



JSSATE
BENGALURU

Volume. – 4, Issue – 2
January 2024

JSS MAHAVIDYAPEETHA, MYSURU
JSS ACADEMY OF TECHNICAL EDUCATION, BENGALURU

DEPARTMENT OF MANAGEMENT STUDIES

SAMSMRITI

DEPARTMENT E-NEWSLETTER



SAMSMRITI

Volume – 4 | Issue – 2 | January 2024

Dear All,

Welcome to the latest edition of our bi-annual newsletter!

As we navigate the dynamic landscape of the business world, the Department of Management Studies continues to be at the forefront of innovation, leadership, and strategic decision-making. Our newsletter serves as a platform to showcase our achievements, share insights, and strengthen the bonds that make our department a thriving community. This edition, highlights the key accomplishments, showcases the exceptional talents within our team and explores the latest trends in management and leadership. From successful projects and collaborations to noteworthy research findings, we have a lot to be proud off.

As we reflect on the past six months, we also look ahead to exciting opportunities and challenges on the horizon. Our commitment to excellence and continuous improvement remains unwavering, and we are eager to embrace the future with enthusiasm and resilience. We encourage you to take a moment to engage with the content, celebrate the successes of our department, and stay informed about the department's initiatives. Together, we are shaping the future of management and making a lasting impact in our respective fields.

Thank you for your dedication and contributions to the success of the department. We hope you enjoy reading this newsletter and find inspiration in the stories and achievements shared within.

EDITORIAL



1. Celestial Spectacle: Chandrayaan 3 Launch Live



Students watching the Live Telecast of Launch of Chandrayaan –3.

Department is consistently been at the forefront of promoting scientific education, and this event was no exception. The Department had organized the live telecast of Rocket Launch of Chandrayaan – 3 on 14th July 2023. Students and faculty gathered in anticipation as the sleek, state-of-the-art spacecraft stood tall on the Launch Pad. Students had the unique opportunity to witness the Live Rocket Launch of Chandrayaan - 3.



2. Guest Lecture Series

i. Performance Assessment among Expatriates

Organized a Guest lecture on the topic "Performance Assessment among Expatriates" on 15th July 2023. The resource person Dr. Rajeev Joshi, Dy. General Manager Yokogawa India Ltd, shared a wealth of knowledge and experience on the challenges and opportunities associated with evaluating the performance among Expatriates.



Dr. Rajeev Joshi, Dy. General Manager Yokogawa India Ltd

ii. Impact of Globalization and its Implications on International Human Resource Management.

Organized a Guest lecture on the topic "Impact of Globalization and its Implications on International Human Resource Management" On 22nd July 2023, The resource person Dr. Rajeev Joshi, Dy. General Manager Yokogawa India Ltd, delivered a thought-provoking talk and the discussion provided a comprehensive exploration of the challenges and opportunities presented by the ever-evolving landscape of globalization in the context of International Human Resource Management.



Dr. Rajeev Joshi, Dy. General Manager Yokogawa India Ltd



iii. Skill enhancement for Employability.

To sharpen the skills of our students and to shape their future, the department had organizing training sessions on “Analysis for Ability Enhancement”. The resource person is Mr. Veerabhadra Yadwad, Excecutive Manager, Analyser business, Yokogawa, India Ltd.

The topics covered include insightful sessionson SWOT Analysis held on 09th December 2023 and 16th December 2023, and engaging discussions on Communication & Soft Skills for Employability on 23rd December 2023.



Mr. Veerabhadra Yadwad, Excecutive Manager, Analyser business, Yokogawa, India Ltd



3. Workshops

i. Capacity Building for Principals of JSS Technical Institutions.

Organized Two day's workshop on Capacity Building for Principals of JSS Technical Institutions. The workshop was conducted on 31st July & 1st August 2023. The objective of the programme was to strengthen the competence of the leaders of JSS technical institutions, while bridging the gap if any, in the skills and abilities to survive, adapt and thrive in the fast changing world.



Inauguration of the Workshop by the dignitaries (From Left to right, Dr. H R Mahadevaswamy, Joint Director - TED Mysuru, Dr.Basavana Gowdappa, Principal - JSSAHER, Sri. K R Santhanam, Director, Accounts & Audits, JSSMVP, Mysuru, Dr. T S Nanjundeswaraswamy, HOD-MBA, Dr.Bhimansen Soragaon, Principal, JSSATEB.



