



AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY

COIMBATORE

School of
Business



PRAGYAN

June 2023- June 2024



7TH BEST
UNIVERSITY IN INDIA



NAAC A++
ACCREDITED

No.1 **THE** **IMPACT**
RANKINGS **2023**



AACSB
ACCREDITED

ESSENCE

- ***Our Team 04***
- ***Faculty Outreach 06***
- ***Research Scholar Outreach 10***
- ***Student Engagements 14***
- ***ASB Engagements & Events 16***
- ***Alumni Engagements 19***

PRAGYAN ANNUAL NEWSLETTER

JUNE 2023 - JUNE 2024

Amma's Message

Life and living are not the same. For living, we may need a job, money, a home, a car and other creature comforts. However, these alone fail to make life complete. For that, we need love, compassion, tenderness — a heart that knows and responds to the pain of others. We need broadmindedness and maturity in thought and action”.

- Mata Amritanandamayi Devi



Dean's Message

" At Amrita School of Business, you will not just gain an education to work, live and prosper, but also to touch lives and make difference to society. You will be empowered with worldly technological knowledge together with leadership qualities encompassing empathy and compassion"

- Dr. Nava Subramaniam



Mission

To offer contemporary and quality postgraduate management education for life and living; emphasizing research, sustainable development, and societal benefits.

Vision

To foster a prosperous, responsible, compassionate, and sustainable future for all, through transformative, value-based education, and societal engagement.

Who we are?

Amrita School of Business at Coimbatore Campus provides broad-based and specialized business education, preparing individuals to face the ever-growing challenges in the business environment with confidence. The school holds the prestigious, internationally recognized AACSB ranking (Association to Advance Collegiate Schools of Business). Our faculty resources include globally recognized academicians, distinguished Alumni and Expert Adjunct professor of Practice. We have a vast and diverse corporate and research experience in the areas of AI & Business Analytics, Human Resource, Marketing, Finance, Operations & Supply chain Management and General Management .At ASB, we aim to deliver sustainable and ethical solutions through developing technological, social and inter-personal skill sets.

Aum Lokah Samastha Sukkhino Bhavantu - May all beings be at peace!

EXECUTIVES AND FACULTY MEMBERS

Dr. Nava Subramaniam

Dean
Amrita School of Business, Coimbatore

Dr. Sakthi Nagaraj T (till 21 April 2024)

Vice - Principal; PGP Chair; Operations Area Head and Assistant Professor
Amrita School of Business, Coimbatore

Dr. A . Senthil Kumar (from 22 April 2024)

Vice - Principal; PGP Chair; Finance Area Head
and Assistant Professor

Dr. Deepak Gupta

Adjunct Professor

Dr. P. Balasubramaniam

Student Affair Executive & Professor

Dr. Shobhana Madhavan

Adjunct Professor

Dr. Suresh M

PhD Chair & Professor

Dr. A V Shyam

(till 1 March 2024)
Associate Professor

Dr. Sangeetha G

Research Head & Associate Professor

Dr. Bhawana Jain

Assistant Professor

Dr. Hemamala K

Teaching & Learning Scholarship Executive;
Accreditation Co-ordinator & Associate Professor

Prof. Vinitha V U

Assistant Professor

Dr. Muralee Krishnan C

Deputy Controller of Examination &
Associate Professor

Dr. B. Radhakrishnan

Assistant Professor

Prof. Gopakumar V

Marketing Area Chair & Assistant Professor

Dr. Hemalatha V

Assistant Professor

Dr. Prashobhan Palakkeel

AI & Business Analytics Area Chair &
Assistant Professor

Dr. Nitesh Pandey

Assistant Professor

Dr. Govind G Verma

Organizational Behaviour & Human Resource
Area Chair & Assistant Professor

Dr. Nimmi PM

Assistant Professor

Dr. Madhan Kumar P

Post Doctoral Fellow

ADMIN SUPPORT

Mr. Madhu Kumar R V

Administrative Officer

Mr. Sathyanarayanan K

Senior Executive

Mr. Satheesh Kumar J (till 14 October 2023)

Manager - Admission and Stakeholder Manager

Mr. Sathyanarayanan

Senior Executive

Mr. Jayachandran K R

Executive Secretary

Mr. Dhivakar Raviram (from 4 December 2023)

Deputy Manager - Admission & Stakeholder

Mr. Ramesh (till 30 November 20223)
Manager - Accreditation

Mr. Sudhir Kumar
Manager - Ph.D Admissions

Mr. Rajesh Kumar S B
Admission Executive

Mrs. Ranganayagi
Administrative Assistant

Ms. Dharani R
Administrative Executive

Mr. Manikadan E (from 15 November 2024)
Administrative Executive

Mr. Muniasamy G
Assistant

Ms. Gnanasoundaram M
Assistant

Mr. Rathinam
Assistant

AWARDS AND RECOGNITIONS



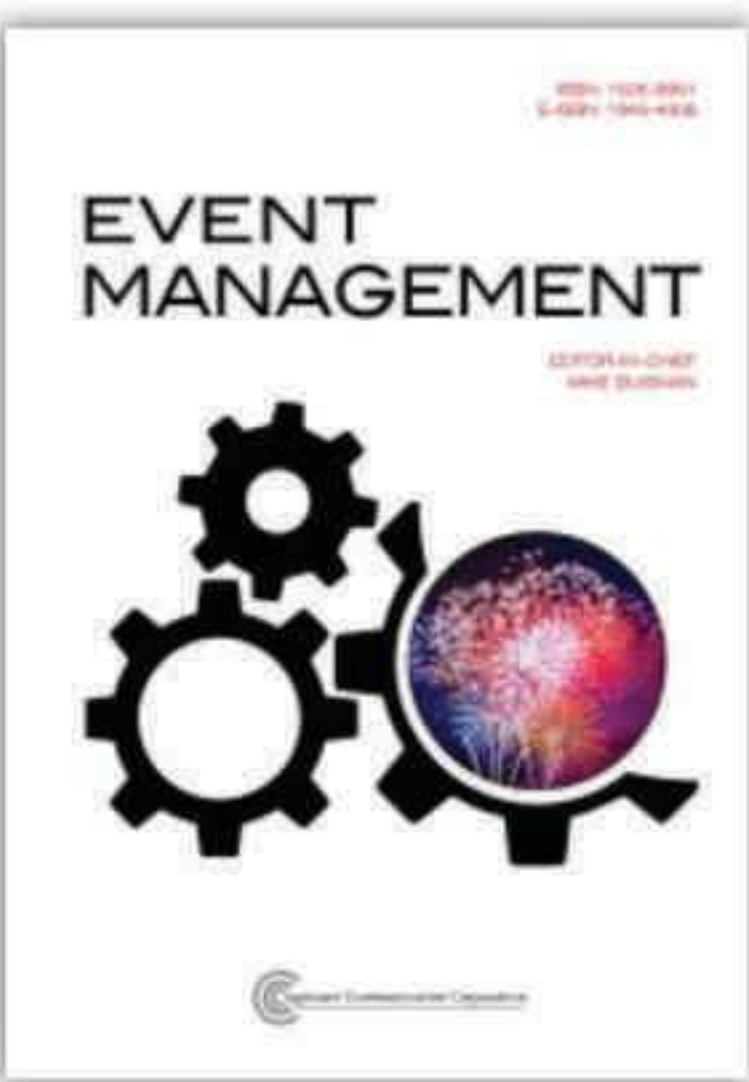
Dr. Nitesh Pandey, Assistant Professor
Amrita Business School, Coimbatore

Dr. Nitesh Pandey published a paper “ Board gender diversity and firm performance: A complexity theory perspective “ which was selected for the **MIKE PENG BEST PAPER AWARD** for the year 2024 on **17 June 2024** in the Asia Pacific Journal of Management, based on its novelty, rigour and relevance.



