

# Newsletter 2025

# UDAAN

Flying Higher to Achieve Dreams

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**Faculty of Management and Commerce**  
GG Campus, Bangalore

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## Table of Contents

- Academics
- FDP / MDP @ FMC
- Guest Lecture / Expert Talk
- Research, Publications & Participation
- Achievements
- Student Activities & Achievements
- LEADS Next Gen Centre-MSRUAS
- Events @ Research Café
- Placement Activity
- Student Article
- Glimpses of German BayIND Summer School 2025 @ FMC.....

## 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

## ACADEMICS

### AICTE-ATAL Sponsored FDP on Risk Management Organized by FMC



The Department of Management Studies, Faculty of Management and Commerce (FMC), **MS Ramaiah University of Applied Sciences**, successfully organized a **Faculty Development Program** on "*Risk Management: An Integrated Approach to Tools, Techniques, and Best Practices*" from **15th to 20th September 2025**, sponsored by the **AICTE Training and Learning (ATAL) Academy**. The inaugural session was graced by **Hon. Vice Chancellor Dr. Kuldeep K Raina** and **Mr. Ashok S Rao**, Registrar, RUAS, who addressed the participants and highlighted

the importance of risk management in today's dynamic financial environment.

Designed to strengthen faculty expertise in financial risk management, the program covered critical areas including **Basel Norms, Credit Risk, Forex Risk, Audit Risk**, and **Risk Mitigation Tools**. Through expert-led sessions, case studies, and interactive discussions, participants gained practical insights into regulatory frameworks, hedging strategies, and risk assessment methods. The event was successfully coordinated by **Dr. Uday K Jagannathan** and witnessed active participation from students and faculty, fostering a rich learning environment.

## Inauguration of LEADS Next Gen Centre at MSRUAS

On 31st July 2025, M.S. Ramaiah University of Applied Sciences inaugurated the **LEADS Next Gen Centre (Centre for Leadership Empowering Attitude Development for Sustainability)** at the Faculty of Management and Commerce, GG Campus, Bengaluru, a dedicated initiative to nurture leadership, personal development, and sustainability among students. The ceremony featured inspiring addresses by **Hon. Dr. Kuldeep K Raina, Vice Chancellor, Dr. K.M. Sharath Kumar, Dean, and Dr. Subhadeep Mukherjee, Head, LEADS Next Gen Centre**, highlighting the importance



of sustainable leadership and positive mind-set development. The event also included the launch of an official book and distribution of appointment letters to the newly formed LEADS Committee, outlining its roadmap.

The event featured an inspiring panel of thought leaders including **Dr. Kishore Rao, CEO Aequus Infra, Mr. Shaju Mangalam Director - FICCI Karnataka State Council, Dr. Charles Chow, Managing Director, East-West Group Singapore, and Dr. Balvir Talwar, Former Director (HR), BHEL-** who shared valuable insights on topics ranging from exploring personal potential and leadership dynamics to financial literacy and global leadership trends.

## FMC Hosts 4th Cohort of German BayIND Summer School 2025



The FMC, successfully hosted the **4th cohort of the German Bavarian-Indian Centre for Business and University Cooperation (BayIND) Summer School**, themed *"Innovation Meets Responsibility – Sustainable Entrepreneurship in India"*, from **18<sup>th</sup> to 22<sup>nd</sup> August, 2025**. Coordinated by **Ms. Renee Namratha**, the program brought together students from diverse backgrounds for a week of cross-cultural learning and academic exchange focusing on the intersection of innovation, entrepreneurship, and sustainability. **Hon. Dr. Kuldeep K Raina, Vice Chancellor, RUAS**, inaugurated the program, encouraging participants to engage fully with its objectives. The week featured **expert lectures, guest sessions, mini projects, industry visits, and cultural exchanges**, fostering insights into responsible entrepreneurship and global collaboration. The event concluded with a farewell ceremony, reinforcing the strong academic ties between BayIND and FMC.

## International Symposium on “Integrating Investment Planning and HR Policy”

The Faculty of Management & Commerce (**FMC**) and the Faculty of Hospitality Management & Catering Technology (**FHMCT**), RUAS, jointly organized an International Symposium on *"Integrating Investment Planning and HR Policy in Higher Education"* on **23rd August 2025**. The event brought together academic and industry experts to explore the synergy between financial strategies and HR policies in higher education. Key discussions focused on enhancing employee engagement, retirement planning, and institutional resilience. The Presidential Note was presented by **Mr. S. Ashok Kumar**



**Registrar, RUAS**, who emphasized the importance of aligning HR policies with investment strategies to build institutional resilience. The Chief Guest, **Mr. Girish Kharosekar**, inspired the gathering with his address, highlighting the need for synergy between financial strategy and human resource planning in dynamic business environments. Through engaging panel discussions and paper presentations, participants explored how integrated planning can boost employee satisfaction, financial wellness, and organizational resilience, contributing to the sustainability and excellence of educational organizations. The event was successfully coordinated by **Dr. Vanishree K**

## FMC Hosts First Mini International Education Fair at RUAS



For the first time, the FMC, in collaboration with Connect2Overseas, organized the **Mini International Education Fair 2025 on 10<sup>th</sup> Sep 2025**, following a pre-event webinar on 1<sup>st</sup> September, 2025. The fair connected students, alumni, and parents with representatives from top global universities such as University College Birmingham, Middlesex University London, and the University of Sydney, offering insights on admissions, scholarships, and international career pathways. Coordinated by

**Dr. Anicar D Manavi and Dr. Annapurna Prakash**, with support from **Dr. K.M. Sharath Kumar and Dr. Ajay Krishna Murthy**, the event drew enthusiastic participation and reflected the growing global outlook of RUAS students.

## Symposium on “AI Frontiers: Governance, Innovation, and Strategy”

On **22<sup>nd</sup> Aug 2025**, the FMC, in collaboration with the Centre for National Security Studies (CNSS), hosted a half-day symposium titled *“AI Frontiers: Governance, Innovation, and Strategy in an Automated World”*. Coordinated by **Dr. Shivakami Rajan** and **Dr. Shilpa R.G.** from FMC alongside **Major Arun Sreedharan** (Retd.) from CNSS, the event brought together scholars, practitioners, and professionals to critically examine the multifaceted impacts of Artificial Intelligence (AI). Discussions emphasized the urgent need to balance innovation with governance and security, recognizing AI's far-reaching influence on national and human security beyond its technological and commercial dimensions. The collaboration between FMC and CNSS provided participants with valuable insights into the challenges and opportunities presented by AI adoption, preparing them to navigate the complexities of an increasingly automated world.



## Delegation from Hof University Visits RUAS for Academic Collaboration



On **19<sup>th</sup> Sep 2025**, RUAS welcomed a delegation from **Hof University of Applied Sciences, Germany**. The delegation included **Prof. Dr. Jürgen Lehmann**, President and Chairman of BayIND, **Mr. Björn Richter**, Head of Admission and **Ms. Susanne Krause**, Director, International Office, with the meeting chaired by **Prof. Dr. Kuldeep K Raina**, Vice Chancellor, RUAS. The discussions focused on exploring collaborative opportunities in the fields Management, Engineering, and Nursing, including

Master Classes and Joint Events (Seminars, Symposia etc.), student & faculty exchange programs (immersion & Study Abroad), research initiatives and academic partnerships. The visit marks a significant step toward strengthening international academic ties and fostering global engagement at RUAS.

