - 2024 on Business Competitiveness for Attaining Sustainability (DC - BCAS 2024)

A Step Towards Vision Viksit Bharat - 2047
7th & 8th June 2024



The Doctoral Colloquium on Business Competitiveness for Attaining Sustainability (DC-BCAS 2024) was hosted at Faculty of Management and Commerce, Ramaiah University of Applied Sciences. The event focused on aligning business

competitiveness with sustainability to achieve the ambitious Vision Viksit Bharat 2047, a vision articulated by Prime Minister Narendra Modi to transform India into a developed nation by its 100th year of independence.

The colloquium commenced on June 7, 2024, with a ceremonial lamp lighting by the Vice-Chancellor, Dr. Kuldeep K. Raina, and the Chief Guests Dr. Suresh Prabhu, Former Central Minister, Gol and Dr. Balakrishnan I., MEITY. The gathering included notable keynote speakers such as Dr. Suresh Prabhu, Dr. Jon Thomas, Ms. Sangeeta Menon, and Dr. Vishal Shah, who collectively emphasized the importance of integrating sustainability with business practices to achieve long-term viability and growth.

The Conference Chair, Dr. Subhadeep Mukherjee highlighted the crucial role of doctoral research in fostering innovation and providing actionable insights for sustainable business practices. The technical sessions were divided into various tracks covering Human Resources, Economics, Finance, Design Thinking, Marketing, Operations, General Management, and Global Business Competitiveness. These sessions facilitated the exchange of groundbreaking research and collaborative ideas among scholars, practitioners, and policymakers.

On the second day, the discussions continued and concluded with a Valedictory Function. Ms. Sangeeta Menon and Dr. Vishal Shah provided valuable insights into research publishing and the imperative of genuine sustainability efforts in business.

The colloquium concluded with a certificate distribution ceremony, recognizing the participation of all attendees. The Best Paper Presentation Award was announced later, honouring the innovative and impactful research paper in the field of business sustainability. This event successfully fostered meaningful dialogue, contributing significantly towards the realization of Vision Viksit Bharat 2047.

Objectives:

The primary objective of the DCBCS 2024 was to foster meaningful discussions, share groundbreaking research, and collaborate on ideas that could influence the trajectory of India's sustainable development. The colloquium aimed to create a community of scholars, practitioners, and policymakers dedicated to making a tangible impact towards Vision Viksit Bharat 2047.

Key Speaker/Guest:

Shri Suresh Prabhu, Former Union Minister in 10 Cabinet Portfolio Govt. of India, Chancellor Rishikesh University, Visiting Professor, London School of Economics

Shri Balakrishnan. I, Additional Director, Ministry of Electronic & IT, Government of India

Dr. Jon Thomas, Director, EFCIE-BC Regional Innovation Chair in Canada-India, Partnership Development, UFV.

Ms. Sangeeta Menon, Regional Publishing Manager, Emerald Publication.

Dr. Vishal Shah, Vice President, Leadership and Organization Development, INDEGENE

Dr. Muralidhara Anandamurthy, SAS Institute (India) Pvt. Ltd



Glimpses of Doctoral Colloquium



Best Paper Awardees
Ms.Rashmi &
Ms.Usha J C



ACADEMIC

NSS Activity by BBA 2nd Year students - 29.03.2024

FMC organized annual "Service to Society" activity. As a part of annual initiative towards social responsibility, we were focusing on environmental conservation and community engagement. The following are the series of impactful events:

1. Seed Ball preparation and distribution among the students and local communities
2. Lake Conservative and Save Water Campaign
3. Saplings Plantation Drive
4. Saplings Donation to the Local Bodies for Pre Monsoon Plantation
5. Awareness for students on Native variety of flora, fauna, and importance of balance in biodiversity

Faculty Coordinators include Ms. Shilpa R G, Ms. Rashmi R., Dr. Nirmal Singh, Dr. Bhanu Pratap, Ms. Renee N and Dr. Anicar D Manavi.



Visit to Akshayakalpa Farm and Production Unit
38 Students and 2 Faculty Coordinators
15.04.2024



Visit to UP for Consultancy Project
Date: 16.04.2024 to 19.04.2024

Interaction with Economic Advisor to CM, Government of UP; VC of AKTU and Institute Directors as a part of Consultancy Project



Management Development Program on Mastering Customer Experience Delivery in the Digital Landscape

Date: 19.04.2024, 20.04.2024 & 22.04.2024

The MDP was a resounding success, achieving its core objectives and delivering substantial value to all participants. The event focused on four primary goals:

1. Enhancing Communication Skills
2. Understanding Customer Behavior and Creating Experience
3. Exploring Marketing Career Path
4. Identifying Career Development Opportunities

The event facilitated significant personal and professional growth, leaving participants better equipped to excel in their respective fields.



Management Development Program on Generative AI and its use in Business

Date: 25.04.2024, 27.04.2024 & 29.04.2024

Generative AI (GenAI) has emerged as a powerful technology with applications across various domains, including finance, operations, and marketing. GenAI has a lot of potential to improve Business Value. Starting with Marketing where content such as Advertisement, Targeted Marketing content, FAQs, customer queries can be heavily automated using Generative AI. The business ecosystem value thus can be enhanced, and goods & Services can be delivered efficiently and effectively.