Dr. Nava Subramaniam, Dean
Amrita Business School, Coimbatore

Dr.Nava Subramaniam with Dr. Ruth Rentschler, Dr Boram Lee of University of South Australia Business have been awarded the **Bronze prize** for the Event Management Cutting Edge Research Award for their publication in the journal Event Management in 2023. The journal is a niche journal in the festivals and events management, and ranked A in the ABDC journal.



Dr. Suresh M, Associate Professor
Amrita Business School, Coimbatore

Dr Suresh M was awarded for his exceptional achievement for being recognized as world's Top 2% scientists by Stanford University and recipient of the **AIRA Chancellor's Research Excellence Award** from our Chancellor and world-renowned humanitarian - Sri Mata Amritanandamayi Devi at the Amrita Research & Innovation Symposium for Excellence (ARISE) 2024 – a grand confluence of brilliance, innovation, and compassion from **7 - 11 January 2024** at the Amritapuri campus.



Dr. Deepak Gupta
Adjunct Professor



Dr. Sangeetha G
Associate Professor



Dr. A. Senthil Kumar
Assistant Professor



Dr. Nitesh Pandey
Assistant Professor

Publication Merit Awards to four faculty members of the Amrita School of Business, Coimbatore for their exceptional contribution to research publications during Amrita Research & Innovation Symposium for Excellence (ARISE) 2024 from **7 - 11 January 2024**.

FACULTY OUTREACH



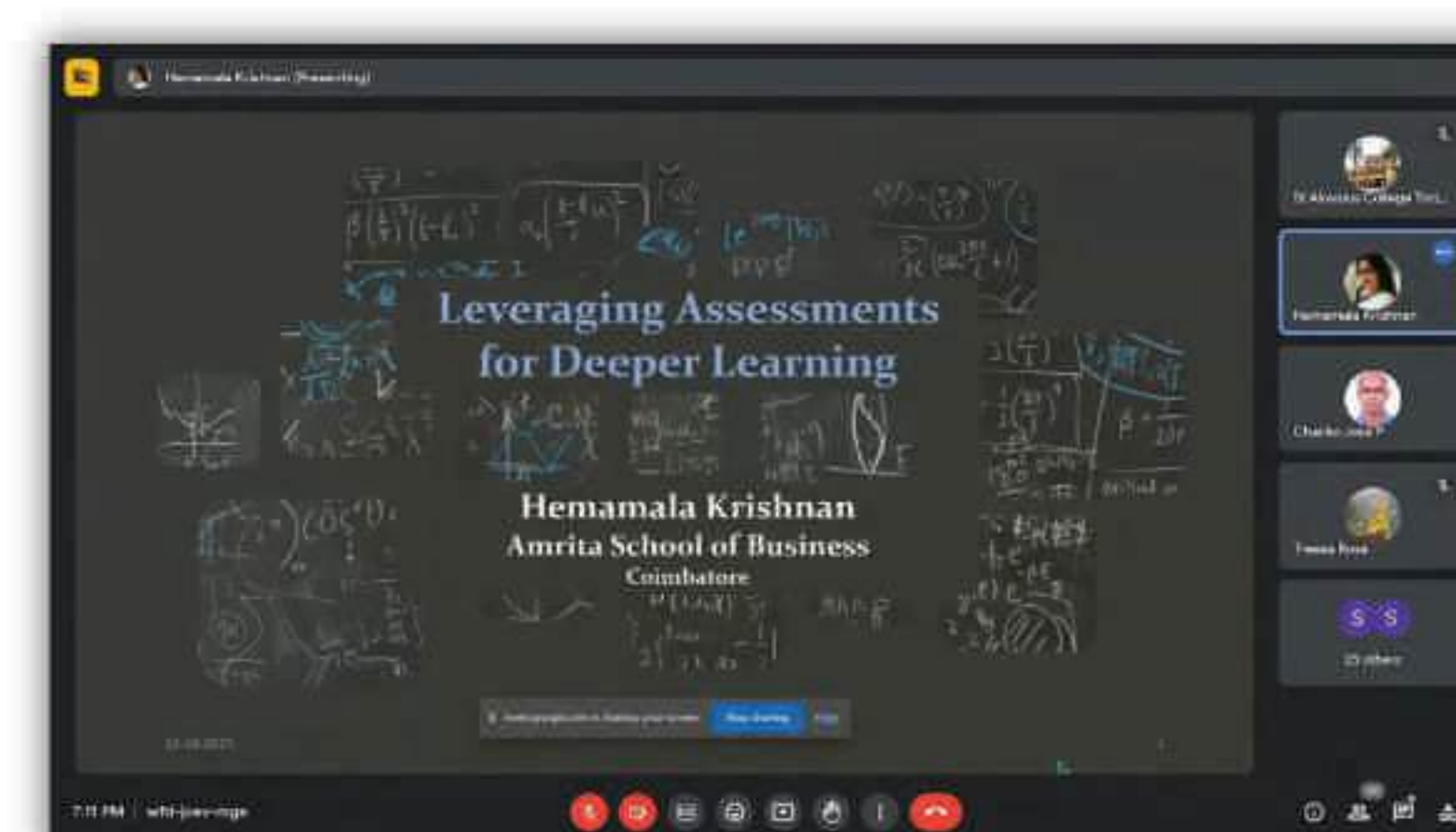
Dr. Nimmi PM was invited as a panel Member by the Academy of Management (AOM) Careers on 10 June 2023. Dr. Nimmi engages in conversation among other panelists from Adam Smith Business School, Glasgow IIT Delhi, IMT Ghaziabad, IIM Bangalore, about careers across family relations, employability, disability, and illness as we contextualize careers within India.

Dr. Nitesh Pandey was invited as a Resource Person for Day 4 of the 3rd Faculty Development Program on September 21st, 2023. The FDP was organized by GD Goenka University, Gurugram on title “Approaches to Multidisciplinary Research & Innovation-Hands on Training in Bibliometric Analysis and Systematic Literature Review”



Dr. A Senthil Kumar conducted a one-day Faculty Development Program titled “Research and Publications Pertaining to Management Studies” at Happy Valley Business School, Coimbatore on 23 September 2023.

Dr. Hemamala K was invited by as resource person for a Faculty Development Programme for Young Faculty Members of Higher Education Institutions on “Leveraging Assessments for Deeper Learning”. The FDP was organized by St. Chavara Centre for Teaching Excellence and Educational Innovation (SCCTEEI) on 12 October 2023.