## Orientation Program Welcomes New B. Com & BBA Students at FMC

The FMC conducted an **Orientation Program on 1<sup>st</sup> Aug, 2025**, to welcome the new batch of B.Com and BBA students and introduce them to the academic environment and institutional expectations. The session began with a keynote by **Dr. K.M. Sharath Kumar**, Dean, FMC, who emphasized the importance of academic curiosity and commitment. **Dr. Shivakami** and **Dr. Padmavathi**, program coordinators for B.Com and BBA respectively, outlined the academic frameworks and assessment guidelines. Course leaders introduced their respective subjects and interacted with students to build early engagement. The program concluded with an overview of the academic calendar, upcoming events, and key administrative contacts to help students navigate their first semester with confidence. The orientation served as an important first step in integrating students into the FMC community, fostering a sense of belonging and academic preparedness.



## MDP on "Reimagining Marketing: The Industrial Shift from Tradition to Technology"



A week-long Management Development Program titled "*Reimagining Marketing: The Industrial Shift from Tradition to Technology*" was held from **21<sup>st</sup> to 26<sup>th</sup> July, 2025**. Featuring sessions by five industry experts, the program bridged academic concepts with real-world marketing practices. Participants gained valuable insights into emerging trends, technological innovations, and evolving strategies, enhancing their practical skills and industry readiness. The initiative, coordinated by **Dr. Gururaj Phatak, Dr. Vimal Raj L** and **Dr. Anicar D Manavi**, was successful in deepening understanding of today's dynamic marketing landscape.

## MDP on "Emerging Trends in Operations and Supply Chain Management"

A three-day Management Development Programme on "*Current Trends in Operations and Supply Chain Management*" was successfully organized by FMC from **11<sup>th</sup> to 13<sup>th</sup> Aug 2025**. The programme brought together industry experts and enthusiastic participants from the MBA (1<sup>st</sup> Year), BBA (2<sup>nd</sup> Year), and B.Com (3<sup>rd</sup> Year) programmes, fostering an engaging platform for learning and discussion. The programme's objective was to provide valuable insights into the latest trends and applications in operations and supply chain management, with a special focus on the integration of Artificial Intelligence (AI). The program featured expert



sessions by **Cmdr. Ravi Shankar, Mr. Gaurang Bhalerao, Mr. Devvrata Priyadarshi, Ms. Divya R, Mr. Rishi Trivedi**, and **Prof. Rajendra Todabagi**. Designed to bridge the gap between academia and industry, the sessions offered participants practical insights into cutting-edge tools, strategies, and real-world applications. The programme was expertly coordinated by **Dr. Chandra Sen Mazumdar**, ensuring its smooth execution and impactful delivery.

## MDP on "Enhancing Productivity in the Workplace Using AI"



FMC, RUAS, successfully organised a **Management Development Programme** titled "*Enhancing Productivity in the Workplace Using AI*" from **26<sup>th</sup> to 29<sup>th</sup> Aug, 2025**. Coordinated by **Dr. Uday Kumar Jagannathan** and **Dr. Shilpa R.G.**, the programme aimed to equip students with an understanding of how Artificial Intelligence (AI) can enhance workplace productivity through automation, data-driven decision-making, and smart resource utilization. The MDP featured engaging sessions that highlighted AI's role in transforming workplace productivity.

## FDP on "Case Craft 5.0: Reimagining Mgmt. Education through Effective Case-Based Pedagogy"

The FMC in collaboration with LEADS Next Gen Centre – MSRUAS and the Centre for Professional Development (CPD), organized a **5-day FDP** titled "*Case Craft 5.0: Reimagining Management Education through Effective Case-Based Pedagogy*." Held from **8<sup>th</sup> to 12<sup>th</sup> Sep, 2025**, the program featured expert sessions by **Dr. Muralidhara G.V., Dr. Ujjal Mukherjee, Dr. Johnson Clement Madathil, Dr. Saibal Kumar Saha**, and **Dr. Padmavathi Koride**. Each day focused on a distinct theme—ranging from case teaching and writing to AI-driven pedagogy, outcome-based evaluation, and critical thinking. The program was successfully coordinated by **Dr. Pallabi Mund** and **Dr. Subhadeep Mukherjee**.



# GUEST LECTURE / EXPERT TALK AT FMC, RUAS



A guest lecture on *"Intellectual Property Rights"* was organized on **15<sup>th</sup> Jul 2025**. The session was delivered by **Dr. Hemang Shah**, Senior Director – Government Affairs and Business Development at Applied Materials India, who shared valuable insights into the evolving landscape of intellectual property.



A Guest Talk on *"The Strategic Role of MIS in Decision Making"* was held on **25<sup>th</sup> Aug 2025** at the Gurukula Seminar Hall, FDS. The session was delivered by **Dr. Ganesaram K**, Vice President & Global Head – Internal Audit & Information Systems, Trustee - CSR, Professor of Practice MSRUAS

An insightful guest session titled *"Crafting Products with Data: Migration and Cloud Tools"* was organized on **23<sup>rd</sup> Jul 2025** at the FMC Building. The session was delivered by **Mr. Amruth**, Business Analyst, expEDlum, and was expertly coordinated by **Dr. Shilpa R.G.**



An Industry Interface Session was conducted by **Ms. Smruthi Kannan** on **31<sup>st</sup> July 2025**, covering a broad spectrum of emerging technologies including Cloud Computing, Big Data, Internet of Things (IoT), Artificial Intelligence (AI), Mobile Computing, Blockchain Technology, and an Introduction to 5G.

A Harvard Case Study session on *"Case of Unidentified Industries – 2013"* was organized on **4<sup>th</sup> and 6<sup>th</sup> Aug 2025**. The session was conducted by **Professor A. Anantharaman** from Harvard Business School, currently with XIME Bangalore and was well coordinated by **Dr. Uday K Jagannathan**.



An engaging guest lecture on *"The Cycle of Society, Entrepreneurship, and Sustainability"* was organized on **20<sup>th</sup> Aug 2025** under the BayIND (Germany) & RUAS Student Immersion Programme. The session was delivered by **Mr. Abhishek Raj**, Founder of BhuYantra Waste Management Pvt. Ltd., Bengaluru

On **25<sup>th</sup> Aug 2025**, an expert lecture titled *"Decoding the Financials of an Entrepreneurial Setup"* was hosted at RIT. The session was led by **Prof. Kirron Bindu**, Finance, AMBA-accredited institutions in France and India, who offered insights into financial frameworks essential for startup success.



Under **Arthabodha – The Economics Club** in collaboration with FMC, RUAS, a thought-provoking guest lecture was organized on **3<sup>rd</sup> Sep 2025**. **Dr. Ravi Bhandari**, ex-Visiting Chair, Planning Commission & Professor of Eminence, University of Mysore delivered a powerful session titled *"Why the Recent Nobels Fail to Understand Why Nations Fail & Development."*



A Guest Talk was organised on *"Techniques and Evaluation Methods of Training & Development"* for students, delivered by Dr. Bindu Venkatesh, PoP, FMC, held at the FMC, MSRUAS, on **13<sup>th</sup> Sep 2025**. The session was coordinated by **Dr. Chanchala**.



An insightful Guest Talk on *"Cracking UPSC Exams – Tips for Prelims and Mains"* was delivered in online mode by **Dr. Tanuj Jain, Ex-Bureaucrat and Founder of Tathastu ICS**, on **29<sup>th</sup> Sep 2025** in which she shared strategic guidance and practical tips to help aspirants navigate exams with confidence. The session was coordinated by **Mr. Sadiq Pasha**



The Regional Training Centre (RTC) at Bangalore conducted a three-day training programme for Senior Accounts Officers (SAO). As part of the programme, **Dr. Prof. Padmavathi Koride** was invited to deliver two sessions on *Ethics in Governance and Macroeconomic Indicators and Defence Spending* on **20<sup>th</sup> Aug 2025**. She later conducted three additional sessions on **25<sup>th</sup> Sep 2025**.