RESEARCH

Paper Presentation by our Faculties

1. Shivakami Rajan presented a research paper entitled 'The Potential and Promise of Technology in Education' in the Multidisciplinary International Virtual Colloquium on Technology and Society Convened by KAPJ College of Education, Madurai, Tamil Nadu, in collaboration with KESORT as Knowledge partners, along with Acumen Foundation & Seva Academy on 16th March and 17th March 2024.

2. S. Ajitha presented a research paper entitled "A Study on the Impact of GDP and Manufacturing Output on Climate Change using ML Algorithms - India" in 2nd International Conference on Emerging Trends in Business and Management (ICETBM 2024) organized by SSN School of Management on 22nd and 23rd March 2024 in Kalavakkam, Tamil Nadu, India.

3. S. Ajitha presented a paper on "Preserving Integrity : A Study to Understand Deep Fake Threats and Strategies to Uphold Trust with Advancements in Artificial Intelligence" in the International Conference on the Impact of AI driven decision making and agile management practices organized by Acharya Institute of Graduate Studies on 3rd and 4th May 2024 in Bengaluru, India.

4. S. Ajitha Attended the International Conference on The Impact of AI driven decision making and agile management practices organized by Acharya Institute of Graduate Studies on 3rd and 4th May 2024 in Bengaluru, India



International Visitors at FMC From Australia

PUBLICATION

1. Shilpa R.G, Jhilmil Basu, T. P. Pushphavathi, P. V. R Murthy, (2024) Strengthening Web Application Security: A Penetration Regression Test Selection Algorithm for Early Detection of Buffer Overflow Vulnerability. International Journal of Intelligent Systems and Applications in Engineering, 12(21s), pp. 3073–3079
2. P. Aslam and R.G. Shilpa, (2024) Development of a Framework to Digitalize the Data Flow Network between Manufacturer and Customer, International Conference on New Frontiers in Communication, Automation, Management and Security (ICCAM), Bangalore, India, 2023, pp. 1-6, doi:10.1109/ICCAM60113.2023.10525783.

WORKSHOP/SEMINAR

1. Organized FDP on Business Standard (BSmart) Application Orientation held on 23rd March 2024.
2. Organised a guest lecture on 'Cash Flow Statement' by CA Neeraj Agarwal, Fellow Member of ICAI, M/s AAN & Associates LLP, Social Auditor Special Invitee to ICAI Sustainability Reporting Standards Board for the FY 2023-34 Certified Valuator and Analyst (CVA) on 26th March 2024.
3. Guest lecture delivered on 'Hedging Transaction and Translation Exposure at General Motors' by Prof. A Anantharaman, Faculty Member, Harvard Business School (1991-Present) and Provost, St. Joseph's Institute of Management, Bengaluru on 18th March and 26th March 2024.
4. V Nagendra attended 5 days workshop on Structural Equation Modelling from Feb 26th to March 1st conducted by Edmaestro Pvt. Ltd.
5. V Nagendra attended 10 days' workshop on How to write and get your Research Paper published - conducted by Essgee Digiskills from 21st Feb 2024 to 1st March 2024.
6. V Nagendra attended one-day e-workshop on Questionnaire Designing on 30th December, 2023 conducted by Commacad.
7. V Nagendra attended two day e-workshop on Systematic Literature Review on 13th and 14th January , 2024 conducted by Commacad.
8. V Nagendra attended Five day workshop organized from 8th - 12th January 2024 by EdMaestro Private Limited on the topic "Research Methodology, Academic Writing and Reference Management with Hands-on SPSS & Mendeley".
9. Shilpa RG attended a State Level Workshop on Cyber Safe Girl - Beti Bachao Cyer Crime Se jointly organised by State NSS Cell, Department of Youth Affairs and Sports, Government of Karnataka, Women's Cell RUAS, NSS and Rotaract RUAS on 23rd March 2024.

10. Shivakami Rajan attended the 15 day International Online workshop on Qualitative Research Methodology conducted from 11 to 27 March 2024.

11. S. Ajitha attended the "Future of Education" workshop for faculty members on 4th Mar'24 (10 AM - 5 PM) conducted by RUAS.

12. S. Ajitha attended the "Paper Development Workshop: How to Publish in Premier Journals" organized by SSN School of Management on 21st March 2024 in Kalavakkam, Tamil Nadu, India.

13. S. Ajitha attended 10 Hours National Faculty Development Program on "Data Analytics using Power BI and Tableau" organized by Faculty of IT and CS -Parul University - Gujarat, Atria Institute of Technology- Karnataka & Amity Pune - Maharashtra in Collaboration with ExcelREdtechPvt. Ltd. from 11th March to 15th March 2024 (Cert No: EXCELR-FDP-68031/22032024)

14. Uday K Jagannathan attended an FDP course on Generative AI with Large Language Models, conducted by Coursera on 5th May 2024

15. Uday K Jagannathan attended an FDP course on Open AI Chat GPT Expert, conducted by Edureka on 23rd May 2024

16. Uday K Jagannathan attended an FDP course on Data and Disruption, conducted by MIT SMR Connections on 28th February 2024

WEBINAR:

1. Sushma B S attended a webinar on "Mastering Persuasive Communication Speak with Impact" presented by Ms. Mridu Bhandari, Founder of MentorLeap, on May-28, 2024, at GIBS Business School, Bengaluru.