Participants of the workshop with the organizing committee



ii. Capacity Building program for HOD's, Professors & Associate Professors of JSS Academy of Technical Education, Bengaluru

Organized Two day's workshop on Capacity Building for HODs, Professors, and associate Professors of JSS Academy of Technical Education, Bengaluru on 10th & 11th November 2023. The objectives of the workshop were to enhance leadership skills, promote effective teaching, foster good relations and teamwork, communication and soft skills, conflict resolution, effective mentoring, and promote inclusivity and diversity. The resource person for the event was Mr. Vinay Patil, Leadership Coach and CEO, Skillfix Pvt, Ltd..



Glimpse of the workshop



4. Farewell Program

The Farewell Program for the II year MBA students Graduating Class of 2023 was a memorable and emotional event organized by the Department of Management Studies on 07th September 2023. The Best Outgoing Student Award was awarded to Mr. Pruthvi B. T. – MBA- IV Semester.



From L – R: Dr. T S Nanjundeswaraswamy, HOD-DMS, Mr. Veeresh C S, Administrative Officer, Dr. Mahesh Kumar D, Dean Student welfare, & Prof. Sowmya C U, Batch coordinator 2021-23 Batch.



Dignitaries Honoring Mr. Pruthvi B T, Class of 2023 with the “Best out going student” award



Dignitaries
presenting memento
to passing out
students
(class of 2023)



Batch 2021-23 Group Photo during Farewell Program



Cultural Performances by 2nd semester MBA students during the farewell program



5. Cultural

Organized Management Fest –ADRISHT 2K23.Management Fest unfolded with great enthusiasm and intellectual fervour from the 16th to the 18th of August 2023. The Theme for the Fest was Varnasamhitha, Embracing Diversity, Painting Unity. The fest comprised a series of thought-provoking and skill-testing events designed to challenge the acumen of budding managers. Our Flagship program ADRISHT 2K23 included Sports, Management, and Cultural events.



Inauguration of Adrisht 2K23 – Dignitaries from L to R ->Dr. T S Nanjundeswaraswamy, HOD-DMS, Dr.BhimansenSoragaon, Principal, JSSATEB, Mr. Ganesh Babu K, Managing Director, India & Global Head of Project. Bhoomitra, Dr. Pradeep M P, Associate Professor & Fest coordinator, Mr. Prutvi B T, Student coordinator



Lamp Lighting during the Inaugural Program



Inauguration of Adrisht 2K23



Dollu Kunitha



Flash Mob



Cultural performance



Banner Unveiling



Events of Adrisht 2K23

PARTICIPANTS OF HR EVENT WITH DR. SHEKHAR H S, EVENT JUDGE

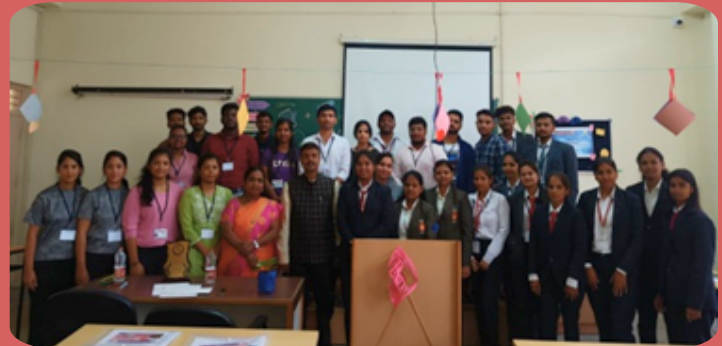


BEST MANAGER TEAM WITH THE EVENT JUDGES DR. HARISH R, DR. JACOB SWAMYNATHAN AND DR. YUVARAJ



Events of Adrisht 2K23

PARTICIPANTS OF MARKETING EVENT WITH JUDGES MR. JANEESHWAR PRASAD, AAO, JSSATEB, DR.NIJAGUNA.



GLIMPSE OF SPORTS EVENTS



GLIMPSE OF CULTURAL EVENTS



Spectrum Week

Organized Spectrum Week. A captivating and vibrant initiative was organized to celebrate the diversity and significance of colours across various spectrums. The Spectrum Week was organized from 07th August 2023 to 12th August 2023. Spectrum Week explored and appreciated the wide array of colours, their meanings, and cultural significance, fostering a sense of unity and appreciation for diversity. It encourages individuals to express themselves creatively through art, design, and other forms of self-expression, using the colour spectrum as a medium.