**Ms. Rashmi R.** delivered a guest lecture at the Postgraduate Centre of Sheshadripuram Degree College, as part of the MBA induction program on **4<sup>th</sup> Jul 2025**. The session featured two engaging themes: *"Marketing 360°: From Rural to Digital"* and *"Entrepreneurship: Fostering Entrepreneurial Mindsets."*



**Dr. Bindu Nambiar** served as one of the Speaker at a five-day Faculty Development Programme titled *"Bridging Academia and Society: FDP on Social Connect Responsibility"* organised by Department of Basic Science & Humanities at S J B Institute of Technology from **8<sup>th</sup> to 12<sup>th</sup> Sep 2025**. Additionally, she conducted a session on *"Gamification and Business Simulations: Transforming Classrooms for Experiential Learning"* at REVA Business School on **27<sup>th</sup> Sep 2025**.



**Dr. Annapurna Prakash** was a distinguished resource person for the 5-day Skill Development Programme *"Spectra – The Skill Mastery"* at Kristu Jayanti (Deemed to be University) on **4<sup>th</sup> Sep 2025**. She delivered an insightful session on Professional Certification and Higher Education, emphasizing global trends and the importance of certifications for career advancement. Earlier, she served as the resource person for the session on *"HR as a Strategic Partner: People. Purpose. Performance."* organized by the Post Graduate Department of Business Administration, Seshadripuram College on **4<sup>th</sup> Aug 2025**.

# RESEARCH, PUBLICATIONS & PARTICIPATION

## Faculty Publications

### Scopus-Indexed / ABDC / Web of Science Publication

1. **Kumar, C.**, Srivastava, M., Mohanty, A. and Kamath, G.B. (Forthcoming), 2025. 'I'd bet my ears on these headphones': Investigating brand loyalty towards gaming headphones. *International Journal of Electronic Marketing and Retailing*. [Accepted for publication – Scopus Q3; ABDC-C].
2. **Annapurna, P.**, 2025. Co-authored a research paper that got published as a book chapter in a Springer publication indexed in Scopus (Q4 category). Shyna, K.S., Shaji, J.P., Luthra, R.K. and Nagoji, A., 2025. *An Analysis of Sustainable Business Models in the Indian Higher Education System*. In *Big Data in Finance: Transforming the Financial Landscape: Volume 2* (pp. 445-455). Cham: Springer Nature Switzerland.
3. Satyanarayana, Kulkarni, S. and **Srivatsa, H.S.**, 2025. Serving Small Finance Bank Customers better using Psychographics in Karnataka and Tamil Nadu. *Finance India*, 39(2).
4. **Mund, P.** and Mishra, M., 2025. 'HR Analytics: A Holistic Review', in Rajagopal and Behl, R. (eds.) *Business Diplomacy, Global Trade and Economic Growth: Dissecting Regional Intervention in Developing Nations*. Springer. Accepted for publication.
5. Anand, P., Kumar, J., Vidyarathi, H. and **Mukherjee, S.**, 2025. The Mediating Impact of Intellectual Capital on the Relationship between Corporate Governance & Financial Performance: A Study of Indian Construction and Energy Sector Companies, Accountancy Business and the Public Interest, 41 (04), 99-115 (ABDC – B).
6. **Ajitha, S., Sen Mazumdar, C., Reshma, K. J.,** Geevarathna, H., Huxley, S. and Rajan, D. D., 2026. The role of AI in enhancing creativity and collaboration in student virtual teams. In: J. Nemiro, ed. *Sustaining Creative Collaboration in Student Virtual Teams in Higher Education: Resources, Norms and Protocols, and Continual Assessment and Learning*. Hershey, PA: IGI Global Scientific Publishing, pp.33–66. <https://doi.org/10.4018/979-8-3373-6102-4.ch002>

### Books and Chapters in Edited Volumes

1. **Mukherjee, S., Reshma, K.J. and Ajitha, S.**, eds., 2025. *The Business Matrix: A Multidisciplinary Approach to Modern Business Challenges*. 1st ed. Bengaluru: Eureka Publications, in collaboration with LEADS. ISBN 978 81-19567-25-6. (Book)
2. Mohapatra, B. and **Mund, P.**, 2025. 'Digitalized India through Mobile Banking – A step towards inclusive growth', in *Role of Bharat in the Global Economy: A way forward towards sustainable development and inclusive growth*. D.A.V. School of Business Management. ISBN 9788198231765.
3. Krishnamoorthy, R., Anandharaja, E., **Ajitha, S.** and Muralidhar, P., 2025. 'Online Gambling Preferences and Consequences', in *Applied Research for Growth, Innovation and Sustainable Impact*. Taylor & Francis Group, London, 2026, pp. 208–213. ISBN 978-1-041-16441-8.
4. **Vanishree, K.**, 2025. Published a paper titled "Agritourism Entrepreneurship: A pathway to realizing Sustainable Development Goals and harnessing rural potential in Karnataka" in 'Emerging Trends and Challenges in Commerce and Business Management'. ISBN 978-81 988107-0-0.
5. **Ajitha, S.**, 2025. Publications along with other co-authors (mentioned below) in Conference Proceedings – International Conference on Emerging Trends in Multidisciplinary Research and Technology, held on 16 August 2025, jointly organized by University of Edenberg, Lusaka, Zambia and Vivekananda College Department of Commerce and Research Centre, Agastheeswaram, Kanyakumari, Tamil Nadu, India. Published by Multi Spectrum Publication. ISBN: 978-81-990257-9-0:
  - Batta, V. and Ajitha, S., 2025. Evaluating the impact of ChatGPT "Study Mode" on Creativity and Critical Thinking in University Students: Insights from a Machine Learning Analysis.
  - Babu, A. and Ajitha, S., 2025. Organizational Career Mobility and Skill Adaptability of Employee Prediction.
  - Reddy, T.S.P. and Ajitha, S., 2025. Predicting IPO Success Using Machine Learning.
  - Shetty, D.U. and Ajitha, S., 2025. Smart ITC Eligibility Predictor: A Hybrid Rule-Based and Machine Learning Framework under GST for Small Businesses.
  - Akash, R. and Ajitha, S., 2025. Predicting Electric Vehicle Adoption in Tier-2 and Tier-3 Cities in Karnataka: A Machine Learning Driven Analytical Approach.
  - Pavithra, A.V.N. and Ajitha, S., 2025. Safe Ride: A Predictive Model for Cab Safety.
  - Divya, B. and Ajitha, S., 2025. Seasonal Fluctuations in Stock Market.

### Publications from Students Dissertation

1. Rakshitha, S. and **Sushma, B.S.**, 2025. Financial Performance Analysis of Indian FMCG Companies. In: *The Business Matrix: A Multidisciplinary Approach to Modern Business Challenges*. 1st ed. [online] Eureka Publications, pp.204–221. ISBN 978-81-19567-25-6.
2. Umesh, S. and **Chanchala**, 2025. Study of factors influencing the impact of work-life balance on employee happiness in IT organizations of Bengaluru. *International Journal of Innovative Research in Technology*, ISSN 2349-6002.

