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LET NOBLE THOUGHTS COME TO US FROM EVERY SIDE - RIGVEDA 1-89-1

*Wishing you all a Happy & Prosperous Deepavali***FROM CHAIRMAN'S DESK****Understanding Digital transformation**

My journey in the industry, spanning four decades, has witnessed disruptive paradigms that transformed the very nature of business and manufacturing. I still recall the early days when drawings were created manually by draughtsmen, processes were typed neatly by the planning department, and progress planning personnel physically moved from floor to floor to track production status for top management. Computers then, were massive mainframes housed in special buildings, performing calculations that today fit into a pen drive. For us, transformation began in the 1960s. Manufacturing evolved from general-purpose machines to special-purpose machines, then to Numerically Controlled (NC) machines, and finally to Computer Numerical Control (CNC) machines. It was my privilege to be at the forefront of this change, pioneering marketing efforts and organizing customer training programs that introduced CNC technology to Indian industry. This ushered in an era of precision, automation, and competitiveness.

Today, manufacturing continues to undergo relentless change, driven by digital transformation. This shift is redefining operations, product design, and the very delivery of value to customers. By 2027, global spending on digital transformation is expected to reach nearly \$3.7 trillion, with manufacturing at the forefront. Technologies like Artificial Intelligence (AI), robotics, the Internet of Things (IoT), automation, and big data analytics are unlocking new levels of efficiency, quality, and innovation. As management students you should be aware that Digital transformation is the integration of digital technology into every area of business, fundamentally changing how companies operate and deliver value. But beyond technology, it is a cultural change. Organizations must challenge the status quo, experiment, and even learn from failure. Success lies not just in adopting technology but in cultivating the right leadership and organizational culture. You may have all the elements like customer insights, innovative products, data, and advanced software. But without strong leadership and a culture that embraces change, digital transformation efforts fail. Businesses embark on digital transformation for many reasons, but the most common is survival. The pandemic has shown us that adaptability to supply chain disruptions, market pressures, and rapidly shifting customer expectations is critical. Pandemic has seen that with a vast portion of the workforce now remote, employee experience of digital technology is the only way work gets done. Consequently, it's getting the problem-solving focus it long deserved. The other areas of digital transformation efforts that COVID-19 pushed higher are, reaching out to customer support via tools including chatbots and automation tools for flexibility. In response to the pandemic, organizations have also embraced the notion that continuous innovation is the key word. Responding to the dramatic disruption, many organizations have undergone a healthy interface with ever changing digital technology.

As managers and leaders, staying ahead of digital transformation trends is no longer optional; it's a strategic imperative. Embracing digital transformation enables organizations to streamline operations, enhance efficiency, and respond swiftly to changing market dynamics. It empowers businesses to gain deeper insights into customer needs and behaviors through data-driven decision-making, fostering a more personalized and effective customer experience. Importantly, this shift goes far beyond the mere adoption of new technologies or automation of processes. It demands a fundamental evolution in leadership mindset, organizational culture, and strategic vision. To lead successfully in this era, you must champion a culture of continuous learning, adaptability, and forward-thinking, embedding digital transformation into the very DNA of your organization.

My best wishes to all of you. Wish you all a very Happy Deepavali

Er. N. Ramanuja

MPBIM SIGNS MOU WITH KSHAMATA INNOVATION FOUNDATION (KIF)

MP Birla Institute of Management is proud to announce the signing of a Memorandum of Understanding (MoU) with Kshamata Innovation Foundation (KIF), a Bengaluru-based NGO dedicated to women empowerment and community development. This collaboration aims to foster meaningful engagement in the areas of social development, capacity building, and knowledge exchange. Through this partnership, MPBIM will support KIF in conducting empowering workshops, managing developmental projects, and facilitating internships and volunteering opportunities for students. The MoU reflects MPBIM's commitment to social responsibility and experiential learning, enabling students to contribute to impactful initiatives beyond the classroom.



PRINCIPAL SPEAKS



AI and GEN AI in Higher Education: Promise, perils and Pedagogical Dilemmas

Artificial Intelligence (AI) and Generative AI (GenAI) are rapidly transforming the higher education sector, but their application must be examined critically rather than celebrated unconditionally. On the surface, these technologies promise efficient adaptive platforms that can customize learning paths, offer 24/7 support, draft lecture notes or summaries within seconds. Yet, this very efficiency risks reducing education to a mechanistic process. If knowledge delivery becomes overly automated, the deeper role of educators as facilitators of critical thinking, ethical reflection, and human connection may be overshadowed. Students could end up consuming pre-packaged, AI-generated materials without engaging in the struggle, debate, and reflection that define higher understanding and learning. Another tension arises in the question of academic integrity. While AI can detect plagiarism, GenAI simultaneously makes producing sophisticated, machine-generated essays easier than ever.