Pot Luck

Potluck, a feast of shared delight, where friends unite in culinary might. Dishes diverse, flavourful array, Each one crafted in a unique way. One such beautiful POTLUCK was organized in the Department of Management Studies by the MBA students and our faculty members. It was organized by the students and faculty members on 10th August 2023.



Educational flavors and friendships on the menu! Students and faculty potluck, where learning meets lunch.



6. Faculty Achievements

i. Faculty Outreach Programme



Dr. Lathamani B, Associate Professor, DMS - JSSATEB addressing the farmers at Doddaballapura

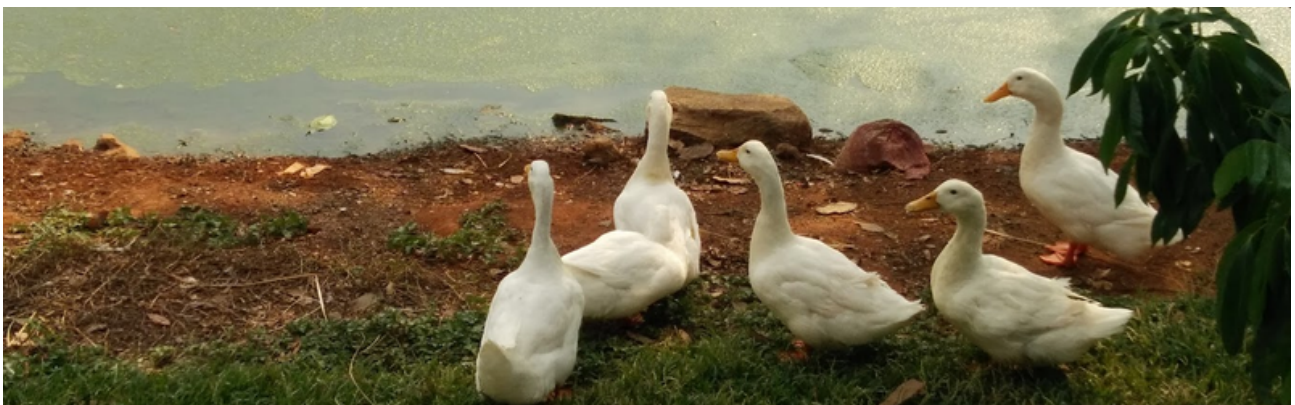


Dr. M P Pradeep, Associate Professor, DMS, JSSATE-B delivering the Guest Lecture at JSSCMS, Mysuru

An invited talk was delivered by Dr. Lathamani B, Associate Professor, on "Awareness among the farmers about the Government Schemes and Taxation for Agriculture and Poultry Farming". The talk was organized as part of the Winter Training programme for farmers by SR Agro Farms, Bengaluru at Royal Nandanaa Hotel, Doddaballapur. 190 farmers from the villages near Doddaballapur participated in the event, held on Saturday, i.e. 16th December 2023.

Dr. M P Pradeep was invited as a Resource person for conducting a 3 Days Workshop on Operations Management for the second year MBA Students on 3rd, 4th & 5th October 2023 at JSS Centre for Management Studies, JSS Science and Technology University, Mysuru.

Dr. Chandrakala V. G, Assistant Professor, DMS-JSSATEB chaired a session at 4th National Conference ESPLORO-2023 organized on 28th August 2023 by RNSIT, Bangalore.