ACHIEVEMENTS



Consultancy Project on Ramaiah Network Hospitals

The collaborative consultancy project focusing on 'Ramaiah Network Hospitals', Devanahalli and Brigade Orchards' is officially sanctioned. This partnership aims to synergize healthcare expertise with urban development, enhancing services and infrastructure in these prominent locations.

Team FMC thanks the Leadership and the Chief Executive, GEF (M) for their support and guidance.

Dr. K.M Sharath Kumar, Dr. Anicar D. Manavi, Dr. Ajitha S. & Mr. Rajeev Prasad.

Team FMC congratulates Dr. Bhanu Prathap for being awarded Degree of Doctor of Philosophy on the topic of "UNDERSTANDING THE MARKET DYNAMICS OF LITHIUM-ION BATTERY FOR ELECTRIC MOBILITY"

Team FMC congratulates Dr. Ayush Singh for being awarded Degree of Doctor of Philosophy in the area of Operation and Supply Chain Management on the topic of "OPTIMISING STRATEGIC AND TACTICAL DECISIONS IN INDIAN DAIRY SUPPLY CHAIN"

Mr. Rakesh winning the Best Faculty All Rounder at FMC Premier League 2024
21.04.2024 & 22.04.2024

Dr. Chandra Sen Mazumdar & Ms. Reshma K J Cahocon 2024 in Biswa Bangla Convention Centre, Kolkata – 06.04.2024



STUDENT ACTIVITY

Management Club Activity



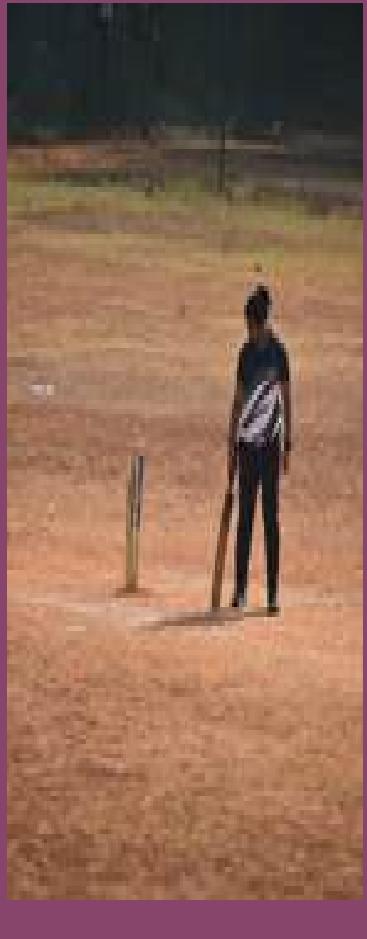
Anoop and Abhijit have won 1st prize in the Best Management Team event at Xenia 2024 organised by FHMCT.



FMCPL 2024

21.04.2024 & 22.04.2024

The most awaited sports event at FMC. This year 8 teams played against one another and in the end Hawks won the overall championship and rising super giants won the runners up.



Imran and Swaroop, a dynamic duo clinched 2nd place in the fiercely competitive inter-faculty carom tournament.



YOUTH SUMMIT 2024 – 22.06.2024

The YOUTH SUMMIT event held on 22nd June 2024 at Ramaiah University, was a grand success. Led by Prof. Kuldeep Kumar Raina and featuring industry leaders like NidhiVadhera and Praveen Kamath Kumbla, sparked a vibrant exchange of ideas and insights. From the energetic opening ceremony with the Ramaiah anthem to the panel discussions on startup ecosystems and entrepreneurial skills, participants were inspired to pursue innovation and community-building in their ventures.



Student Article

My Journey at FMC

My name is Abhilash S, a Mechanical Engineer driven by the goal to improve our family business in supply chain management. My pursuit of an MBA degree led me to the Faculty of Management and Commerce at Ramaiah University of Applied Sciences, a decision that is both transformative and enriching.

The engaging learning environment, coupled with the faculty's expertise, helped me develop my analytical and leadership skills. Working on various projects and case studies, I learned to handle complex business situations, making informed decisions that match industry standards. The hands-on experience through internships and workshops further strengthened my ability to apply classroom concepts to real-world challenges.

My time at Faculty of Management and Commerce was not just about academic growth but also about personal development. The collaborative atmosphere and the diverse student community broadened my perspectives, allowing me to build a strong professional network.

In total, my MBA journey at Ramaiah University has been crucial in equipping me with the skills and knowledge to drive our family business towards greater success in the competitive supply chain industry.

Article By:

Abhilash S, MBA 4th Semester, Batch: 2022-2024



FUTURE ACTIVITIES

Strategy Summit 2024 on 25th July 2024



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