This duality creates a paradox, wherein, universities deploy AI to uphold academic honesty while students may exploit the same tools to circumvent genuine learning. Over-reliance on GenAI also risks homogenization of thought, as students and researchers may converge around machine-synthesized outputs rather than developing original perspectives. Critical education depends on diversity of ideas and creativity that algorithms trained on past data may inadvertently limit. Equity and access further complicate the picture. Elite universities with advanced infrastructure can leverage AI to offer cutting-edge learning experiences, while underfunded institutions may struggle to keep pace. This creates a widening digital divide, where technological innovation risks reinforcing existing inequalities in higher education. Moreover, AI-driven proctoring and monitoring systems often deployed in the name of fairness, raise serious ethical concerns about privacy, consent, and student well-being. Students subjected to constant algorithmic surveillance may feel mistrusted and alienated, eroding the culture of openness and autonomy that higher education is meant to nurture. Ultimately, the adoption of AI and Gen AI in higher education is not simply a matter of technological innovation but a question of values. Universities must ask: Are these tools augmenting human learning or replacing it? Are they fostering inclusion or deepening divides? The challenge is not whether AI should be used, but how it should be integrated responsibly. If deployed critically, with strong ethical safeguards and an emphasis on human-centred pedagogy, AI can indeed enrich teaching and research. Else, it risks turning higher education into a transactional system where automation replaces the very human qualities that education is meant to cultivate.

Dr. S. Sathyanarayana

TRAINING SESSION ON CAPITALINE DATABASE

On 17th July 2025, MPBIM Library committee, in collaboration with the **Antarjaala Tech Club**, organized a training workshop on **Capitaline Database**, for fourth-semester Finance specialization students. The session was conducted by **Mr. Gurumurthy. G**, Assistant Manager at Capital Market Publisher India Pvt. Ltd., who provided a step-by-step demonstration of retrieving relevant company data for the purpose of research. He highlighted the role of library in assisting students with database navigation, and facilitated hands-on training in accessing both financial and non-financial company information. Students practiced formatting and saving downloaded data in specific format.



The facilitator encouraged students to make use of Capitaline for downloading published papers for the purpose of research and article writing. The session offered students practical exposure to an essential financial research tool and enhanced their knowhow regarding sources of data and database. The event was coordinated by **Ms. Manjula M**.

ROTARACT ORIENTATION PROGRAM

Orientation session on the Student-Rotaract Club and its activities was held on 23rd July 2025. **Rtr.Rtn. Joseph Wilson**, Director- Zone 7, RSAMDIO, addressed the students and faculty and shared inputs about the purpose of Rotary and its student body-Rotaract. He discussed how the student community can get associated in impacting the society and threw light on various projects where the students could contribute significantly. He shared his journey as a Rotaractor and encouraged students to make the best out of the experience as young leaders. The talk influenced students to become members of Rotaract club at MPBIM.

Principal Dr. S. Sathyanarayana thanked Rtn. Joseph for the inspiring talk.



CLUB ACTIVITIES

AnalytIQ – A Data-Driven Thinking Event

On 4th Aug 2025, the **Business Analytics Club – METAMATES** hosted **AnalytIQ**, a dynamic competition aimed at enhancing students' analytical thinking and problem-solving skills. The competition featured three engaging rounds and included **Business Lexicon Puzzle**-testing logic and speed in decoding business terms, **Buzzword Blitz**- a rapid-fire challenge on industry buzzwords, and the final round, **AnalytIQ Dashboard Drill: Explore, Visualize and Interpret**, where finalists visualized real-world data in 15 minutes and presented actionable insights showcasing their applied analytics abilities. The event was graced by **Mr. Amith Prakash, Vice President-HR (ED&I)** at Randstad Enterprise – APAC, as Guest of Honour and Judge. He shared career insights, emphasized the transformative role of analytics in business, and encouraged students to embrace experiential learning. Out of 12 teams, the top four advanced to the finals. The team comprising of **KeerthanaS, Keerthana R, Keerthana B.S, Somiya D, and E Haswini Shakti** emerged as the winners. AnalytIQ successfully combined competition, learning, and practical application, reinforcing MPBIM's commitment to developing data-driven decision-making skills among students. The event was organized by the METAMATES coordination team – Hrithik, Anusha, Shreya, Rudresh, and Amruth, under the guidance of **Prof. S. Vijayalakshmi**.



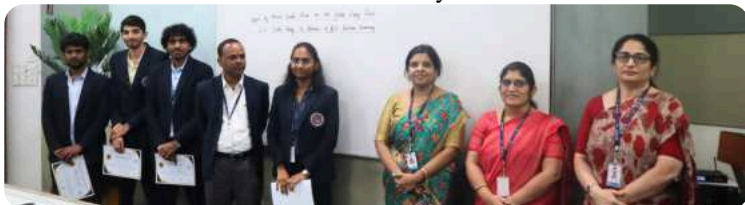
CSR Awareness Program: Plastic Waste Management

On 5th Aug 2025, MPBIM hosted a CSR awareness session on **Plastic Waste Management** and the session was facilitated by **Mr. Suraj Kumar, CSR Executive** at **Bisleri International Pvt. Ltd.** He introduced Bisleri's "Bottles for Change" initiative, highlighting sustainable practices like reducing, reusing, and recycling, and shared the company's 2025 "Greener Promise" targets, including recycling 12,500 tonnes of plastic. The speaker shared information about collection networks, mobile app integration, and doorstep recycling models and inspired the students to adopt responsible waste management practices in their daily lives. The event was coordinated by **Dr. Sumitra Sreenath** and **Prof Anu. A. Natraj**

