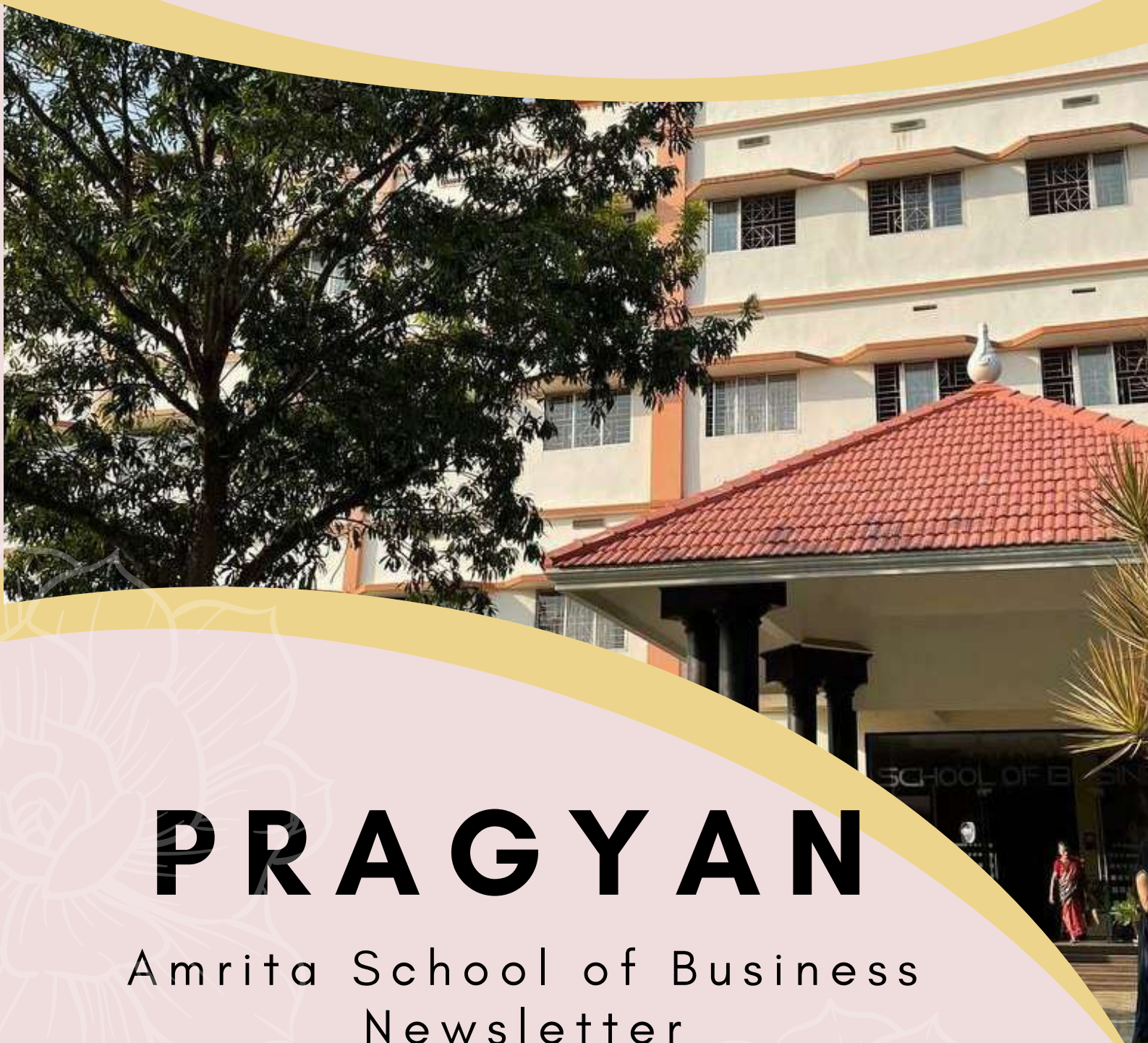




**AMRITA**  
VISHWA VIDYAPEETHAM

COIMBATORE

School of  
Business



# PRAGYAN

Amrita School of Business  
Newsletter

Academic Year 2022 – 2023



**5TH BEST** 2022  
UNIVERSITY IN INDIA



**NAAC A++**  
ACCREDITED

**No.1**  
IN INDIA



**AACSB**  
ACCREDITED



# PRAGYAN

## *Essence*

- *Snippets* .....03
- *Our Team*.....06
- *Research Activities*.....13
- *Student Activities*.....19
- *ASB Events*.....26
- *Alumni*.....36



# ANNUAL NEWSLETTER

ACADEMIC YEAR 2022 - 2023



## 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

The 2022 - 2023 academic year has been an exciting & successful year filled with many initiatives.