### Faculty Attended or Presented Paper at Conference / Symposium / Workshop (Outside RUAS)

3. **Sushma, B.S.**, 2025. Presented a research paper titled "Nurturing Millennials' Entrepreneurial Aspirations: The Impact of Financial Wellbeing" presented at 'FMOS 2025 – At the Crossroads of Finance, Marketing, and Operations for Sustainable Business', American Institute of Applied Sciences in Switzerland.
4. **Agarwal, S.**, 2025. Presented a research paper titled "Role of AI generated virtual influencers in influencer marketing: A moderating effect of machine heuristics and homophily on perceived credibility" at the International Conference on Harnessing Artificial Intelligence and Digital Platforms for Sustainable and Inclusive Global Development, organised by Government First Grade College & Post Graduate Study Centre, Shivamogga, Karnataka, on 19<sup>th</sup> July 2025.
5. **Rashmi, R.**, 2025. Presented a research paper titled "Enhancing Psychological Well-being through Religious Tourism: The Interplay of Motivation, Spiritual Experience, and Collective Identity" at 'FMOS 2025– At the Crossroads of Finance, Marketing, and Operations for Sustainable Business', American Institute of Applied Sciences in Switzerland.
6. **Rashmi R.**, 2025. Presented two research papers namely – 'Holistic Wellness through Integrative Yoga Education: An Empirical Study on the Role of Experiential Learning at Isha Yoga Centre' and 'Experiential Learning through Community Engagement: Examining the Influence of Auroville's Sustainability Initiatives on Student Well-Being and Pro Sustainable Behaviour' at 'International Conference on Change makers in Action (ICCA 2025)' held on 4<sup>th</sup> & 5<sup>th</sup> July 2025, organized by the Department of Humanities and Social Sciences, National Institute of Technology (NIT), Warangal, in collaboration with the Mozilla Responsible Computing Challenge.

7. **Shivakami, R.**, 2025. Presented a research paper titled "Decoding Indian ethos: lessons for the corporate shenanigans" at the International Conference on भारतीय ज्ञान परम्परा, organized by the Centre for Indian Knowledge Systems, Nitte (Deemed to be University), in association with Paryaya Sri Puthige Sri Krishna Math, Udupi, Karnataka Samskrit University, Bengaluru, and Sri Vadiraja Research Foundation (R), Udupi, 12<sup>th</sup> September 2025.
8. **Annapurna P**, Raksha M, Sankeerthanna, Devika, and Nandana, 2025. Presented a paper titled 'A Study on the Impact of Mindfulness and Flexible Working Arrangements on Employee Engagement in Healthcare Sector in Bengaluru, at the International Conference Sustainable Economic Growth through Digital Revolution hosted by Kristu Jayanti University on 25<sup>th</sup> & 26<sup>th</sup> September 2025.
9. Amal, M. and **Mazumdar, C. S.**, 2025. Presented a research paper titled "Case Study on Food Waste Management and Operational Practices in Restaurants" at the conference Research Pathways to 2030: Insights for Sustainable Development, organized by Kongu Arts and Science College (Autonomous), Erode, in collaboration with Patrician College of Arts and Science, Chennai, on 26<sup>th</sup> September 2025.
10. Adish K. Prashanth and **Mazumdar, C. S.**, 2025. Presented a research paper titled "Last-mile Delivery Time Prediction Through Multivariate Analysis" at the conference Research Pathways to 2030: Insights for Sustainable Development, organized by Kongu Arts and Science College (Autonomous), Erode, in collaboration with Patrician College of Arts and Science, Chennai, on 26<sup>th</sup> September 2025.
11. Nilkant Singh, S., Afreen, S., **Chanchala and Annapurna**, 2025. Paper presented titled "Mismatch between candidate expectation and role realities in sourcing: A study of modern vs. traditional techniques in IT sector of Bengaluru" at the International Conference on Sustainable Growth through Digital Revolution (SEDGR), organized by the Department of Commerce, Kristu Jayanti, Bengaluru, 25<sup>th</sup> & 26<sup>th</sup> September 2025.
12. Dutta, K., **Chanchala and Annapurna**, 2025. Paper presented titled "Operationalizing digital transformation in learning & development" at the International Conference on Sustainable Growth through Digital Revolution (SEDGR), organized by the Department of Commerce, Kristu Jayanti, Bengaluru, 25<sup>th</sup> & 26<sup>th</sup> September 2025.
13. Raksha, S., Sankeerthana, D., Devika, N., Nandana, D., **Annapurna and Chanchala**, 2025. Paper presented titled "A study on the impact of mindfulness and flexible working arrangements on employee engagement in healthcare sector of Bengaluru" at the International Conference on Sustainable Growth through Digital Revolution (SEDGR), organized by the Department of Commerce, Kristu Jayanti, Bengaluru, 25<sup>th</sup> & 26<sup>th</sup> September 2025.
14. **Mukherjee, S.**, 2025. Participated in the two-week Capacity Building Programme for the Young Social Sciences Faculty on Entrepreneurship and Start-ups, sponsored by ICSSR, New Delhi and organised by IPE Hyderabad, during 9<sup>th</sup> to 20<sup>th</sup> June, 2025.
15. **Sushma B. S.**, 2025. Attended a webinar on "Entrepreneurial Mind-set" by Ms. Divya Madhur, TEDx Speaker, Spiritual Business Coach, and a Beacon of Transformative Energy, organised by GIBS Business School, Bengaluru, on 25<sup>th</sup> June 2025.
16. **Selva Kumar, D.**, 2025. Attended the Fifteenth Symposium on Business Analytics and Intelligence, Indian Institute of Management, Bangalore, 11<sup>th</sup> & 12<sup>th</sup> July 2025.
17. **Kavitha, K.**, 2025. Attended the Refresher Course (Accounting and Taxation) on "Bridging Theory and Practice: Emerging Trends in Accounting and Taxation" organised by the Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC) in online mode from 1<sup>st</sup> to 14<sup>th</sup> July 2025 under Malaviya Mission Teacher Training Programme (MMTTP) of the Ministry of Education, Government of India.
18. **Shivakami R**, 2025. Attended a Refresher Course (Accounting and Taxation) on "Bridging Theory and Practice: Emerging Trends in Accounting and Taxation" organised by the Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC) in online mode from 1<sup>st</sup> to 14<sup>th</sup> July 2025 under Malaviya Mission Teacher Training Programme (MMTTP) of the Ministry of Education, Government of India.
19. **Ajitha, S.**, 2025. Attended the training workshop on Essentials of Research Methodology and Hypothesis Testing organised by EdMaestro Academy on 27<sup>th</sup> July 2025.
20. **Ajitha, S.**, 2025. Attended a five-day workshop (30-hour course) on Structural Equation Modelling with SmartPLS 4, organised by EdMaestro Academy with support from SmartPLS GmbH, Germany, from 28<sup>th</sup> July to 1<sup>st</sup> August 2025. Certificate of Accomplishment awarded.
21. **Shivakami R.**, 2025. Attended a 5-Day Faculty Development Programme on "Econometric Analysis Using EViews" organised by Siva Sivani Institute of Management (SSIM), Secunderabad, from 4<sup>th</sup> to 8<sup>th</sup> August 2025.
22. **Ajitha, S.**, 2025. Completed the AICTE Training and Learning (ATAL) Academy Faculty Development Programme on Generative AI for Education at Princeton Institute of Engineering & Technology for Women from 18<sup>th</sup> to 23<sup>rd</sup> August 2025.
23. **Sushma, B.S.**, 2025. Attended a talk on "Social Entrepreneurship: An Indian Slum Boy and a European Lady's Shared Vision for Social Change", presented by Ms. Dolores Csabai, Co-founder, Litvill Ecovillage, Hungary, and Dr. Imran Rautan, Founder & MD, Litvill Lessons Association, Co-founder, Litvill Ecovillage, Hungary, organised by GIBS Business School, Bengaluru, on 28<sup>th</sup> August 2025.
24. **Mazumdar, C. S.**, 2025. Attended Faculty Development Programme (FDP) on "SLR using AI" conducted by CraftConnect24 from 1<sup>st</sup> to 3<sup>rd</sup> September 2025.
25. **Sivakami Rajan**, 2025. Attended an international symposium on "Entrepreneurial Ecosystems for Tech Startups in Australia and India – A Comparative Perspective," organized by the Department of Management Studies, Indian Institute of Science, Bangalore, and The University of Adelaide, Australia, held on 12<sup>th</sup> & 13<sup>th</sup> September 2025.
26. **Sushma B S**, 2025. Attended an international symposium on "Entrepreneurial Ecosystems for Tech Startups in Australia and India – A Comparative Perspective," organized by the Department of Management Studies, Indian Institute of Science, Bangalore, and The University of Adelaide, Australia, held on 12<sup>th</sup> & 13<sup>th</sup> September 2025.
27. **Usha J C**, 2025. Attended an international symposium on "Entrepreneurial Ecosystems for Tech Startups in Australia and India – A Comparative Perspective," organized by the Department of Management Studies, Indian Institute of Science, Bangalore, and The University of Adelaide, Australia, held on 12<sup>th</sup> & 13<sup>th</sup> September 2025.
28. **Chanchala**, 2025. Attended NIMHANS Gatekeeper Training on Student Mental Health and Wellbeing, 18<sup>th</sup> & 19<sup>th</sup> September 2025.
29. **Rajisha, T.**, 2025. Attended a two-day national-level online workshop on "Empowering Gen Z Teachers to Innovate Classrooms", organized by Chezhian College of Education, Thiruvannamalai, in collaboration with CEDAAR, Chennai, 25<sup>th</sup> & 26<sup>th</sup> September 2025.
30. **Ajitha, S.**, 2025. Successfully completed the 'MOOC on MOOCs: A Digital Learning Playbook', an online course offered by the Indian Institute of Management Bangalore through IIMBx.
31. **Annapurna, P.**, 2025. Participated in a two-day training program conducted by the Clinical Psychology Department of NIMHANS under an ICMR-funded project on stress management and suicide prevention among students, as part of the Gatekeeper Program for faculty members.
32. **Mund, P.**, 2025. Served as reviewer for International Journal of Leisure and Tourism Marketing (IJLTM) and International Journal of Business Competition and Growth (IJBCG), both published by Inderscience and Scopus indexed.