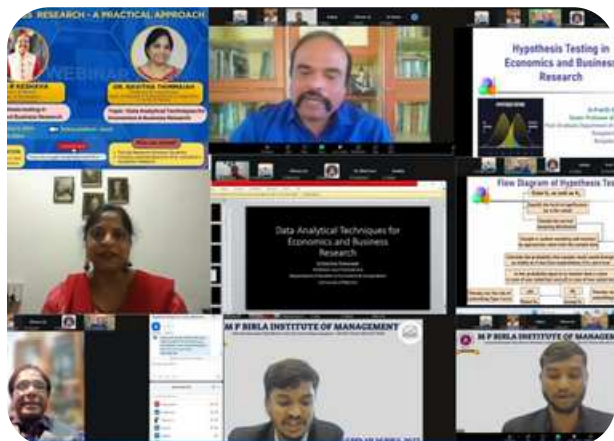


Economics Club Activity – Economic Discourse

On 12th Aug 2025, the **Economics Club** organized an intellectually stimulating event titled "**Economic Discourse**", aimed at enhancing students' knowledge of economics, critical thinking, and communication skills. The event comprised three engaging rounds-Economics Quiz, Connect, and Group Discussion, each designed to encourage learning through interaction and teamwork. The first round, **Economics Quiz**, tested participants on a wide spectrum of economic concepts, current affairs, economic history, and recent policy developments. It encouraged students to sharpen their analytical skills while staying updated with the latest trends in economics. The second round, **Connect**, was a creativity-driven exercise where teams decoded images, clues, and keywords to identify key economic concepts, personalities, or events. This round combined logical reasoning with fun, enabling participants to think beyond conventional approaches and make interdisciplinary connections. The final round, **Group Discussion**, revolved around the theme where students debated on thought-provoking topics such as "Is India ready to become a \$5 trillion economy?" and "Effects of recent trade wars on the global supply chain." Participants' abilities in public speaking, critical analysis, and collaborative discussion was tested in this round. The event was judged by **Dr.Hema Harsha** and **Dr.Pushpa.B.V Chethan T, Adarsh, Vishal, and Kallesh** emerged as the winners and the team of **Amruthsagar, Ganeshprasad, Shankargouda, and Deepika** were adjudged as Runners up. Vice Chairman Shri V. Muralidhar and Principal Dr. S. Sathyanarayana felicitated the winners with certificates and motivated the students to participate in such developmental activities to broaden their perspectives and sharpen their skills. The event was coordinated by **Dr. Venkatesh**.



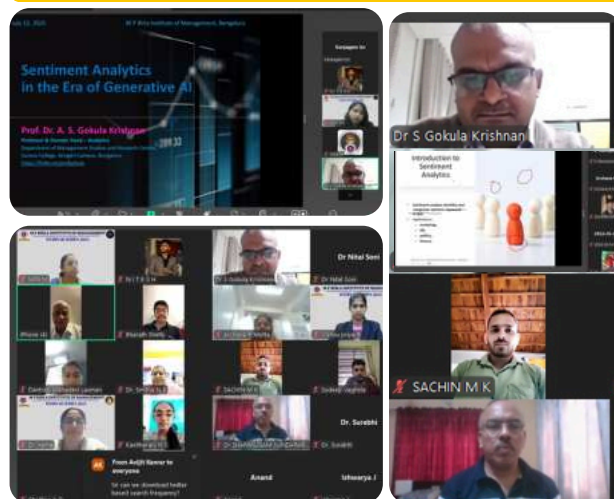
Hypothesis Testing in Economics & Business Research



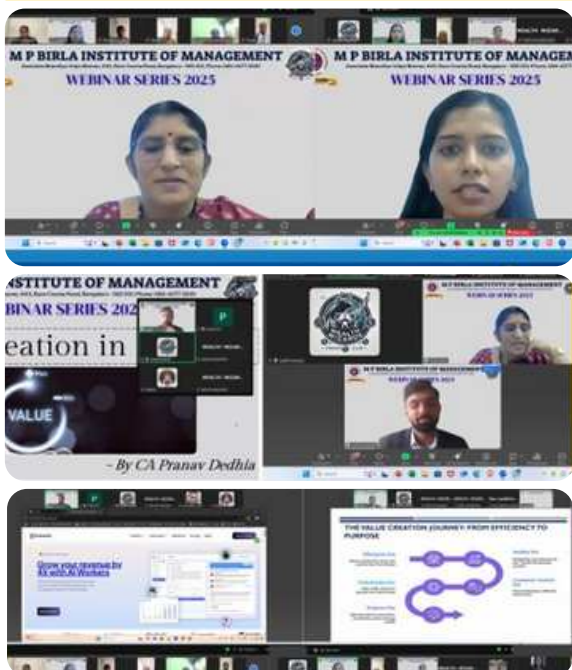
On 5th July 2025, **Economics Club** successfully organized a webinar on “**Hypothesis Testing in Economics and Business Research – A Practical Approach**”, featuring **Dr. S. R. Keshav**, Senior Professor, Bangalore University, and **Dr. Navitha Thimmaiah**, Professor and Chairperson, University of Mysore. Dr. Keshav elaborated on the concepts, types, and applications of hypothesis testing, bridging theoretical knowledge with practical business and economic decision-making. Dr. Kavitha highlighted data analytical techniques, including regression analysis, inferential statistics, and data visualization, demonstrating real-time data analysis for hands-on learning. Participants gained a comprehensive understanding of hypothesis formulation and testing, along with practical exposure to analyzing real-world economic data. They were familiarized with various statistical tools and software applications and learned how to integrate these methods with research objectives, thereby enhancing their confidence in conducting independent research with proper methodology. The webinar was coordinated by **Sai Prajwal** and **Prabhat** under the guidance of **Dr. Venkatesh**.