Dr. Balasubramanian participated in Five day International Workshop on “Interventions of Innovative Software Initiatives in Social Science Research” organized by PG and Research Department of Commerce in association with IQAC, Government Victoria College, Palakkad from 9 – 13 October 2023. The conference was sponsored by the Directorate of Collegiate Education, Government of Kerala. Dr. Balasubramanian was also invited as a resource person on the 13 October 2023 session on “Alteryx - Data analytics platform - An Introduction to Alteryx software.”

Dr. Sangeetha G was invited by University Grants Commission - Human Reseouce Development Centre, University of Hyderabad as a resource person to deliver a session on the Refresher Course on Research Methodology. The session was scheduled on 18 October 2023 on “Time series and Panel data models”.



Dr. A Senthil Kumar participated in the Parallel Track Session as Session chair at the 11th International Conference on Emerging Trends in Corporate Finance and Financial Markets. The Conference was organized by the Shri Dharmasthala Manjunatheswara Institute for Management Development, Mysuru in association with the Bangalore Chamber of Industry and Commerce from 19 – 20 October 2023. “Trajectory of Indian Financial Markets amidst Global headwinds” was the theme of the conference.



Dr. Sakthi Nagaraj T was invited as a distinguished speaker at Productivity Week 2024 by V-Guard Ltd, Coimbatore. The session was organized on **16 February 2024** on “Artificial Intelligence: Productivity Engine for Economic Growth”.

Dr. Nava Subramaniam, was one of the chief guests of the Global Sustainability Conclave held on **1st & 2nd December 2023** at the prestigious Nalanda University. The event also marked the grand launch of "Changemaker20 India 2023 - Policy Recommendations," a landmark publication encapsulating the essence of the historic Changemaker20 Summit under India's G20 presidency.



Dr. Nimmi PM Chaired and participated in the TAPMI International Research Conference on “Reimagining People Management” from **28 – 30 March 2024**.

Dr. Nava Subramaniam, participated in AACSB Deans Conference - Barcelona 2024. She represented Amrita Vishwa Vidyapeetham and Amrita Business School, Coimbatore at the Women Administrators in Management Education (WAME) session at the AACSB Deans Conference - Barcelona 2024.



Dr. Bhawana Jain was invited as a panel member by the Research Committee of the Institute of Chartered Accountants of India (ICAI) for the discussion on topic “Interactive Discussion on Research Advancements”. The discussion was held on **29th May 2024** at Headquarters of ICAI, New Delhi.

FACULTY ENGAGEMENTS

Dr. Govind G Verma completed a Faculty Development Program conducted by the Indian Institute of Management, Ahmedabad. The FDP was about Pedagogy and Research Methods from **11th April-25th May 2023**. This program equipped the educators, particularly those in management education, with the latest teaching techniques. It also delved into areas like the case method, crafting engaging lectures and research methodologies.



Dr. Nimmi participated in “The higher Degree Apprenticeship Conference”, a three day event organized by the Kent Business School (England), Global and Lifelong Learning (GLL), the ESREA Working Life and Learning Network and the Journal of Work – applied Management (JWAM). The Conference theme is “Co – creating towards new solutions in work – integrated learning”. Dr. Nimmi presented the paper titled “Future of Work – Apprehensions and presented the paper titled “Future of Work – Apprehensions and Excitement of Management Graduates”. The three day event, “ Higher degree Apprenticeship conference” aimed at educators, students and employers in Higher apprenticeships. A major contribution towards providing innovative solutions for workplace challenges faced by employers and freshers.

Dr. A. Senthil Kumar attended the IIM Calcutta-NYU Stern India Research Conference (online) on **6th October 2023**. The keynote for the conference was delivered by Prof. Ravi Jagannathan, John F Sandner, Chair of Finance, North-western Kellogg School of Management, USA. Research papers were presented online by Professors from globally renowned business schools in the areas of cashless payments, cryptocurrencies, climate change, and transaction costs. Leading economists and policymakers convened at the IIM Calcutta-NYU Stern India Research Conference to discuss India's financial markets and their impact on the global economy. The conference focused on research related to developing economies like India, particularly the challenges and effects of major policies implemented within India's financial system.



Dr. Suresh M participated and completed the AICTE Training And Learning (ATAL) Academy Faculty Development Program on Six Sigma in Quality Management at Thiagarajar School of Management. It was held from **29 January to 3 February, 2024**. The AICTE Training And Learning (ATAL) Academy Faculty Development Program is a prestigious initiative funded by the Government of India which bridges the gap between academia and industry, providing faculty with the latest knowledge and skills. The AICTE Training And Learning (ATAL) Academy Faculty Development Program is a prestigious initiative funded by the Government of India. ATAL programs bridge the gap between academia and industry, providing faculty with the latest knowledge and skills in areas like Six Sigma – directly relevant to today's workplace demands.

Dr. Sakthi Nagaraj T participated and presented a paper at an international conference, RAISE, hosted by the Vellore Institute of Technology in 2023. Recent Advances in Industrial and Systems Engineering. He presented a paper titled “A green supplier selection model for computer accessories manufacturing organization under uncertain employment” from **20-22 December 2023**.



Dr. Radhakrishnan B participated in the 17th NASMEI Conference 2023, an international marketing conference in India and presented a paper titled "Shrinkflation secrets: Unravelling Purchase Intentions of Package Downsized FMCG Products," he contributes to the academic discourse on consumer behavior in response to package downsizing in Fast-Moving Consumer Goods (FMCG). The conference was organized by Great Lake Institute of Management, Chennai from **18th to 19th December 2023**.

Dr. Suresh M participated in a five-day Faculty Development Program organized by the SSN School of Management, Chennai from 21 – 25 August 2023. The theme of the FDP was “AI & Gamification for Teachers”. SSN School of Management (SSN SOM) is a frontrunner in business education, renowned for its cutting-edge approach.



RESEARCH GRANTS



Dr. Muralee Krishnan (Associate Professor) is one of the Co - Indian Principal Investigators of the funded Research Project titled “ **Enabling Energy Efficient Community through Context-Aware IoT Framework and Sustainable Software (E-CAISS)**” sanctioned by Research Project sanctioned by SPARC (Scheme for Promotion of Academic and Research Collaboration) under Ministry of Education, Government of India. The project is worth Rs. 47,00,000/- and the duration of the project is 2 years.

Dr. Sakthi Nagaraj T (Assistant Professor) is the Principal Investigator of the funded Research Project titled “**Embracing Diversity for a Thriving Workplace: A Path to Employee Wellness and Firm Success in the Textile Industry**” sanctioned by the Indian Council Of Social Science Research (ICSSR) under the Government of India. The project is worth Rs. 10,00,000/- and the duration of the project is one year.



Dr. Suresh M has received a research seed grant fund of Rs. 28,500/- from Amrita University on 15.04.2024 for the research titled “**Flavorpreneurs: Navigating Barriers in rural Food Entrepreneurship**”.

Dr. Nimmi P M has received a research seed grant fund of Rs. 30,000/- on 15.04.2024 for the research titled “Psychological Sabotage – Scale Development”.