7. Contribution Of Faculty Towards Research

i) Publications

- T.S., Nanjundeswaraswamy, Bharath, S., Nagesh, P. and K.M., Vignesh. (2023), "Impact of Covid-19 pandemic on quality of work life of nurses – a major human rights component", International Journal of Human Rights in Healthcare, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJHRH-01-2023-0001>
- Sham, F., Alias, A., K Saravana Muthu, D.& Nanjundeswaraswamy. (2023). Quality of Work Life among Nurses in Malaysia Government Hospital. Environment-Behavior Proceedings Journal, 8(24), 323-329. <https://doi.org/10.21834/ebpj.v8i24.4690>
- Beloor, V., Nanjundeswaraswamy, T. S., & Swamy, D. R. (2023). Modelling framework for critical success factors of green supply chain management-an integrated approach of pareto, ISM and SEM. Proceedings on EngineeringSciences, 5(3), 503-524.
- Sangameshwara T, Nagesh P, Bharath S, Nanjundeshwaraswamy T S (2023) Mediating Role of Customer Relationship Management between Buying Behavior and Critical Risk Factors via Digital Buying. Indian Journal of Scienceand Technology 16(6):442-448.[https://doi.org/10.17485 /IJST /v16i6.54](https://doi.org/10.17485/IJST/v16i6.54)
- Dr Nagesha H G, Impact of Capital Budgeting Decisions on Profitability of firms – selected listed Automobile companies in India, International Journal of Professional Business Review, ISSN – 2525-3654, Volume 8, 7th July 2023.
- Prof. Chaya J Swamy ,Dr. Aruna Adarsh & Dr. Pradeep M P,A Study on Influence of Work life Balance on commitment of employees working in IT Companies, The International Journal of Indian Psychology, ISSN- 2349 – 3429, Vol 11, Issue 2, June 2023
- Dr. Pradeep M P, An Empirical Investigation on Hearing Behaviour in Indian Stock Market, The Kiams Journal, ISSN – 2583-3839, Vol 3, Issue 2, June 2023
- Prof. Chaya J Swamy, Kethana Arasu, Dr. Pradeep M P, Advances in Management,Volume:16(2),PageNo:1-9,Year:June 2023, DOI: 10.25303/1602 aim0109



- **Dr.Chandrakala V G,Sowmya C U,Dr.Nagesha H G, 'A study on factors influencing the Consumer Buying Behaviour with Reference to organized Apparel Retail Outlets,Journal of Innovations in Business and Industry,Vol.1,Issue-02,(2023) Pg:85-92,doi:10.61552/JIBI.2023.02.005, Publisher:Association for Scientific Publishing and Research-ASPUR**
- **Nagesha H G, Krupa B Nair, Chandrakala V G, Sowmya C U, Nagesh P, "Impact of Capital Budgeting Decision on Profitability of Firm – Selected Listed Automobile Companies in India", International Journal of Professional Business Review, ISSN 2525-3654,Vol-8,Issue(7),Pg.Nos..01-12., DOI:<https://doi.org/10.26668/businessreview/2023.v8i7.2706>**

ii) Consultancy Work:

Dr. Lathamani B, Associate Professor, DMS-JSSATEB has received a Consultancy work from organization SRAF Proteins Private Ltd, Bengaluru to carry out a Market Survey on Consumer Behavior of Processed Poultry Products.



8. Students Achievements

- Ms. Malleshwari C, 4th-semester MBA student, actively participated and presented a paper titled "Evaluation of Capital Structure Decisions on the Profitability of Listed Companies" during the 4th National Conference, ESPLORO-2023 organized by RNSIT, Bengaluru held on 28th August 2023.
- Ms. Suma K 4th-semester MBA student, actively participated and presented a paper titled "A Study on Impact of Ethical Leadership on Employee Productivity in Select Higher Education Institutions, Bengaluru" during the 4th National Conference, ESPLORO-2023 organized by RNSIT, Bengaluru held on 28th August 2023.
- Ms. Thanuja S 4th-semester MBA student, actively participated and presented a paper titled "A Study on Impact of Stress on Working Women at ESSILOR" during the 4th National Conference, ESPLORO-2023 organized by RNSIT, Bengaluru held on 28th August 2023.

9. Students Outreach Activities

- 2nd year students had participated in HR Conclave – Embracing Gen Z workforce – Unleashing new Utopia organized by Global Academy of Technology held on 15th December 2023.



MBA-2nd year students participated in HR CONCLAVE



10. Alumni Contribution

The Unseen Force of Intuition takes Crucial Role in Decision-Making

'Decision making often involves Logics and Analysis' but, have you ever observed the contribution of an unseen force that quietly guides our choices, shaping the outcomes of both small, seemingly inconsequential decisions and major, life-altering ones. This silent influencer is 'Intuition', a mysterious aspect of human cognition that is practiced with control and conscious listening to mind voice of one self, which builds the ability to understand or know something immediately without the need for conscious reasoning and plays a pivotal role in navigating the complexities of decision-making. Yes! It's that gut feeling, that instinct reaction to a situation that often defies logical explanation. However, intuition is difficult to quantify or measure, but its impact on decision-making is undeniable.