MPBIM hosted an insightful webinar on “**Sentiment Analytics in the Era of Generative AI**” on 12th July 2025. The session explored the transformative impact of generative AI on sentiment analytics, showcasing its ability to interpret emotions from text, voice, and visual data with remarkable precision. Participants gained practical insights into leveraging AI-driven sentiment tools for business intelligence and strategic decision-making. The session was delivered by **Dr. A. S Gokulakrishnan**, who provided hands-on demonstrations using ChatGPT to generate context-aware insights. Dr. Gokulakrishnan illustrated with examples, applications such as corporate brand monitoring and extraction of actionable intelligence using sentiment analytics. In the next session, **Dr. Sumithra Sreenath**, Professor, MPBIM, highlighted the applications of generative AI across various sectors, emphasizing its potential to enhance business processes, improve customer engagement, and support informed decision-making. The webinar attracted over ninety registered participants from across the country, reflecting MPBIM’s commitment to experiential learning and keeping students updated on emerging technological trends in analytics and AI. The event was coordinated by **Dr. Sumitra Sreenath**

Sentiment Analytics in the Era of Generative AI



Unlocking Value Creation in Business through Real-World Case Studies



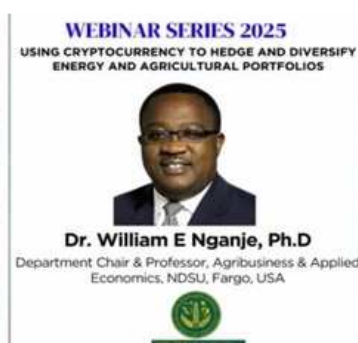
The **Finance Club -Wealth Wizards**, hosted a high-impact webinar on 19th July 2025, focusing on how businesses drive growth through innovation, strategic thinking, and stakeholder alignment. The session provided participants with practical insights into creating sustainable value in today’s dynamic business environment. **Dr. Pushpa B.V** delivered an engaging session on “**Value Creation through Innovation in Emerging Markets.**” She showcased how organizations such as Aravind Eye Care, Unilever’s Shakti Program, BYJU’S, India’s UPI, and LVMH use inclusive and frugal innovation to address societal challenges. Her talk emphasized purpose-led growth, ecosystem thinking, and human-centered innovation, supported by frameworks like the Business Model Canvas and Value Creation Matrix. **CA Pranav Dedhia**, Associate Director at Radisson Consulting LLP, shared practical insights in his session on “**Value Creation in Business through Real-Life Case Studies.**” He illustrated how companies such as Apple, Tata Group, Flipkart, Patanjali, and Reliance create scalable value through brand strategy, capital efficiency, and innovation-led growth, emphasizing the alignment of strategic vision with financial outcomes to achieve sustainable competitive advantage. Participants gained a holistic understanding of how innovation, strategic planning, and operational excellence combine to drive value creation. The webinar was successfully coordinated by student executives **Nandan Prabhu**, **Amith N.Naik**, **Poorvika**, **Shashvathy**, **Nikhitha**, **Vijetha**, **Deepika**, **Shreevatsa**, **Meghana**, and **Vishal** under the guidance of **Dr. Pushpa B.V** and **Prof. Pallavi**. The webinar witnessed huge participation from academicians, students and industry experts from various field and was highly appreciated.

Using Cryptocurrency to Hedge and Diversify Energy and Agricultural Portfolios

The **Wealth Wizards – Finance Club** of MPBIM, hosted a knowledge-rich webinar on 2nd Aug 2025 themed “**Using Cryptocurrency to Hedge and Diversify Energy and Agricultural Portfolios.**” The session explored the strategic potential of digital assets in enhancing portfolio diversification within the energy and agricultural sectors.