## Faculty Attended or Presented Paper at Conference / Symposium / Refresher Course /Workshop (Inside RUAS)

1. **Vanishree, K.**, 2025. Presented a research paper titled "A Study on AI Involvement in Understanding the Customer Needs and Its Impact on Banking Services" at the International Symposium on Integrating Investment Planning and HR Policy: A Dual Approach to Workforce Management in Higher Education Institutions, Ramaiah University of Applied Sciences, Bengaluru, 23<sup>rd</sup> August 2025.
2. **Chanchala**, 2025. Presented a paper on "Empowering Talent through Digital Training: Pathways to Sustained Employee Retention" at the International Symposium on Integrating Investment Planning and HR Policy: A Dual Approach to Workforce Management in Higher Education Institutions, Ramaiah University of Applied Sciences, Bengaluru, 23<sup>rd</sup> August 2025.
3. **Rajisha, T.**, 2025. Presented a paper titled "Digital Debt Traps: The Socio Economic and Personal Impact of Loan App Adoption among Underprivileged" at the International Symposium on Integrating Investment Planning and HR Policy: A Dual Approach to Workforce Management in Higher Education Institutions, Ramaiah University of Applied Sciences, Bengaluru, 23<sup>rd</sup> August 2025.
4. **Selva Kumar, D.**, 2025. Presented a research paper entitled "Does Corporate Performance Spectrum Matter? An Indian Empirical Evidence" at the International Symposium on Integrating Investment Planning and HR Policy: A Dual Approach to Workforce Management in Higher Education Institutions, organised by the Faculty of Management and Commerce, Ramaiah University of Applied Sciences (RUAS), Bengaluru, on 23<sup>rd</sup> August 2025.
5. **Annapurna, P.**, Arya. R., and Vishnupriya, 2025. Presented a research paper titled "A Study on the Impact of Employer Branding on Employee Retention in the Indian Service Sector: A Conceptual Framework" at the International Symposium on Integrating Investment Planning and HR Policy: A Dual Approach to Workforce Management in Higher Education Institutions, organised by the Faculty of Management and Commerce, Ramaiah University of Applied Sciences (RUAS), Bengaluru, on 23<sup>rd</sup> August 2025.
6. **Annapurna, P.**, and Arijith Singh presented a research paper titled 'From Craft To Commerce: Globalization And The Future Of Channapatna Toy Industry' at the International Symposium on Integrating Investment Planning and HR Policy: A Dual Approach to Workforce Management in Higher Education Institutions, organised by the Faculty of Management and Commerce, Ramaiah University of Applied Sciences (RUAS), Bengaluru, on 23<sup>rd</sup> August 2025.
7. **Sushma, B.S.**, 2025. Presented a research paper entitled "360 Degree Startup: A Holistic Approach to New Venture Creation and Scaling" at the International Symposium on Integrating Investment Planning and HR Policy: A Dual Approach to Workforce Management in Higher Education Institutions, organised by the Faculty of Management and Commerce, Ramaiah University of Applied Sciences (RUAS), Bengaluru, on 23<sup>rd</sup> August 2025.
8. **Mund, P.**, Kaul, A., Kumar, B. and Gowtham, S., 2025. Presented a research paper entitled 'Exploring Social Entrepreneurial Intentions among Indian MBA students: The role of Motivation, Obligation, Support, and the role of Social Capital' at the International Symposium on Integrating Investment Planning and HR Policy - A Dual Approach to Workforce Management in Higher Education Institutions, organised by FMC and FHMCT, Ramaiah University of Applied Sciences, Bengaluru, 23<sup>rd</sup> August 2025.
9. **Mund, P.**, 2025. Attended a training workshop on "Gatekeepers Training for Student Mental Wellbeing", a part of the ICMR-funded project titled "Multistate Implementation Research Study on Mental Well-Being Among School & College Students, undertaken by Clinical Psychology Department of NIMHANS during 18<sup>th</sup> & 19<sup>th</sup> September 2025 at School of Social Sciences, Dept. of Psychology, MSRUAS in collaboration with Government of Karnataka and M.S. Ramaiah University of Applied Sciences.
10. **Selva Kumar, D.**, 2025. Attended a 6-day Faculty Development Programme (FDP) on "Convergence of Quantum Computing and Generative AI for Frontier-Scale Revolution" at Ramaiah University of Applied Sciences from 18<sup>th</sup> to 23<sup>rd</sup> August 2025.
11. **Shilpa. R.G.**, . Attended the 6th ISTE State Level Faculty Convention & 33rd Dr. L. S. Chandrakant Memorial Lecture Series under the theme "AI in Your Classroom: Tools, Tactics & Ethical Integration" on 10<sup>th</sup> September 2025, organised by Ramaiah University of Applied Sciences (RUAS).
12. **Agarwal, S.**, 2025. Served as Resource Person for the session titled 'Forex Risk Management: Strategies, Regulatory Frameworks, and Emerging Technologies' during the AICTE-sanctioned, ATAL Academy-sponsored Faculty Development Program (FDP) on 'Risk Management: An Integrated Approach to Tools, Techniques, and Best Practices' held at the Faculty of Management & Commerce, M.S. Ramaiah University of Applied Sciences, Bengaluru.