Neuroscience has begun unravelling the mysteries of intuition. The brain, leveraging its substantial processing capabilities, has the ability to subconsciously process extensive volumes of information, giving rise to intuitive insights, a feat that other artificial intelligence systems in the new industrial revolution may strive to replicate. The Intuition, in essence, is the Human brain's way of distilling complex information into a concise, actionable form.

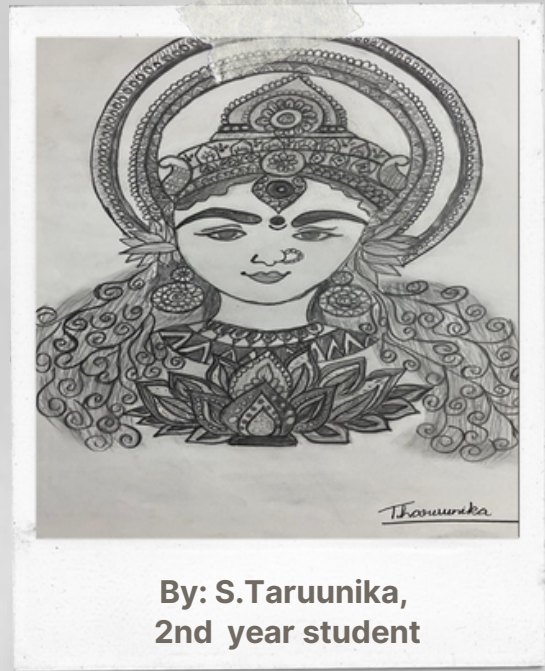
Sir ARK Sharma in his works "Swami Vivekananda's Leadership Formulas To Become A Courageous Persons" published by Ramakrishna Mission, mentions about the importance of recognising and refining the ability of one's intuition to be an indestructible leader. And as we all know, best leaders come to light with their best decisions!

It is believable that, in the tapestry of decision-making, intuition weaves a thread that adds depth and richness to one's choices. It is the silent partner, offering insights that go beyond the realm of conscious analysis. Acknowledging and honing our intuition allows us to tap into a valuable resource, enhancing our ability to make both small, seemingly silly decisions and significant, life-altering choices. As we navigate the intricate paths of life, let us not underestimate the power of intuition—the invisible force that often leads us towards the most authentic and fulfilling decisions.

**-Kethana T Arasu
Alumni (2021-23) Batch**



11. Students Creativity:



DETAILS OF FACULTY

Teaching Staff:

#	Name of the Faculty	Designation	Specialization
1.	Dr. T.S Nanjundeswaraswamy	Professor & HOD	General Management & Human Resources
2.	Dr. Lathamani B.	Associate Professor	Finance & Human Resources
3.	Dr. M.P Pradeep	Associate Professor	Marketing & Operations
4.	Dr. Nagesha H G	Associate Professor	Finance
5.	Dr. Chandrakala V.G	Assistant Professor	Marketing
6.	Prof. S. Balaji	Assistant Professor	Finance & Marketing
7.	Prof. Sowmya C.U	Assistant Professor	Human Resources
8.	Prof. Chaya J. Swamy	Assistant Professor	Human Resources

Non-Teaching Staff:

#	Name	Designation
1.	Mr. Puttananjappa C S	Attender



VISION

To be a centre of academic excellence in the area of management, nurturing innovation, research and entrepreneurship.

MISSION

- **Impart quality education in management through inclusive learning environment.**
- **Instill the managerial skills, knowledge, attitude and abilities to sustain in the competitive business environment.**
- **Inculcate leadership, innovativeness and entrepreneurship attributes to meet business challenges ethically and legally.**

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

- **Graduates will become management professionals by demonstrating knowledge, skills and attitude.**
- **Graduate will exhibit the proficiency to provide solutions real world problems as a team in the cross-functional and cross cultural work environment.**
- **Graduate will adopt leadership styles to deliver the results ethically and legally.**



Excellence in Engineering & Management Education

Editorial Board

Student Coordinators

Mr. L. Mithun - 2nd year

Faculty Coordinators

Dr.Chandrakala V.G – Assistant Professor

Prof. Sowmya C.U - Assistant Professor

Head of the Department

Dr. T S Nanjundeswaraswamy



JSS ACADEMY OF TECHNICAL EDUCATION

JSS Campus, Kengeri-Uttarahalli Main Road,

Srinivasapura, Bengaluru-560060

Phone: 080-28612565, 28611702 Fax:080-28612706/28612646

Website: www.jssateb.ac.in