INTERNATIONAL RESEARCH COLLABORATIONS

Amrita School of Business, Coimbatore hosted EM Normandie Business School, France on 26 January 2024 to explore research collaborations and opportunities for student exchange programs. EM Normandie Business has seven campus across the world and it was represented by Dr. VG Venkatesh, Dean and Ms. Laurence Boiteux, Deputy Director of International Affairs .



Amrita School Of Business, Combatore organized an international collaboration with La Trobe Business School, Australia. The ASB - LBS International Research Network, was held online on 15 March, 2024. ASB-LBS wil jointly explore scholarly. Collaboration opportunities and dissemination of cutting-edge research happening ni both schools in the spheres of Sustainability and Green Finance, Logistics and Supply Chain Management, Artificial Intelligence, etc. Seven research seminars reflecting the contempo- rary and SDG-aligned research happening in ASB &LBS were presented by the ASB-LBS Faculty.

RESEARCH SCHOLARS AWARDED PHD IN 2023 – 2024

S. No.	Name	Title of Research	Supervisor Name & Designation
01.	Mr. Senthil Kumar T	Two Essays on open-source software development and adoption	Dr. M G Deepika, Associate Professor
02.	Ms. Nagamani S	Lean, Agile, And Sustainable HRM Practices in Manufacturing Small and Medium Enterprises: A Relational Analysis	Dr. Suresh M, Assoicate Professor
03.	Ms. Rema Naganathan	Women, work, and leisure in the new millennium: A phenomenological study of contemporary leisure consumption patterns among urban Indian middle-class working women	Dr. Deepak Gupta, Assoicate Professor
04.	Mr. Albi Thomas	A Study on Green Transformations in Healthcare Management	Dr. Suresh M, Assoicate Professor
05.	Ms. Aswathy Sreenivasan	A Study on Operational Excellence in Start-ups	Dr. Suresh M, Assoicate Professor

RESEARCH SCHOLAR OUTREACH

Ms. Vyshali was invited as an expert for a team building activity organized by actually Wellness and Fitness service, Erode. The activity was organized online on **18 February 2024**. Ms. Vyshali was a former HR Associate at Cognizant, Careernet Technologies.

RESEARCH SCHOLAR ENGAGEMENTS

Ms. Preeti Vijayagopal presented a paper titled "Regulations & Fintech: A Comparative study of the developed and developing countries" at the International Finance and Accounting Conference (IFAC - 2023) hosted by the Indian Institute of Management, Jammu from **8 - 9 September 2023**.



Ms. Alka TA participated in a 5 day Faculty Development Program titled "Research for Societal Good through Social Responsibility" sponsored by the Department of Science and Technology, New Delhi at Amrita Vishwa Vidyapeetham, Coimbatore from **20 - 24 November 2023**.

Mr. NR Mohanan has participated and presented a paper titled "Self-Regulated Learning: An Overview of theoretical perspectives and potential study areas in Higher Education" at 9th INDAM Conference, 2024 on "Creating Impact through Responsible Leadership & sustainable Business Practices" organized by INDAM & Goa institute of Management during **11 - 13 January 2024** at Goa Institute of Management, Goa.



Mr. Souresh Cornet has participated and presented a paper titled "Developing Social Innovations in Rural India, a Qualitative Process Perspective" at 9th INDAM Conference, 2024 on "Creating Impact through Responsible Leadership & sustainable Business Practices" organized by INDAM & Goa institute of Management during **11 - 13 January 2024** at Goa Institute of Management, Goa.

Ms. Keerthana T P presented a Paper titled "ESG Investing and Portfolio Implications in Indian Stock Market" through Hybrid(online) on the 9th PAN IIM World Management Conference held at IIM Sambalpur and organized by all 21 (IIMS) from **January 21st to 24th of 2024**. The conference theme was Entrepreneurial Innovation and Digital Governance for Inclusive and Sustainable Growth.



Ms. Deepthi S Namboothiri presented a Paper titled "Detecting the presence of Herding in the Indian Stock Market" on the 9th PAN IIM World Management Conference held at IIM Sambalpur and organized by all 21 (IIMS) from **January 21st to 24th of 2024**. The conference theme was Entrepreneurial Innovation and Digital Governance for Inclusive and Sustainable Growth.

Mr. Abhijith Pothiyil, Research Scholar attended six day Faculty Development Programme from **29 January - 3 February 2024**. It was an AICTE sponsored ATAL FDP on Six Sigma in Quality Management organized by Thiagarajar School of Management, Madurai.



Ms. Preethi Vijayagopal participated and presented a paper titled “Regulating Fintech: A review of existing frameworks” at the Management Doctoral Colloquium and VGSOM Research Scholars Day organized by Vinod Gupta Management School, IIT Kharagpur from 1 – 2 February 2024.



Ms. Vysali R M participated and presented a paper titled “Personalizing Instruction in Higher Education for Millennial Learners using Artificial Intelligence” at the International Conference on “Emerging Trends in AI for Industry & Education: Opportunities and Challenges” organized by Xavier Institute of Management & Entrepreneurship from 22 – 23 February 2024.

Mr. Abhijith Pothiyil participated in the webinar organized by Centre for Management Development, Jansons School of Business, Coimbatore on 2 March 2024. The webinar was about “Emotional Intelligence”.



Ms. Thepikaswini O participated in and presented a paper titled “A Study about the Impact of Occupational Stress on Job Satisfaction among High School Teachers during the COVID-19 Pandemic at Coimbatore City using Emotional Intelligence as Moderator” at the 16th Doctoral Conference. This event was organized by the ICFAI School of Social Sciences, Hyderabad, in collaboration with the Indira Gandhi Institute of Development & Research, Mumbai, from 9-10 May 2024.

RESEARCH TALK SERIES

Talk Series 1 | 4 August 2023

DR. MADHAN KUMAR P
Post Doctoral Fellow
Amrita School of Business, Coimbatore

"Systematic Literature Review"



Talk Series 2 | 11 August 2023

DR. ARPAN K KAR
Professor
Information Systems in Indian Institute of Technology, Delhi

"Theory building in management based on big data driven research"



Talk Series 3 | 8 September 2023

DR. MANSI MANSI
Senior Lecturer
Tasmanian School of Business and Economics, Australia