The webinar featured **Dr. William E. Nganje, Professor and Department Chair of Agribusiness and Applied Economics at North Dakota State University (NDSU), USA**, who presented an in-depth session on the behavior of cryptocurrencies across varying market conditions using a Markov-Regime Switching framework. He highlighted the role of cryptocurrencies as relative stabilizers during periods of market calm and demonstrated their potential as non-correlated assets to improve portfolio resilience. The session included historical data from the U.S. energy sector, relevant case studies, and quantitative tools such as correlation matrices and Sharpe ratios, offering practical insights into integrating DeFi mechanisms into modern investment portfolios focusing on energy and agriculture. Key takeaways for participants included gaining an understanding of evolving diversification strategies in response to global commodity uncertainty, learning quantitative approaches to model asymmetric risks in agri-energy portfolios, and applying dynamic asset allocation frameworks in practice. Participants also developed a nuanced perspective on the role of cryptocurrencies across different market regimes, enhancing their knowledge of strategic portfolio management.

The webinar was successfully coordinated by student executives, **Nandan Prabhu, Amith N Naik, Poorvika, Shashvathy, Nikitha, Vijetha, Deepika, Shreevatsa, Nitesh, Megha, and Vishal** under the guidance of **Dr. Pushpa B.V. and Prof. Pallavi R.** The initiative reflects MPBIM’s commitment to experiential learning and exposing students to emerging global trends in finance education



BUSINESS LEADERSHIP FORUM

Strategic Role of Finance in Aviation industry

On 11th July 2025, the Business Leadership Forum hosted **Mr. Manoj D.**, who delivered a session on “**The Strategic Role of Finance in the Aviation Industry.**” Mr. Manoj began by introducing aviation as a capital-intensive and highly regulated sector that plays a critical role in international trade, logistics, and passenger transport. He explained the financial challenges in aviation, including fuel, maintenance, and compliance, and highlighted how financial strategies such as capital allocation, cost control, debt management, and risk mitigation ensure the industry’s long-term sustainability. He also discussed the volatility caused by fluctuating fuel prices, geopolitical risks, and global economic shifts. He provided insights into the functions of finance teams in areas such as pricing strategy, route decisions, mergers, and operational efficiency. He further inspired students by discussing the vast career opportunities available in the aviation sector. The interactive session enriched students’ understanding of the critical interplay between finance and aviation and was well-received for its depth and practical relevance.



Changing Dynamics in the Corporate World

On 18th July 2025, the Business Leadership Forum hosted **Mr. Sharad Jagirdhar, Director – Analyst Relations** at Sutherland, who delivered a session on “**Changing Dynamics in the Corporate World.**” Mr. Sharad discussed the rapid transformation of business environments driven by technological advancements such as Gen AI, globalization, workforce evolution, with a strong focus on inclusivity and sustainability. He explained how traditional hierarchical structures are being replaced with agile, flat models that encourage collaboration and innovation. Drawing from his experience at organizations like Wipro, TCS, Cognizant, and Sutherland, he illustrated how digital automation, hybrid work models, data security, and talent retention are shaping the corporate world. He also highlighted the expansion of IT operations into smaller cities as a cost-effective way to tap into wider talent pools. Encouraging students to build adaptability and resilience, Mr. Sharad emphasized emerging career opportunities in IT and guided them on the skills required to succeed in evolving corporate environments. The key takeaway was that future leaders must embrace agility, inclusiveness, innovation, and continuous learning to thrive in a constantly evolving corporate landscape.



Goal Setting in the Era of Agile Corporate Growth

Business Leadership Forum, held on 25th July 2025, featured **Mr. Sridhar C.R.**, who spoke on the topic “**Goal Setting in the Era of Agile Corporate Growth.**” Mr.Sridhar explained how goal setting has evolved in today’s fast-changing corporate world, where objectives must remain flexible and adaptable to technological disruptions, customer demands, and market dynamics. He emphasized the need to align individual performance with organizational strategies in the age of digital transformation, and global expansion. Highlighting the importance of collaborative goal setting, he explained how cross-functional teamwork fosters synergy and shared accountability across departments.

Drawing from his professional journey, Mr. Sridhar shared practical examples of agile goal-setting practices and emphasized the role of continuous feedback and performance cycles in enhancing both employee growth and organizational excellence. The session provided students with a modern perspective on how agility and adaptability are essential in achieving success.



Financial Bootstrapping for Start-ups

Business Leadership Forum on 1st Aug 2025, featured **Mr. Senthil Barathy, Managing Director of Hemalathaa Hi-Tech Industries** who addressed the students on “**Financial Bootstrapping for Start-ups.**” Mr. Senthil emphasized the importance of cultivating an entrepreneurial mindset and utilizing available resources efficiently to scale businesses with minimal external funding. Sharing his entrepreneurial journey, he spoke about the challenges faced and the strategies used to maintain financial discipline while creating value. The session highlighted practical aspects of bootstrapping, such as optimizing cash flow, reinvesting profits, and prioritizing growth without heavy reliance on outside investors.

Mr. Senthil motivated students to remain focused, resilient, and disciplined in their pursuit of entrepreneurial success. The inspiring talk provided both practical financial strategies and encouragement for aspiring entrepreneurs.