My sincere thanks and gratitude to all faculty, staff, students, alumni and other Stakeholders for their invaluable support.

## MISSION OF ASB

To offer contemporary and quality postgraduate management education for life and living; emphasizing research, sustainable development and social benefits, while engaging with key stakeholders.

## WELCOME BY ASB - THE 27TH BATCH OF ASPIRANTS

On 25th July 2022, ASB inaugurated the 27th MBA batch of 190 freshers. Mr. Unni Krishnan R, Ex Director Marketing, Philips and Ms. Rajeswari Mani, Tax Senior, Ernst & Young, GDS were the guests of honor.



MBA students: 315  
Ph.D. Scholars: 66  
Placements: 95%

Faculty: 22  
Visiting Faculty: 18  
Administrative support: 17



## SNIPPETS OF ASB



Research Publications: 50  
Research seminars/workshops: 12

Recruiters connect: 112  
Guest Talks/ASB events: 52



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



# C20 Engagements



[www.C20.amma.org](http://www.C20.amma.org)

The Govt of India assumed the Presidency of the G20 (intergovernmental forum) for one year from December 1, 2022, to November 30, 2023. Engagement Groups, comprising non-government participants from each G20 member, provide recommendations to the G20 Leaders and contribute towards the policy-making process.



## SRI MATA AMRITANANDAMAYI DEVI CHAIRS THE C20 INDIA

Sri Mata Amritanandamayi Devi (Amma), Chancellor of Amrita University was appointed by the government of India as the chair of country's civil 20 (C20), an official engagement group of the group of 20 (G20) as India becomes the host country for 2023. It is the premier intergovernmental forum for the world's developed and emerging economies to address financial stability on a global basis.



The C20 is its platform for civil society organizations (CSO) to bring forth non-government and non-business voices to the G20 leaders.

### C20 TST India Coordinators



Dr. Krishnashree  
Achuthan



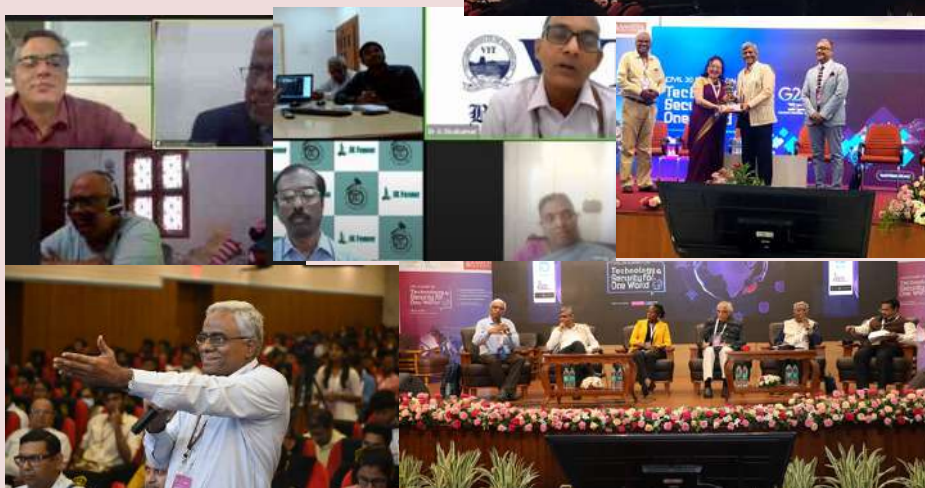
Dr. Nava  
Subramaniam

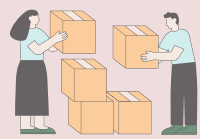
### C20 TST International Coordinator



Ms. Alison Richards

Experts from various industry across the world were invited to discuss the challenges faced and how technology can assist to provide solution.