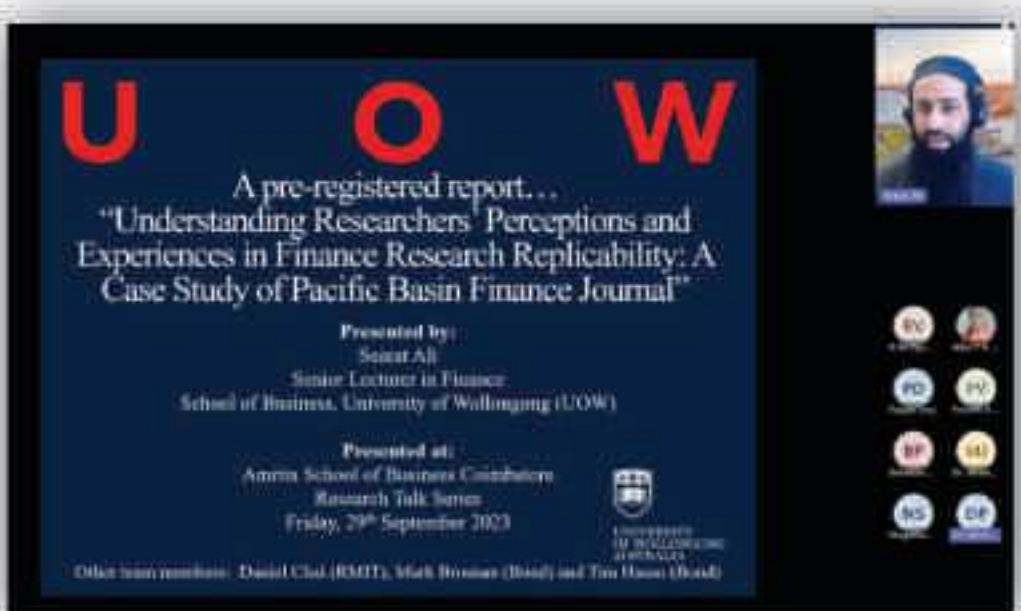
"Sharing and exchanging research ideas: Webinar on companies"



Talk Series 4 | 20 September 2023

DR. SEARAT ALI
Head of Postgraduate Studies
University of Wollongong, Australia

"Understanding Researchers' Perceptions and Experiences in Finance Research Replication: A Case Study of Pacific-Basin Finance Journal"



DR. ABHISHEK
Assistant Professor
Srinivas University, Mangalore

*"Integrated Corporate Reporting Practices-
Research Methodological Issues"*



DR. HARDIK BHIMANI
Vice Chancellor's Post Doctoral Fellow
RMIT university, Australia

*"Why people reject ideas developed by others
even when innovation is desired?"*



DR. YUKA FUJIMOTO
Professor
Sunway Business School, Malaysia

*"Economic Inclusion and Well-Being of
Bangladeshi Garment Workers"*



DR. GAYATHRI RAJESH
Data Scientist
Southeast Water Research Development
and Innovations Department, Australia

*"The GenAI is out of the bottle:
Generative Artificial Intelligence from a
Business Model Innovation"*



DR. V G VENKATESH
Post Doctoral Fellow
EM Normandie Business School

*"How to navigate practical issues
in research studies?"*



DR. SENTHILKUMAR THANGAVELU
Research Associate
Amrita School of Business, Coimbatore

*"Mendeley Reference Manager-
Hands-on-Training"*



DR. WENG MARC LIM
Dean
Sunway Business School, Malaysia

*"Realities and Recent Trends in Business
Research"*



DR. PRAMUKH VASIST
Senior Manager
Accenture

*"Dissecting the impact of disinformation
on Innovation Endeavours in Nation"*



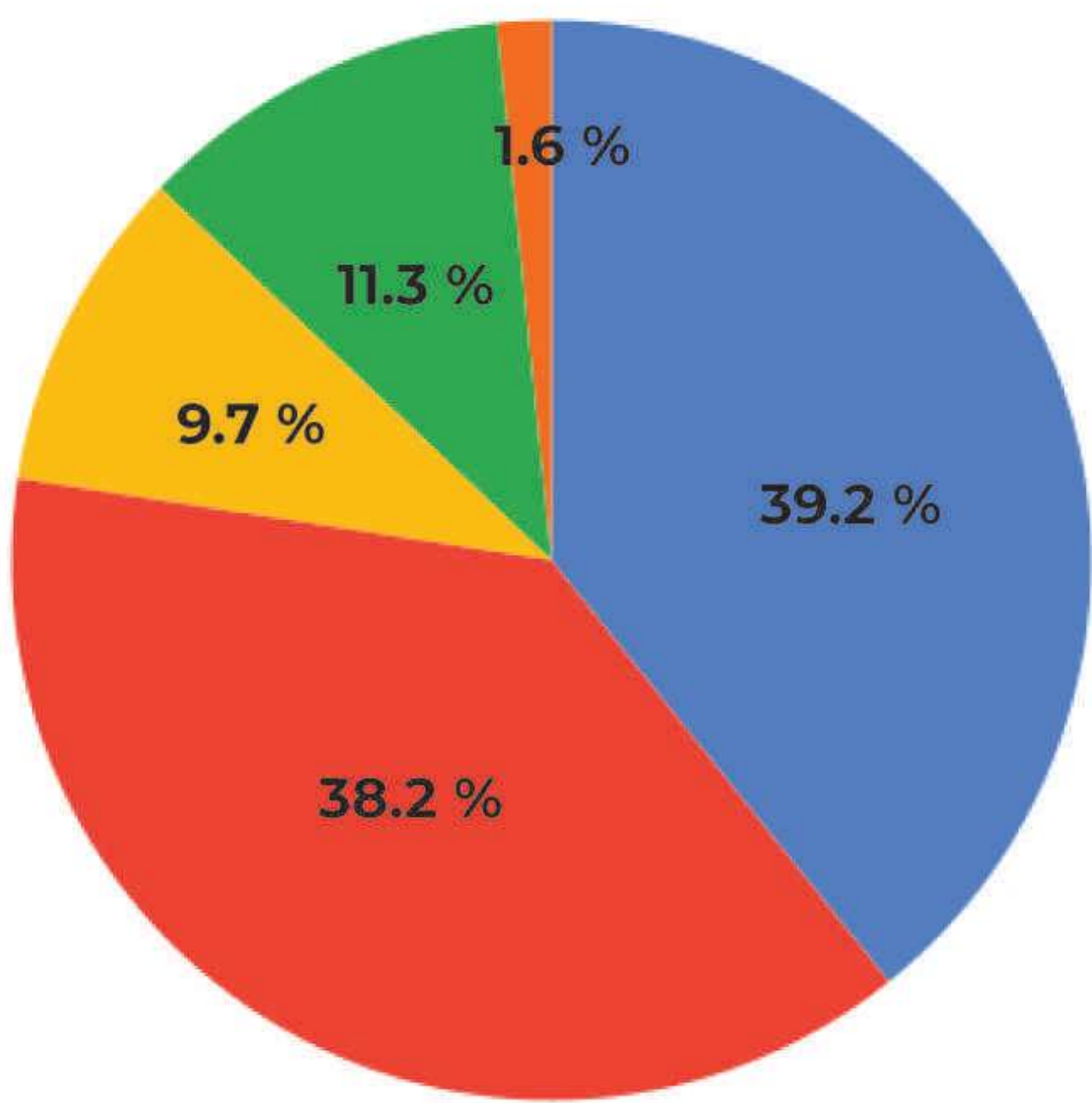
DR. TOMOHIRO HARA
Assistant Professor of Economics
Musashi University, Tokyo

*"Building the "Rainbow Nation" through
Mass Media: Television, Cultural Diversity,
and National Unity in Post-Apartheid
South Africa"*



INTERNSHIP

- Total No. of Students: **186**
- Total Internship Offered: **186**
- No. of Companies Offered Internship: **84**
- No. of Domestic Internship:
- No. of Abroad Internship: **0**
- No. of Pre Placed Students: **4**



- No. of Students did Internship in Finance: **73**
- No. of Students did Internship in Marketing: **71**
- No. of Students did Internship in HR: **18**
- No. of Students did Internship in Operations: **21**
- No. of Students did Internship in Analytics: **3**