Career in Finance and Analytics

On 29th Aug 2025, **Mr. Nitin Pansale**, addressed the students on ‘**Career in Finance and Analytics where money meets data**’. Mr. Nitin said that a career in finance and business analytics is like having a superpower for decision-making in the corporate world. He shared that the two fields intersect beautifully, offering a toolkit to analyze data, forecast trends, and drive strategic moves. The session covered an explanation of the growing demand and vast opportunities in financial analytics. Students got insights about the core skills required to build a strong career in this field – from analytical thinking and problem solving to mastering tools like Power BI, Alteryx, and RPA. He also highlighted the industries actively hiring in the analytics domain, and shared practical tips to stand out in the competitive space.



Digital branding

On 12th Sep 2025, **Ms.Nandini Ramesh**, a highly accomplished marketing professional with over twelve years of experience in various company, addressed the students on **Digital Branding**. In her talk, she delved into several key themes central to understanding modern brand-building in the digital age. She began by establishing foundational concepts, drawing clear distinctions between traditional and digital branding and highlighting how digital branding is inherently more dynamic, interactive, and data-driven. Further, she discussed about the brand ecosystem, emphasizing how various digital touchpoints work together to create a cohesive and impactful brand presence and outlined the core pillars of digital branding and performance marketing, offering insights into how these elements drive measurable growth.



HR COMPETITION – IGNITE

On 26th July 2025, the **HR Club, AGNITIO**, organized **HR-IGNITE**, an interclass competition for first-year students. Designed to simulate the recruitment process, the event aimed to foster confidence, strategic thinking, and interview preparedness among the participants. **Ms. Sandhya, Tax Associate at KPMG** was the Guest and judge for the competition. The event comprised three rounds: The first round was the Video Resume round, followed by case study round where participants found solution to a Harvard Business Review case. Final round was Mock interview where the participants were tested for domain knowledge, clarity of communication, problem-solving skills, and overall interview presence. First position was bagged by **Ms. Azra Banu**; second position by **Mr. Shreevatsa Bhat**, and **Ms. Nikitha & Ms Deepika. S** were adjudged as the runners up. The awards were given away by Vice Chairman, **Shri. V. Muralidhar**, **Ms. Sandhya** and **Mr. Bharath**.



The event fostered a deeper understanding of the recruitment process and equipped students with the confidence and preparedness necessary for future placement opportunities. The event was coordinated by **Anjanaa, Aneendra, Moulya** and **Pranavi** under the guidance of **Dr.Hema Harsha** and **Prof Anu A. Natraj**.

MARKETING QUIZ COMPETITION

The **Marketing Mavericks Club** hosted "**Digital Pulse – The Pulse of Gen Z**", a dynamic marketing quiz competition on 2nd Aug 2025, with the aim of sharpening students' understanding of marketing principles and keeping them attuned to evolving trends in the business world. The event saw energetic participation from both junior and senior students and comprised of multiple rounds, including: Round1- Brand Awareness and Taglines, Round2- Identification of Logo, Round 3- Multinational Brands and countries. The judges for the event were **Mr. Meghesh S.R**, Advanced tax analyst at KPMG Global services, Bangalore and **Mr. Karthik S.N**, Senior Manager, Strategic Partnership Group at Cognizant, Bangalore. The winners of the competition were **Bhavana, Divyansh Srivastava, Santhosh, Preetham Mahesh and Shivakumar** from senior batch and the Second place was bagged by **Moulya, Azra Banu, Alisha, Megha Dhali, Nikita and Vijetha Shetty**, from the junior batch. The winners and runners were awarded certificates. The event was coordinated by students of the Marketing club under the guidance of **Dr. Sumithra Sreenath** and **Dr.Karpagam B.A**



FACULTY ACHIEVEMENTS

- **Prof. Pallavi.R** and **Dr. S. Sathyanarayana**, presented a paper on *Bridging Change Readiness and Innovation: Examining their Influence on Employee Creativity, Psychological Safety, and Knowledge Sharing Intention*, at the **International Conference. Krupacon 2025** on Global Management Redefined: Innovation-Strategy-Sustainability in The New World Ecosystem, Krupanidhi College of Management held on 14th Aug 2025.
- **Dr. S. Sathyanarayana, Dr.Hema Harsha** and **Dr. Pushpa B.V**, presented a paper on *Loyal to Green Brands: How Brand Equity Shapes Sustainable Brand Loyalty and Brand Advocacy*, at the **International Conference Krupacon 2025** on Global Management Redefined: Innovation – Strategy – Sustainability in The New World Ecosystem, Krupanidhi College of Management, held on 14th Aug 2025.
- **Dr.Sumithra Sreenath, Prof. Anu A. Natraj** and **Dr. Pushpa B.V** presented a paper on *Reimagining HR: Digital Transformation for a Skills-Based Talent Eco System*, at the **International Conference on Digital Innovation 2025**, hosted by JSS STU, Mysuru along with Malaysian University, held on 20th and 21st Aug 2025.
- **Dr. S. Sathyanarayana** published a paper on *Volatility Spillover and Leverage Effect in Indian Stock Market: A Time Series Investigation* as Chapter 52, Business Intelligence and Data Analytics, Proceedings of BIDA 2024, Smart Innovation, Systems and Technologies 413, KES International, Shoreham-by-Sea, UK. Springer. (listed under Scopus & ABDC – Australian Business Deans Council).
- **Dr. S. Sathyanarayana** was invited as a resource person for a workshop on *Empowering MBA students Research and Dissertation Writing Skills* conducted by Government RC College, Bengaluru on 15th and 16th July 2025.
- **Dr. Hema Harsha** was invited as the External Examiner for PhD Synoptic Presentation on 16th Sep 2025 at CMS Business School, Bengaluru.
- **Dr. S. Sathyanarayana** facilitated a session on Structural Equation Modelling (SEM) during a Five-Day FDP on *Crafting Research Excellence: Proposal Writing, Publication and Methodology in Management*, organized by M S Ramaiah Institute of Management, Bengaluru, on 23rd September 2025.