- ✿ Transformational Technologies for Agro - Based Industries - 11.04.2023
- ✿ Policy Dialogues on Innovative Technology Management in Civil Society Organizations - 13.04.2023
- ✿ Keynote Speech on Entrepreneurship: Beyond a Successful Idea at C2o International Summit (May 12 - 14 2023)

### *C2O Inspired - NGO Case Exemplary Contest!*

Amrita School of Business conducted a NGO Case Exemplary contest, inspired by C2o, from 8th April 2023 to 8th May 2023. The contest received cases from various countries related to NGO or highly innovative and transformational technology-led initiatives undertaken by NGOs



**Mr. Shriram A & Mr. Pankaj Kumar Jha, Pondicherry University**

**First Prize**

**Title: Virtual Meetings: Empowering Persons with Disabilities for Inclusivity and Advocacy**

**Mr. Sai Ranjan K, MBA Student, Amrita Ahead Program**

**Consolation Prize**

**Title: Bridging the Gap: The Impact of Technology in Transforming Education and Healthcare Access for the Underprivileged: A Case Study on RightToLive**



**Ms. Sanju Kaladharan, Research Scholar, Amrita Vishwa Vidyapeetham, Kochi**

**Consolation Prize**

**Title: Technology and Policy Powered Medicine redispensing Ecosystem: A Case Study**

The C2o Technology, Security and Transparency for One World Summit was a historic moment where the most influential representatives from Civil Society Organizations (CSOs), shared their insights on how technology impacts security and societal well-being. Their unwavering commitment and dedication towards creating safer online solutions for everyone was truly appreciated.

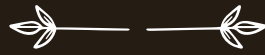
**Mr. Dinusha Rajarathna & Mr. Sugeeth Patabendige, University of Colombo, Sri Lanka**

**Consolation Prize**

**Title: Showcase the Idea of Transformational Led Developments Impact NGO's Work – Is that real technological failure or user failure to Apply it?**



# OUR TEAM



## FACULTY TEAM



Dr. Nava Subramaniam, Dean,  
Amrita School of Business

## SCHOOL EXECUTIVES & AREA CHAIRS



Dr. A. Senthil Kumar, Vice - Principal,  
Assistant Professor &  
Finance Area Chair



Dr. Sakthi Nagaraj T, PGP Chair  
Assistant Professor &  
Operations Area Chair



Dr. Suresh M, Ph.D. Chair &  
Associate Professor - Operations



Dr. P. Balasubramaniam,  
Students Affairs Head &  
Professor - Finance



Dr. Hemamala K,  
Teaching Learning Scholarship Executive &  
Associate Professor - Operations



Dr. Nitesh Pandey, Research Head  
Assistant Professor - Finance



Dr. Govind Gopi Verma, Assistant Professor &  
Organizational Behaviour & Human Resource  
Area Chair



Dr. Prashobhan Palakkeel,  
Assistant Professor &  
Information systems & Analytics Area Chair



Professor Gopakumar V,  
Assistant Professor &  
Marketing Area Chair





# FACULTY TEAM



Dr. Deepak Gupta,  
Professor - Marketing

Dr. Muralee Krishnan C,  
Deputy Controller of Examination &  
Associate Professor - Finance



Dr. Sangeetha G,  
Associate Professor - Finance  
Principal from June 2022 to Jan 2023