PLACEMENT

PLACEMENT STATISTICS 2022-2024 BATCH

115
Recruiters

40
New recruiters

8.3 LPA
Average Salary

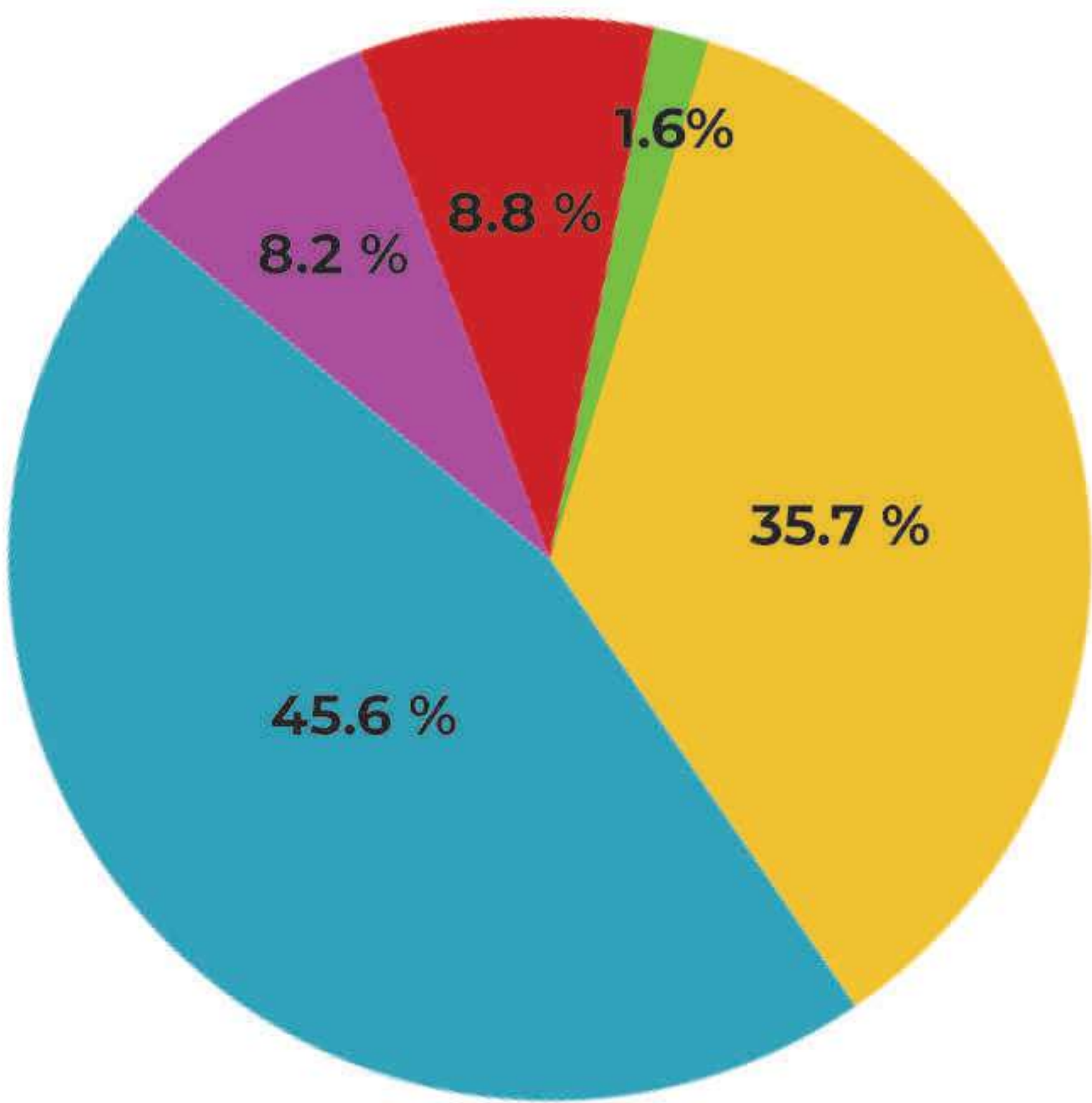
(Overall – all 4 campuses put together)

7.60 LPA
Median Salary

(Overall – all 4 campuses put together)

340 Offers
No. of Offers

(Overall – all 4 campuses put together)



- No. of Students from Finance: **83**
- No. of Students from Marketing: **65**
- No. of Students from HR: **15**
- No. of Students from Operations: **16**
- No. of Students from Business Analytics: **3**

NO. OF STUDENTS PLACED (COIMBATORE CAMPUS)

STUDENT ENGAGEMENTS

COLLOQUIA

Colloquia #1 | 1 August 2023

DR. RAVISH

Management Consultant

Recipient of the prestigious Global HR Leadership Award

"A Futuristic Approach in the New Normal"



Colloquia #2 | 11 August 2023

MS. MAYA SREEKUMAR

Vice President-HR

Cognizant

"HR Ecosystem for Workplace Excellence"



Colloquia #3 | 29 September 2023

PROF. VENKATESH NAGAN

Group CEO

Asmara International Ltd

"Fast Fashion versus Sustainable Fashion"



Colloquia #4 | 3 November 2024

MR. PRAVEEN S

Digital Marketer

MR. VIGNESH

Marketing Lead

MR. HARIHARAN R

Content Writer

iQuantM Technologies

"From Data to Delight: How AI reshapes Customer Experiences in Marketing"



Colloquia #5 | 18 November 2023

DR. AJITH SANKARAN

Senior Vice President

Course5 Intelligence

"Introduction to Product Management"



Colloquia #6 | 18 November 2023

MS. KRUTIKA MADHUSUDHAN

HR Professional

"Various dimensions of Human resources and its impact on Business Day"



MR. NARAYANASWAMI A

"Operations in Organizations"



MS. NEELAM THEWAR
Founder
Maven Magpie Consulting

"Creating Mental Resilience"



MR. VINAY BALAKRISHNAN
CEO
Thooshan

"A Futuristic Approach in the New Normal"



FIELD VISIT

On the 13th of March 2024, 21 MBA second-year students, 2 Research Scholars, and Vice Principal, Dr. Sakthi Nagaraj T from Amrita Business School, Ettimadai, embarked on an enlightening industrial visit to PSG Krishnammal Women's College. The focal point of our exploration was the cutting-edge DoJo Lab established by ELGi, a renowned name in the realm of industrial innovation. This his visit proved to be an invaluable experience, offering profound insights into contemporary business requisites and inventive strategies to address them. Guided by Dr. Somasundaram and his adept team, we delved into a myriad of projects and initiatives showcased at the DoJo Lab.



STUDENT OUTREACH



Ms. Kadhambari Rajendran participated in a special edition of the BRIDGE Campus Learning Series on “Innovation as everyday Equation” by Deloitte US-India Offices on 22 January 2024. BRIDGE is a one-stop solution to knowledge and upskilling through significant industry trends shaping the future of work and industry, with sessions led by leaders and subject matter specialists.