ANNUAL CONVOCATION 2025

MPBIM's Annual Convocation 2025 for Batch 2022–24 was held on 30th August 2025 at the Khincha Auditorium, Bharatiya Vidya Bhavan. The ceremony commenced with the traditional academic procession and concluded with the National Anthem, marking a proud milestone for 175 graduating students in the presence of dignitaries, faculty, parents, and guests. The **Chief Guest, Prof. Niranjana Vanalli, Vice-Chancellor Bangalore North University**, in his convocation address, urged the graduates to step into the professional world with sincerity, confidence, and perseverance. He emphasized that while Artificial Intelligence and technology are shaping industries, human values like integrity, creativity, and responsibility can never be replaced. The **Guest of Honour, Dr. H. Krishna Ram**, through his message, congratulated the graduating students and reminded them that convocation marks not an end, but the beginning of a new journey. Er. N. Ramanuja, Chairman MPBIM, reflected on the institute's remarkable journey, recalling the vision of its founders and their immense contribution to education. He urged the graduates to carry forward this legacy with pride and responsibility, reminding them that they are ambassadors not only of their families but also of MPBIM. **Principal Dr. Sathyanarayana** presented the Annual Academic Report, highlighting the institute's academic achievements, research contributions, student activities, and strong placement record, reaffirming MPBIM's commitment to excellence and holistic growth.

The convocation ceremony witnessed the award of graduation scrolls to all students of the 2022–24 batch, followed by the presentation of medals and awards to students for academic excellence and overall contribution. Among the many achievers, **Ms. Sahana Sastry S.K.** received multiple medals, including the Smt. Priyamvada Devi M.P. Birla (Badima) Award for Academic Excellence – I Prize. **Ms. A. Divya Laxmi** was conferred the Chairman's Medal for Best Outstanding Student (Overall), **Mr. Mohith K.N. & Ms. Anushree H.P.** were honoured with the Teekays Award for Best Outgoing Student of the Year in the Male and Female categories respectively. The Overall Contributors of the Batch was awarded to **Mr. Jithamithra S** and **Mr. Jeevan Kumar B.**

The ceremony concluded with the Vote of Thanks delivered by Vice Chairman, Shri. V. Muralidhar. The convocation was a proud moment for MPBIM, celebrating the achievements of its graduating students and reaffirming the institute's legacy of nurturing leaders for the future. MPBIM congratulates all the graduates and medal winners of the batch 2022–24.



STUDENT ACHIEVEMENTS



MPBIM Student Executives participated in the “**NINAD 2025**”, the Mega Inter-College Cultural Fest held at City College, Jayanagar, Bengaluru, on 30th Sep 2025. Students participated in various competitions like Solo Singing, Solo Dance, Carrom, Chess, & Group Dance. Both the senior batch and junior batch students took part in the competitions. Bringing laurels to the institute, **Hrithik.S** from the senior batch won the **First Prize in Solo Singing**. MPBIM congratulates Hrithik, and encourages students to participate in all the extracurricular activities leading to their overall development.



BUSINESS QUIZ COMPETITION

The **Sahiti** and **Antarjaala Clubs** of MPBIM hosted an electrifying **Business Quiz 2025** on Aug 12th 2025. From global market trends to corporate personalities, participants engaged in multiple rounds of intense quizzing, covering topics from campaigns, investments and branding to notable corporate figures. All the students from the junior batch participated in the competition. Out of five teams, the top three advanced to the finals and the winners of the competition was the team **FOUNDER FACTORY** with team members **Poorvika, Shashvathy, Vishal, and Ravi Hiremath**. **TALENT TITANS** with team members **Shreya, Umadevi H.M, Kishan Shankara, Ankit Hedge, Suresh.G, and Puneeth** emerged as Runners' up. The event was organized by student club coordinators Nitesh R, Sangamesh Ghule, Gowtham R, Raaghu S.M, Deekshit, Dheeraj M.B, and Anju M.C, under the guidance of Club coordinators **Prof. Anu A. Natraj** and **Ms. Manjula M.**





PANACHE The Cultural Week 2025

Annual Cultural Week, to Commemorate Dr. K M Munshi's
138th Birth Anniversary



NAGASHREE BEGAR

The campus of MPBIM came alive with colour, rhythm, and festivity during **PANACHE 2025**, held from 1st to 5th Sep 2025. The week-long cultural extravaganza culminated in a spectacular Grand Finale on 5th Sep, graced by Chief Guest **Ms. Nagashree Begar**, a rising star in the Kannada film industry.