## Consultancy Projects

- **Dr. Chanchala** along with **Dr. Annapurna Prakash** received an Industry Consultancy Project from an Industry for Developing a JD for Life Sciences Role on 9<sup>th</sup> September 2025. This is in recognition of their collaborative consultancy work with industry partners.
- **Dr. Gururaj Phatak** received a Consultancy Project from Govt. of Karnataka titled "Sustainable Eco-Tourism at Bhadra Tiger Reserve: Tourist Insights, Facility Enhancement, and Strategic Visibility Initiatives.".
- **Dr. Gururaj Phatak** received a Consultancy Project as Co-researcher from Department of Forest, Govt. of Karnataka titled Socio-Cultural and Economic Dimensions of Human-Wildlife Conflict and the Efficacy of Mitigation Strategies in Kodagu, Hassan and Chikkamagaluru, the Landscape of Western Ghats".

## Student Presented Paper in International Conference

1. **Adish K Prasanth**, FMC, MSRUAS, Bangalore, has participated and presented paper on "Last-Mile Delivery Time Prediction through Multivariate Analysis" in the one day International Conference held in hybrid mode under the topic "Research Pathways to 2030 : Insights for Sustainable Development" organized by the Department of Corporate Secretary ship with CA & Professional Accounting of Kongu Arts and Science College (Autonomous) (KASC) in collaboration with the Department of Corporate Secretary ship and Patrician Research Centre of Patrician College of Arts and Science (PCAS) on 26<sup>th</sup> September 2025.
2. **Amal**, FMC, MSRUAS, Bangalore, has participated and presented paper on "Case Study on Food Waste Management and Operational Practices in Restaurants" in the one day International Conference held in hybrid mode under the topic "Research Pathways to 2030 : Insights for Sustainable Development" organized by the Department of Corporate Secretary ship with CA & Professional Accounting of Kongu Arts and Science College (Autonomous) (KASC) in collaboration with the Department of Corporate Secretary ship and Patrician Research Center of Patrician College of Arts and Science (PCAS) on 26<sup>th</sup> September 2025.

# ACHIEVEMENTS

## Congratulations Faculty Members!

Recently, **Dr. K. M. Sharath Kumar**, Professor and Dean, FMC, was nominated as the **Chancellor's Nominee for the Selection Committee** at the University of Calcutta. He also represented the Bangalore Management Association at the Southern Regional LMA Conclave organized by **AIMA** on **4<sup>th</sup> Jul 2025**, at the MMA Management Center, Chennai.



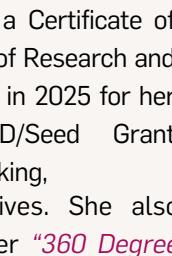
**Dr. Ganesaraman**, PoP, FMC has been promoted to Deputy CIO and Global Head of 247.ai. Additionally, he has been honored with the CSR Icon of India-2025 award by the Today Club in recognition of his outstanding contributions to social development and CSR initiatives.



**Dr. Subhadeep Mukherjee**, Associate Professor at RUAS, Bangalore, co-invented a patent titled *"Autonomous Robotic System for Real-Time Biomedical Waste Classification and Segregation"* in collaboration with NIMS University, New Delhi. The patent (No. 202511077832 A) was published on **5<sup>th</sup> Sep 2025**.



**Ms. Sushma B.S.** received a Certificate of Appreciation from the Office of Research and Innovation, RUAS, Bangalore, in 2025 for her valuable support in PhD/Seed Grant workflows, IPR Cell, data tracking, publications, coursework, and other initiatives. She also received the Best Paper Award for her paper *"360 Degree Startup: A Holistic Approach to New Venture Creation and Scaling"* at the International Symposium on Investment Planning and HR Policy in Higher Education, held at RUAS on **23<sup>rd</sup> Aug 2025**.



**Dr. Chandra Sen Majumdar** served as a Track Chair at the International Conference on *"Rethinking Business and Innovation: The Convergence of AI, Industry and Society 5.0 in Management,"* held by SVyasa Deemed-to-be University on **20<sup>th</sup> Sep 2025**. He was also a resource person for the Faculty Orientation Program in Aug 2025, delivering a session on the *"Role of Faculty Members in RUAS."* Additionally, two of her PhD scholars—**Ms. Karanam Kavitha and Ms. Malabika Purkayastha**—successfully defended their theses on **28<sup>th</sup> Aug** and **11<sup>th</sup> Sep 2025**, respectively.



*Let us Add Science in Politics  
but let us not Bring Politics in Science*  
- Dr. K M Sharath Kumar

The research paper titled *"Effectiveness of Inorganic and Organic Marketing Communications: A Comparative Meta-Analysis"*, co-authored by **Dr. Anicar D. Manavi**, was presented by a co-author at the prestigious AMS World Marketing Congress held in France on **2<sup>nd</sup> Jul 2025**.



**Dr. Karanam Kavitha**, Senior Assistant Professor, successfully defended her Ph.D. thesis titled *"Development of Optimal Working Capital Management Model for the Indian FMCG Manufacturing Sector in the Post-GST Era"* on **28<sup>th</sup> Aug 2025**.

**Dr. Shivakami Rajan** received the Certificate of Recognition and was conferred the **Annual Exemplary Teacher Award** on Teachers' Day, **11<sup>th</sup> Sep 2025**. This prestigious recognition highlights **Dr. Rajan's** unwavering dedication to academic excellence.



**Dr. Ajitha** was honored with the **Annual Exemplary Teacher Award** on Teachers' Day, **11<sup>th</sup> Sep 2025**. She also received the **Excellence in Innovation and Research Award** at the International Altiora Excellence Award 2025 (IAEA-2025) held on **16<sup>th</sup> Aug 2025**, jointly organized by Eshift International Academy, Sri Lanka, and Multi Spectrum Rural Skill Development and Social Education, India.



### FMC Faculty Contributes to International Symposium on Entrepreneurial Ecosystems for Tech Start-ups

**Prof. K.M. Sharath Kumar and Dr. K. Ganesaraman** represented the FMC at the prestigious International Symposium on *"Entrepreneurial Ecosystems for Tech Startups in Australia and India: A Comparative Perspective"*, held on **12<sup>th</sup> and 13<sup>th</sup> Sep 2025** at the Department of Management Studies, Indian Institute of Science (IISc), Bangalore. Serving as Resource Persons, they shared valuable insights during the symposium, which convened over 50 participants, including experts from the University of Adelaide, IISc, peer academic institutions, and entrepreneurship researchers. The event fostered cross-national dialogue on innovation ecosystems, offering a collaborative platform to explore strategies for nurturing tech-driven entrepreneurship in both countries.



# STUDENT ACTIVITIES & ACHIEVEMENTS

## Management Club Activity @ FMC



**'Laugh & Small Funny Challenges'**

held on 1<sup>st</sup> July 2025



**'Power Play'** held on 4<sup>th</sup> July 2025



**'Pictionary'** held on 25<sup>th</sup> July 2025



**'Building Retail Strategy'** held on 25<sup>th</sup> July 2025

## Valuable Insights to FMC Students

### Visit to IIM Bangalore



On **9<sup>th</sup> Sep 2025**, a group of BBA and B.Com. students from the FMC visited the **Indian Institute of Mgmt., Bangalore (IIMB)**. The highlight was an insightful session by **Dr. Rajendra K. Bandi**, Former Professor at IIMB, who spoke on the role of Information Systems and Digital Transformation in modern business. The visit offered students valuable exposure to IIMB's academic environment, research culture, and career insights in management.

Students from B.Com and BBA from the FMC, RUAS, visited the **Akshaya Patra Kitchen in Bangalore** on **25<sup>th</sup> Sep 2025**, gaining first-hand insights into the operations of one of the world's largest mid- day meal programs. The visit offered learning on food production management, quality control, supply chain logistics, and the organization's social impact. This experiential initiative bridged classroom concepts with real-world practices.