Ms. Meenu Priya S on January 20, 2024, participated in the Annual HR Conclave hosted by the Palakkad chapter of the National Institute of Personnel Management (NIPM). The theme was "Building Human Capabilities for Business Growth". Panel Discussions on Performance management systems (PMS), Demystifying DEI and employment experience, Labour Law for Business Leaders, the Industrial Disputes Act, the ESIC Act, and the Industrial Trade Union Act were useful to Ms. Meenu Priya.



Ms. Sreelekha was awarded “Certification of Recognition “ from Kumaraguru Institutions for her contributions in extracurricular activities on 21 February 2024.

Ms. Sheril Susan, Ms. Aishwarya Jayakrishnan, Ms. Varsha, Mr. Jayanthan, Ms. Meenu Priya, Mr. Lahul Joseph, Ms. Amrita Rajkuma participated in the National Management Conclave at Club6 Convention Center, Palakkad, hosted by Palakkad Management Association (PMA) ikon-2024. The theme of the conclave is "BE FUTURE READY" which discussed largely sustainable social development, manufacturing, retail commerce, human resources, innovation, agriculture, and lifestyle & entertainment.



Ms. Sreya and Ms. Sneha won third prize in singing and Rangoli at Amrita university level competition during Gokulashtami celebrations on 2023.

ASB ENGAGEMENTS & EVENTS

ASB 28TH BATCH INAUGURATION

On 19 June 2023, the 28th MBA Batch 2023-2025 Inauguration Programme took place at Amriteshwari Hall. The Alumni Guests of honour were Mr. Dilip Gopinath (Director & Country Lead– Tech, Commercial Banking, The Hong Kong and Shanghai Banking Corporation Ltd, Bengaluru), Mr. Prashanth MP (Program Manager– Enterprises, Kudumbashree National Resource Organization, Trivandrum), Ms. Rekha Balakrishnan (WHS Leader, Amazon India Ltd, Mumbai), Ms. Babita George (Director, TEGS Consulting LLC, UAE), Mr. Anoop Rajappan (Director-B2B, Etisalat Afghanistan).



DEAN'S HIGH ACHIEVER AWARD

The Dean's High Achiever Award ceremony was organized on 25th August 2023 at Amriteshwari Hall. The event awarded the high academic achievers among the current 1st and 2nd year MBA students. Total of 42 MBA students were awarded the Deans High Achiever Award.

ASB BUSINESS CONCLAVE 2023

Amrita School of Business organized ASB Business Conclave 2023 on 1st September 2023 at Amriteshwari Hall in hybrid mode. The theme of the conclave is "Artificial Intelligence and Frontier Technologies for Business Transformation". The guests of honor are Mr. Shyam Srinivasan (Ceo & Md, Federal Bank, Aluva), Mr. K. P. Soman (Dean, School Of Artificial Intelligence), Mr. Samik Raichaudhuri (Head, Data Science And Infrastructure, Auquan, Bangalore), Mr. Hari, Mukundh (Director, Cybersecurity, Capital One, Us), Mr. Skandan Sethuraman (Internal Audit Director, Freddie Mac, Us), Ms. Kamini Shah (Group Cfo, Birlasoft, Pune, India), Mr. Suresh Sethuramaswamy (Lead- Data & Ai For Financial Services, Microsoft, Us And Member Of Forbes Technology Council), Mr. Jayanth N Kolla (Author Of 'Ai Rising: India's Artificial Intelligence Growth Story'), Mr. Gangadhar Kodandaram (Chief Revenue Officer, Skit.Ai), Dr. Somasundaram Balasubramaniam (Head Digital Transformation, Elgi Equipments Ltd, Coimbatore), Dr. Krithik Vijayakumar (Ceo Of Futura Robotics, Chennai), Mr. Narasimha Kamath (Ph.D., Supply Chain Professional, Research, Innovator), Mr. Sanjay Chadha (Director Public Policy India & South Asia Uber India Systems Private Limited), Mr. Aharsh (Chief Marketing Office, Accubits Technologies Inc, Us), Mr. Ganesh Subramanian (Founder & Coo, Stylumia.Ai), Mr. Ajith Manohar (Managing Director – Cio Finance Technology, Apac Region, Deutsche Bank).



ONAM CELEBRATION – THAKRITHI 2023

Onam was celebrated by Amrita School of Business, Coimbatore on 26th August 2023. ASB Students participated in various competitions like rangoli, arts, and solo singing. Students also actively participated in various cultural activities.

YOUNG INDIANS

Young Indians organized a seminar on "General Health and Wellness for College students" on 4 September 2024 and installed a pad vending machine to create awareness of women's health.

SEVANAVARAM

Sevanavaram (a week-long celebration of compassion and selfless service). During the Sevanavaram celebration, held from September 25 to 29, 2023, as part of Amritavarsham 70, Amma's children worldwide came together to conduct various charitable activities. These included providing resources to the underprivileged, organizing health camps, facilitating educational programs, and promoting



environmental sustainability initiatives. Their collective efforts exemplified compassion and generosity, transcending boundaries and spreading hope to communities in need, reflecting the enduring spirit of Amma's teachings. ASB visited Shanthi Ashram, Assisi Snehalaya and served in groups for a sustainable solution.

CONVOCATION

Amrita Vishwa Vidyapeetham organized 20th Convocation Ceremony on **October 14, 2023**. The convocation event was graced by notable dignitaries, including the Chief Guest, Dr. U. Kamachi Mudali, Vice-Chancellor, Homi Bhabha National Institute, Mumbai and the Guest of Honour Mr. Sriram Balasubramanian, Group Director, Synopsys, Bengaluru. 132 MBA degrees were conferred in the event. Ms. Gouri Priya and Ms. Gopika Reghu of ASB bagged university gold medals as a reward for their excellent academic performance.



YEH SHAAM MASTANI



"Yeh Shaam Mastani" was a wonderful night to remember at the Amrita School of Business on **November 4th, 2023**. Excitement hung in the air as students eagerly awaited the thrilling event, organised by the Young Indians and the Festcomm committees. This magical evening promised an enticing quiz, a musical extravaganza, and an array of snacks.

INTERNATIONAL MENS DAY

Young Indians Club of Amrita School of Business (ASB), Coimbatore, conducted an interactive session about "Masculinities, Authenticity, and Workplace" on **24th November 2023** to commemorate International Men's Day, which happened on 19th November 2023. The objective of the session was to provide the students with a platform to discuss the various issues and problems that today's men face and ways to deal with those problems. The chief guests for the program included Mr Shivendra Vaiyapuri, co-founder of Biraadari and primary school teacher of language and music, Mr Kalpesh More, co-founder of Biraadari and a consultant adviser on gender issues, and Mr Gopakumar V, Assistant Professor, Amrita School of Business and management professional.



Food Fest '23 was a fundraising event for Pragati 2024. It was held from **8 – 10 December 2024** at Academic Block 1 Parking Lot. ASB students had food stalls and served culinary delights along with various other entertaining activities.

FOOD FEST '23

PHD INAUGURATION

Amrita School of Business, Coimbatore, commenced the 2023 Ph.D. cohort with an inauguration ceremony on **December 26, 2023** at Shraddha Hall.



engage participants. Key sponsors of Pragati 2024 included Acer, Armayaa, Banconus, Canded, Oorla, Zee Taurus Collections, and Bliss Natural Pads. The visit of Swami Amritaswaroopananda Puri elated joy and blessings.