Jointly organised by the **Antarjaala** and **Sahithi Clubs** along with the Student Council members, Panache 2025 was a true celebration of talent and togetherness. The event seamlessly blended tradition and creativity, transforming the campus into a vibrant hub of art, expression, and community spirit.

Each day of the fest featured a unique theme: Twin Day, Denim Day, and Colour Day, encouraging students to express their individuality through innovative outfits and enthusiastic participation. A variety of off-stage events kept the excitement high, including Fireless Cooking, Mehendi Art, Pookolam, Sports Quiz, JAM (Just A Minute), Video Gaming, Treasure Hunt, and Karaoke Challenge. These events showcased the diverse interests and hidden talents of the students, creating an atmosphere of friendly competition and collaboration.

Grand finale held on 5th Sep, witnessed many on-stage performances captivating the audience with soulful singing, dynamic dance performances, and a dazzling fashion show that radiated confidence and creativity. The esteemed panel of judges comprised **Mr. Ashwin Gowtham** and **Mr. Girish Raju**, **Ms. Malini Paramesh**, **Ms. Pooja Kulkarni**, and **Ms. Chaithra**, along with **Mr. Dhanush**, Founder of Elite Dance Studio, and **Mr. Anoob Dominic**, renowned cinematographer and advertising photographer. The Panache 2025 trophy was won by section B of the junior batch. Awards, medals and trophy was given away by Vice Chairman, Shri V.Muralidhar, Principal, Dr.S.Sathyanarayana and the judges of the event.

Panache 2025 concluded on a high note, leaving behind cherished memories of joy, creativity, camaraderie and cultural vibrancy. MPBIM congratulates and celebrates all the winners of all the events. The event was coordinated by **Prof. Anu A. Natraj & Ms. Manjula**



TEACHERS' DAY CELEBRATIONS

On 5th Sep, 2025, the student executives at MPBIM hosted a vibrant celebration on the occasion of **Teachers' Day**, recognizing the invaluable contributions of the faculty in shaping individuals and society. The event was filled with enthusiasm and featured a variety of games and activities meticulously organized by the students to show their appreciation for the faculty's dedication. A highlight of the celebration was a fashion parade, where faculty members participated in an energetic ramp walk, further enhancing the festive atmosphere. This occasion provided a wonderful opportunity for students to express their gratitude while fostering a sense of community and camaraderie within the institution. Vice Chairman Sri V. Muralidhar and Principal Dr. S. Sathyanarayana thanked the students and appreciated them for putting up a program to celebrate the occasion.



Campus Placement Drive

Batch 2023-2025



CAMPUS HIRING

On 4th July 2025, **Bajaj Allianz**, conducted a placement drive at MPBIM campus. Ten students were selected in the final round.

On 10th July 2025, **Wish 2 Skill** conducted a pre-placement talk which was followed by various rounds. Two students qualified in the final interview

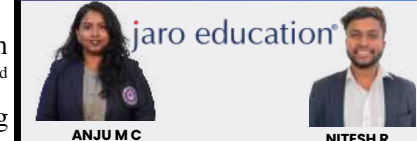
On 7th Aug 2025, **Muthoot Finance** conducted a placement drive at MPBIM campus. Students participated in face-to-face interviews for various roles including Risk Management, Credit and Human Resources. Six students were hired on various roles.

On 12th Sep 2025, **Muthoot Fincorp** conducted a campus drive for which a total of 62 students from various colleges, including MPBIM attended the drive. 20 students were shortlisted for the final face-to-face interview out of which five students were selected as Branch Manager Trainee.



Placement Corner Campus Placement

Batch 2023-2025



TRAINING ON BASIC & ADVANCED EXCEL



The Placement department of MPBIM in association with Protech Savvy, conducted a hands-on training program on Basic and Advanced Excel for the junior batch students between 18th and 23rd Aug 2025. This value added program aiming at enhancing computer skills, focused on building strong foundation in spreadsheet management, data handling, and analytical tools. Students were trained on practical functions, formulas, pivot tables, and data visualization techniques that are essential for data-driven business decision-making.

The workshop combined theoretical learning with real-time exercises. By the end of the program, students reported improved confidence in handling data and solving analytical tasks. The training was facilitated by Mr. Shibaji from Protech Savvy. The coordinator for the event was **Ms. Kavitha**.

NEWS IN PICS



Faculty and Staff during
PANACHE 2025



Chief guest Prof. Niranjan Vanalli,
with other dignitaries and students



Graduating students of Batch
2022-24

Best Paper Award



Dr. S. Sathyanarayana, Dr. Hema Harsha and Dr. Pushpa B.V. won the Best Paper Award for the paper presentation on "Loyal to Green Brands: How Brand Equity Shapes Sustainable Brand Loyalty and Brand Advocacy" at Krupacon 2025, an International Conference held at Krupanidhi College of Management.



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