### Visit Akshaya Patra



### Student Participation in AIMS Regional Conference



Regional Conference organised by **Association of Indian Management Schools (AIMS)**, a body of 850+ top-league B-Schools & Universities was organised on **18<sup>th</sup> Sep 2025** at Bangalore in collaboration with three reputed B-Schools in Bangalore (SJIM, ISME & IBA) and 2 Knowledge Partners (VTPC, a GoK organisation & VKF - Higher Education Council). The event had 16 Speakers/Experts & AIMS Leaders. In all seven students from MBA, BBA and B. Com from FMC, RUAS under LEADS participated in this event.

# LEADS Next Gen Centre-MSRUAS : An Introduction



## Inspiring Future-Ready Youth Leaders for Sustainability

### Introduction

**LEADS Next Gen Centre – MSTRUAS** is a premier student-led initiative fostering leadership and sustainability across all disciplines. We empower students with industry-aligned training, multi-disciplinary events, and hands-on projects in Marketing, HR, Finance, Operations, New Business Development, Engineering, Healthcare, Analytics, Design Thinking and many more. Our programs include corporate hackathons, masterclasses, sustainability labs, and business pitch fests to bridge academia and Industry-world challenges. Members gain exclusive access to Training Programs, guest lectures, certifications, Industry Collaboration and Mentorship program from industry leaders, and networking opportunities with Top Level Industry Professionals and Alma-Matter at top firms.

### Vision

**To pioneer a global culture of transformative leadership by empowering students to cultivate purpose-driven attitudes, champion sustainable innovation, and lead with integrity—shaping a future that is equitable, resilient, and regenerative for all.**

### Mission

**To empower future leaders through experiential learning, ethical mentorship, and sustainability-driven action for purposeful and impactful leadership.**

### Objectives

1. Apply ethical leadership skills through experiential learning to effectively address real-world challenges.
2. Create innovative, sustainable solutions that positively impact communities, industries, and the environment.
3. Analyse complex problems collaboratively and develop adaptive strategies for effective teamwork in diverse settings.
4. Design and implement socially responsible initiatives that generate measurable positive community impact.

These strategic objectives position LEADS Next Gen Centre – MSTRUAS as a transformative force in developing next-generation leaders committed to creating sustainable impact.

LEADS Next Gen Centre – MSTRUAS represents a transformative platform that redefines leadership development by integrating sustainability-driven innovation with practical skill-building. Our structured yet flexible framework combines operational excellence with specialised domain expertise, fostering interdisciplinary collaboration to address real-world challenges across key sectors. With a strong student-centric approach, we empower participants to take ownership of their growth while developing ethical leadership and innovative thinking. By aligning academic rigour with industry needs, we create measurable impact in sustainability, technology, and social change. Designed for continuous evolution, LEADS cultivates future-ready leaders capable of driving meaningful progress. Our programs not only enhance employability but also inspire responsible leadership that creates lasting value for students, institutions, and society at large, establishing a new paradigm for holistic professional development.

# EVENTS @ LEADS NEXT GEN CENTRE

On **29<sup>th</sup> Aug 2025**, LEADS Next Gen Centre RUAS hosted the **Catalyst Insight Leadership Talk Series 3.0** featuring an inspiring session by **Ms. Iti Rawat, founder** of the WEFT (Women Entrepreneurship for



Transformation) Foundation, popularly known as ASMEE. The talk, titled "Breaking Down Barriers to Success," focused on women empowerment, leadership, and the importance of challenging stereotypes to create an inclusive and supportive environment for aspiring entrepreneurs and professionals.

On **4<sup>th</sup> September 2025**, an Expert Talk was organized by LEADS Next Gen Centre and Faculty of Management & Commerce, Ramaiah University of Applied Sciences. The session titled "*Exploring Data Science: An Algorithmic Journey with*

*Python*" was delivered by **Dr. Rangegowda R**, Assistant Professor at Presidency Business School and a DST-Inspire Fellow. The talk took the students through real world applications of data science, explained algorithmic logic using Python, and inspired the Next Gen data enthusiasts.



On **14<sup>th</sup> Aug 2025**, LEADS Next Gen Centre - MSRUAS student members participated in the 9th State Level Seminar on "*Transformation for the Nation - India's Development Through*

*Individual Contribution*" at Sir Puttanna Chetty Town Hall, Bengaluru. The seminar featured eminent speakers and engaging sessions on **higher education, self-transformation, and citizen responsibility**, complemented by cultural performances.

On **27<sup>th</sup> September 2025**, LEADS Next Gen Centre, MSRUAS, gave the **orientation about the centre and its activities to the 1st Year BPT students (Batch 2025-2026)** during their Induction Program.



On **3<sup>rd</sup> Aug 2025**, LEADS Next Gen Centre and FMC, RUAS successfully conducted CASE CRACKER 1.0 - "*The Curious Case of NMC Healthcare*" at GG Campus. Students demonstrated analytical thinking, teamwork, and problem-solving

while engaging in dynamic case discussions, making the event an enriching and interactive learning experience.

During **4<sup>th</sup> to 6<sup>th</sup> Sep 2025**, student members of the LEADS Next Gen Centre - MSRUAS participated in **iPHEX 2025 at Bharat Mandapam, New Delhi**, one of the



world's leading platforms for healthcare and pharmaceuticals, organized by the Ministry of Commerce and Industry, Govt. of India. Representing their startup SwiftZen, the students pitched health-tech solutions, engaged in B2B meetings, and explored global market opportunities.

**Dr. Subhadeep Mukherjee**, welcomed the New UG Batch of 2025 with an **insightful orientation** about the centre and its activities during the **Deeksharambh Ceremony** at RUAS on **31<sup>st</sup> Jul 2025**, inspiring the fresh batch to engage actively with the innovative opportunities available at LEADS Next Gen Centre.



## LEADS Next Gen Centre – Forthcoming Events Calendar (Oct to Dec 2025)

Month	Event Name	Campus
<b>October 2025</b>	LEADS Innovation Challenge	Peenya
	Corporate Insights Webinar (Sutra Talks) Series	Peenya
	Case Crackers – Sustainability Edition	GG
	Catalyst Insight: Leadership Talk Series	GG
<b>November 2025</b>	Lead storm Leadership Simulations (soft skills training)	Peenya
	Green Leaders Circle – NGO/Social Visit	GG
	Catalyst Insight: Leadership Talk Series	GG
<b>December 2025</b>	Corporate Insights Webinar (Sutra Talks) Series	GG
	Corporate Insights Webinar (Sutra Talks) Series	Peenya

## Glimpses of LEADS NEXT GEN CENTRE Inauguration.....



# EVENTS @ RESEARCH CAFÉ



## Expert Session on “Publishing in Top-Tier Global Journals: Editors’ Perspectives”

On 13<sup>th</sup> Sep 2025, the FMC conducted a compelling session under its flagship Research Café initiative, aimed at empowering academic excellence. The online Faculty Development Programme, titled *“Publishing in Top-Tier Global Journals: Editors’ Perspectives”*, featured distinguished speaker **Prof. Varsha Jain**, AGK Chair Professor of Marketing at MICA and Deputy Editor of the Journal of Consumer Behaviour (ABDC A). Prof. Jain provided in-depth insights into the academic publishing process, shared strategies for targeting high-impact journals, and offered practical advice to help researchers, faculty, and scholars enhance their publication success and research visibility.