PRAGATI ' 24

Pragati 2024, the annual management fest, was held on **February 16th and 17th, 2024**, marking the silver jubilee celebration of the prestigious Amrita School of Business, Coimbatore. The event, which included 16 competitions focusing on five key areas of management and cultural events, attracted over 500 students from over 40 eminent colleges in south India. The event had Fifteen stalls, including food and fun games to

INTERNATIONAL WOMEN'S DAY

Amrita School of Business, Coimbatore organized a webinar on "Adolescent Health". The event was held on **8th March 2024** and organized by the Young Indian Committee. Dr. R. Aparna, consultant Obstetrician and Gynecologist, Laparoscopic surgeon at Women and Infertility Care was the invited resource person.



UTSAV '24



Utsav, a sports and cultural extravaganza was celebrated at Amrita School of Business, Coimbatore on **16 March 2024** embracing healthy sportsmanship.

POSTER PRESENTATION

ASB organized Business Research Project Poster Presentation on **1 April 2024** where ASB students presented.



ASB SUSTAINABILITY COMMITTEE

Amrita School of Business, Coimbatore, convened its Sustainability and Societal Impact (ASB-SSI) Committee inaugural meeting on **April 24, 2024** in Sharaddha hall. The committee members include thought leaders and experts like @kezevino Aram Vinay Balakrishnan; members from ASB Dr. Nava Subramaniam Dr. Sanjay Banerji Prof. Venky Nagan Dr. Balasubramanian Deepak Gupta Dr. Shobhana Madhavan Dr.

Muralee Krishnan C Dr. Senthil Kumar A Prof. Gopakumar V; attendees includes Sangeetha Gunasekar Hemamala Krishnan. Dr. Nava Subramaniam, Dean, ASB Coimbatore presented on the sustainability initiatives and social impact made by ASB till date and made a clear case on the opportunities and need to forge forward. The ASB-SSI committee initiated a dialogue on pioneering approaches to tackle sustainability challenges in society and management education. The deliberations were made on a range of societal concerns, setting the stage for ASB's proactive engagement with society and stakeholders for sustainability and social impact. Going forward, the committee will steer ASB towards regenerative, restorative, and reparative strategies that ensure alignment with ASB's core mission-critical attributes and reinforce its commitment to sustainable development and societal betterment.

TEACHING AND LEARNING MEET

On **June 10, 2024**, Amrita School of Business, Coimbatore, hosted the first edition of 2024 ASB Teaching and Learning Meet 2024 on June 12, 2024 (Monday). The one-day event was organized through the ASB Leadership Council spear headed by Dr. Nava Subramaniam, Dean of ASB, Coimbatore, and Prof. Raghu Raman, Dean of ASB campuses- Amritapuri Amaravati, and Kochi. The purpose of this event is to bring together the ASB faculty community across campuses for collective thought leadership, develop a SWOT analysis of the ASB MBA Programme, discuss the trends and strategies for student placements, and develop a 2-year vision for MBA programme embracing Principles of Responsible Management Education (PRME).



ASB OUTREACH



DST FACULTY DEVELOPMENT PROGRAM 2023

Amrita School of Business, Coimbatore has successfully conducted the Department of Science and Technology (DST), Government of India, sponsored a one-week training program on "Research for Societal Good through Social Responsibility" from **November 20th to 24th, 2023**. Participants nationwide, including Scientists, Technologists, and academicians, attended the program. The sessions focused on understanding what Societal good and social responsibilities were from an individual perspective, community perspective, and national perspective. Also, the sessions gave insights into how to measure research for societal good and its impact on the community, including disabilities, social work groups, physical health, mental health, socially responsible entrepreneurship, gender diversity, and gender equality. Engagement by resource persons and the high involvement of participants made the program a grand success.

The "NGO Connect interactive session was organized by Amrita School of Business, Coimbatore on 5th August 2023. It was a unique opportunity for the 1st-year MBA students to engage with various NGOs and gain insights into their initiatives. This event aimed to bridge the gap between academia and real-world social service by bringing students face-to-face with representatives from NGOs. The first session was led by Ms. Anupriya from Sevalaya, an NGO with a legacy of 35 years and a motto of 'Love All Serve All'.

MANAGEMENT DEVELOPMENT PROGRAM

Amrita School of Business, Coimbatore's In-campus MDP on Holistic Leadership with Zacco OpSec and IP Solutions held on **19 – 20 January 2024**. 8 Professionals from Zacco participated.



ALUMNI ENGAGEMENTS

ALUMNI TALK



Alumni talk was organized by ASB on **21 July 2023** inviting alumni from Zoho corporation. Alumni participated are Sai Bhavithran Kumar (Business Development Executive, Zoho Corporation; Batch 2009 – 2011), Meera S (Product Marketer, Zoho Corporation; Batch 2013 – 2015), Gaurango Banerji (Global Outreach Manager, Zoho Corporation; Batch 2015 – 2017), Naman Shroff (Product Marketer, Zoho Corporation; Batch 2018 – 2020), Akhilraj Rajan (Head of Business Solutions, Zoho Corporation; Batch 2018 – 2020), Murali Krishna U (Senior Marketing Specialist, ManageEngine; Batch 2017 – 2019).

ALUMNI BOOTCAMP- I

Alumni bootcamp – I was organized by ASB on **2 & 3 September 2023**. Alumni participated are Mr. Gopinath J, Mr. Naren M, Mr. Varadharajan SV, Mr. Jagadheesh K, Mr. Deepu S Nath, Mr. Akhilraj Rajan, Mr. Udhay Hari Narayanan, Mr. Kaushik Kumar, Mr. Kaushik V Shankar, Mr. Athul K, Ms. Gopika M, Mr. Vigknes Kumar K, Ms. Subhiksha N, Mr. Pradheesh K, Mr. Arunkumar Iyer, Ms. Sukanya Santhosh Kumar.



ALUMNI BOOTCAMP – II



Alumni bootcamp – II was organized by ASB on **16 & 17 September 2023**. Alumni who participated are Mr. Gangadhar Kondaraman (Chief Revenue Officer, Vernacular.ai), Mr. Srinivas (Market Insights Specialist Market Insights Specialist University of Canberra), Mr. Aswin Nambiar (Associate Product Manager, Rently), Ms. Vibhooshana L (Management trainee HR in Yamaha Motor India Pvt Ltd.), Mr. Sairam Krishnan (Head of Marketing, Atomicwork), Mr. Harikrishnan VP (Area Sales Manager Area Sales Manager Bajaj Auto Ltd), Mr. John Illampalil Koshi (Brand Specialist at Amazon), Ms. Rini Vincy (Senior Product Manager at Microsoft), Mr. Anish Mathew (Senior Product Marketing Manager, Zoho), Mr. Sandeep Pillai (ML Product Manager, Salesforce), Ms. Priyanka Malkan (Product Manager, Google).

GLOBAL ALUMNI MEET

Global Alumni meet was organized by Aamrita Vishwa Vidyapeetham on **20 January 2024**.



Get in touch with us



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