## Expert Session on “Publishing Qualitative and Conceptual Papers in Top-Tier Journals”

The FMC organized a highly engaging Faculty Development Programme on 27<sup>th</sup> Sep 2025 as part of its Research Café initiative. The online session, titled *“Publishing Qualitative/Conceptual Papers in Top-Tier Global Journals: Editors’ Perspectives for Researchers, Scholars, and Faculty”*, was delivered by **Prof. Jaspreet Kaur**, Professor of Marketing at the Delhi School of Business. Prof. Kaur shared valuable editorial insights and practical strategies for publishing qualitative and conceptual research in high-impact journals.



## FMC NEWS.....

### FMC Faculty's Vibrant Performance



As part of the **Teacher's Day Celebrations held on 11<sup>th</sup> September 2025** at the Dwarka Convention Centre, RUAS, the FMC faculty members presented a **lively and colourful Konkani dance performance**.

### FMC Faculty & Staff Unwind



In a delightful break from their regular academic/ office routines, the **faculty and staff of the FMC** spent a refreshing and memorable day at the scenic **R R Retreat at Nelamangala, Bangalore on 2<sup>nd</sup> August, 2025**.

## PLACEMENT ACTIVITY

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# PLACEMENT ACTIVITY

## Pathways to Success: Student Placements

"Celebrating our students' success as they step into their professional careers - Well done!"



# STUDENT ARTICLE

## Life @ FMC



My journey at Faculty of Management and Commerce (FMC) has been both exciting and deeply fulfilling. As a second-year BBA student and an athlete in rifle shooting, I have had the privilege of experiencing the perfect balance between academics and sports. The faculty has been exceptionally supportive and encouraging me to excel in both areas by granting flexibility during match travels and providing extensions for academic submissions when needed. I am sincerely grateful to Dr. K. M. Sharath Kumar, Dean, Faculty of Management and Commerce, for his constant encouragement and support in enabling me to pursue my passion for rifle shooting alongside my academic commitments.

What stands out about FMC is the dedication and passion of the faculty members. They take the time to ensure every student comprehends the subject thoroughly and go beyond classroom teaching to make learning engaging. Interactive sessions, discussions, and group projects help us collaborate, build strong peer relationships, and apply theoretical concepts to real-life scenarios.

The faculty members are approachable and always willing to guide us, whether it's for academic support or personal growth. Their mentorship has made my experience at FMC truly enriching and memorable.

Overall, my time here has shaped me into a more disciplined, confident, and balanced individual - both in the classroom and on the shooting range.

**Srijay T. R**

**Second Year BBA**

## Our Student Achievers

**Congratulation to Mr. Muhammad Mustaqim**  
(BBA, 2024 Batch)

**Achievement:**  
3rd Place – Men's Physique Teenage  
ICN Deccan Uprising 2025, Hyderabad

**About:**

- At just 19, Mustaqim has earned recognition on the national stage with international participation, standing out among hundreds of athletes.
- A passionate student and natural bodybuilding athlete, he lives by the motto: "Health = Asset."
- His journey reflects discipline, balance of academics & fitness, and an inspiring example for youth.

We wish him continued success and many more achievements ahead!

**Congratulation to Mr. Srijay T. R**  
BBA 2024 Batch, an International Medalist and Rifle Shooter

**Medal Tally**

INTERNATIONAL	NATIONAL	ZONAL & STATE
1	2	16 12 8

**Career Highlights**

- Ekalavya Awardee – 2022
- Indian Junior Squad Member - since 2019
- Masters Host Shooting Championship - NRAI
- National Shooting Championship - NRAI
- Indian Team Trials - NRAI
- Khelo India Youth Games – Represented Karnataka (U-21 & U-17)
- South Zona Rangoli Competition - 10m & 50m Rifle Events
- CBSE Inter-school Competitions - Zonal & National Level
- Karnataka State Championships - All categories (Men, Juniors & Youth) in 10m & 50m Rifle Events

We wish him continued success and many more achievements ahead!

## Congratulations to Our Student Achievers



**Ms. Swathi**, a student of MBA Second Semester from the FMC, has won the First Prize in the Rangoli Competition held on **11<sup>th</sup> Aug 2025**. Her rangoli's creative and vibrant design impressed the judges.

**Mr. Nagarjuna P**, NSS volunteer and MBA 2<sup>nd</sup> Sem student, completed a 15 - day Experiential Learning Program Internship on



*"Bridging Communities and Postal Services through My Bharat Portal"* held from **20<sup>th</sup> Jun to 5<sup>th</sup> Jul 2025.**

**Ms. Suchithra T**, a 3<sup>rd</sup> year B.Com student, showcased her entrepreneurial spirit by participating in the Young Entrepreneurship Summit 2025 held at IIM Bangalore. She pitched her innovative start up idea, THE BLOSSOM HUB, on a dynamic platform that brought together bold ideas and budding change makers. Congratulations to Suchithra for representing her college and embracing the spirit of innovation and entrepreneurship!



On **1<sup>st</sup> Sep 2025**, Dr. Girish R and **Ms. Hithyshi B**, a 1<sup>st</sup> sem **BBA (Hons)** student, presented a case study titled "Enriching Motherhood: Mahindra and Mahindra Introduces a Flexible Policy" at the International Case Competition held at Acharya Bangalore B-School. The event focused on the theme of Sustainability and Social Impact Management, showcasing initiatives that promote positive change in society.

## Glimpses of German BayIND Summer School 2025 @FMC.....

The German BayIND Summer School 2025 offered a dynamic week-long program featuring a rich blend of activities. Highlights included an expert lecture series, guest talks, mini project work, industrial visits, and vibrant cultural exchange sessions such as learning traditional dance moves and cooking Indian delicacies. All activities were thoughtfully aligned with the central theme, providing participants with both valuable academic and industry insights, as well as deep, meaningful cultural experiences. Given here a photo gallery of various activities in which they participated.



Engaged and inspired — German students immersed in a presentation during industrial visit



A taste of India — German students exploring the art of Indian cooking



Finding balance — German students experiencing holistic wellness at a Yoga Centre



German students collaborating on an exciting mini project



Stepping to the rhythm — German students learning traditional Indian dance moves



Creativity in action — German students getting hands-on with traditional Indian crafts

## Forthcoming Event

  
**Bangalore Management Association**  
The Pioneer Management Association  
Presents

# THE FUTURISTIC LEADERSHIP SUMMIT 2025

Date: 30<sup>th</sup> Oct 2025  
TIME: 9:00 AM TO 5:00 PM

**VENUE**  
Sri M V Auditorium  
FKCCI, K G Road  
Bangalore - 560009



Bangalore Management Association  
Blue Diamond Building, B-1, Infantry Rd, Tumkur Town  
Dharmapuri, Bangalore, Karnataka - 560001  
Contact: 98864 81015 / 9500146000 / 9481062274 / 9844204712  
bmaakravati22@gmail.com | [www.bmaakravati.org](http://www.bmaakravati.org)

**Chief Guest**  
  
Dr. A. Sivathanu Pillai  
Padma Bhushan &  
Founding CEO, BrahMos Aerospace

**OUR OFFICE BEARERS**

 Ft. Lt. K. P. Nagesh President	 Mr. K. S. Narayanaswamy IIM Past President	 Mr. Pankaj Kumar Pandey IAS, Sr. Vice President
 Dr. S. T. Ramachandra Vice President	 Dr. S. Nagendra Secretary	 Mr. Sivamathan Treasurer

**ORGANISING COMMITTEE**

 Dr. Madhurani Gowda Chair Person	 Dr. K. M. Sharath Kumar Co-Chairman	 Dr. Subhadeep Mukherjee Organizing Head
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