Dr. A.V. Shyam,  
Associate Professor -  
Information Systems & Analytics



Dr. R. G. Priyadarshini,  
Associate Professor - OB & HR



Dr. Shobhana Madhavan,  
Associate Professor - OB & HR

Dr. Bhawana Jain  
Assistant Professor - Finance



Dr. B. Radhakrishnan, Assistant Professor  
Information Systems & Analytics

Professor. Vinitha V.U,  
Assistant Professor - Marketing



Dr. Hemalatha Venkataraman,  
Assistant Professor - OB & HR

Dr. Jayaraman Krishnaswamy,  
Adjunct Professor - Operations



Dr. Nimmi P.M,  
Assistant Professor - OB & HR

Mr. Venkatesh Nagan,  
Adjunct Professor of Practice- Marketing





# ADMIN TEAM



Mr. Madhu Kumar R.V,  
Administrative Officer



Mr. Satheesh Kumar J,  
Admissions & Stakeholder Manager



Mr. Jayachandran KR,  
Executive Secretary



Mr. Sudhir Kumar D,  
Manager – Ph.D. Admin Coordinator



Mr. Satyanarayanan K,  
Senior Executive



Mr. Ramesh S P,  
Manager – Accreditation



Mr. Rajesh Kumar S B,  
Admission Executive



Miss. Dharani R,  
Administrative Executive



Mrs. Ranganayaki R,  
Administrative Assistant



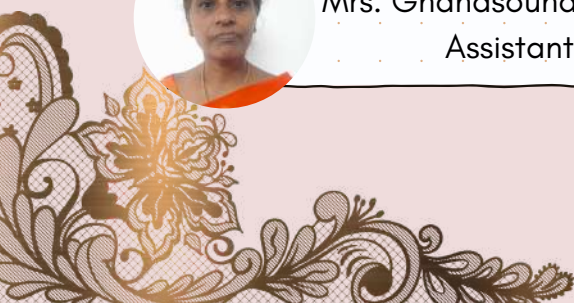
Mr. Muniasamy G,  
Assistant



Mrs. Gnanasoundaram M,  
Assistant



Mr. Rathinam,  
Assistant





# NEW FACULTY APPOINTMENTS



Dr. Nava Subramaniam,  
Dean

Prof. Nava Subramaniam (Ph.D. Griffith University, Australia and Dean of Business [Coimbatore], Amrita Viswa Vidyapeetham) Ph.D.'s academic career spans over 30 years, during which she has served in several leadership roles like Acting Dean, of the School of Accounting and Deputy-Dean of Research and Innovation (R&I), AISSC, at RMIT University, Australia, Associate Head of School (R&I) at Deakin University, Australia and Research Centre directorships at Deakin University and Griffith University in Australia. Her research work has been published in numerous high-ranked journals including Accounting, Auditing and Accountability Journal (AAA), British Accounting Review, Management Accounting Research, Journal of Business Ethics, International Journal of Auditing, and Australian Journal of Management.

Dr. Nava is an internationally recognized researcher in corporate governance and sustainability, Sustainable Development Goals (SDGs); management controls and assurance. She has held several prestigious grants from the Australian Research Council as lead investigator on public sector governance and carbon emission strategies,

He has guided 11 Ph.D. Research scholars in Management/Business and two (2) DBA Candidates. He was a Visiting Professor for Newcastle University, Australia; Nuremberg University, Germany; Cheng-Ang University, South Korea, Sri Jayawardena University, Sri Lanka and Yessenov University, Kazakhstan.

Dr. Jayaraman has completed eight Malaysian Government grant projects. He has published more than 135 International Journal articles in Management Science. He conducted workshops on Research Methodology, Structural Equation Modelling, Multivariate Statistical Analysis, Operations and Quality Management concepts in numerous Universities around the globe. He was the Editor-in-Chief of Taylor's Business Review Journal. He did Industry consultancy for Motorola, Intel, Royal Selangor, Ford, e-merk, Airtel, Office Tiger, and Astron R R Donnelley among others.



Dr. Nitesh Pandey,  
Assistant Professor

Dr. Nitesh Pandey is an Assistant Professor in the area of Finance at the Amrita School of Business. He received his doctoral degree from the Malaviya National Institute of Technology. He qualified for UGC-NET JRF in 2019 in Management. His research examines the relationship between board diversity and firm performance among Indian companies. Dr. Nitesh Pandey has published in numerous journals such as Contemporary, Accounting Research, Review of Accounting Studies, International Journal of Information Management, British Journal of Management, Corporate Governance: An International Review, Journal of Business Research, Small Business Economics, and Asia Pacific Journal of Management. His primary research interest lies broadly in the domain of board diversity, board composition, corporate governance, and bibliometric analysis.



Dr. Jayaraman Krishnaswamy,  
Adjunct Professor

Dr. Jayaraman Krishnaswamy, joined Amrita School of Business, Coimbatore as Adjunct Professor. He has 36 years of teaching, research and consultancy experience in Operations Management and Quantitative Research Methods. He has been serving numerous administrative positions including the Senate Member of Taylor's University, Malaysia.



Dr. Nimmi P.M,  
Assistant Professor

Dr. Nimmi P. M. is Assistant Professor (OB/HRM) at Amrita School of Business, Coimbatore, India. She has served in the pharmaceutical industry for a while. She earned her PhD in career and Organization Psychology from Cochin University of Science and Technology, Kerala, India. Her major research areas include Employability, Career Attitudes, and Human-Computer Interaction. She has around twenty publications in various Scopus Journals in four years and presented research papers in international and national conferences. She has collaborated with scholars of UK, USA, Italy, and China and is very fluent in cross-national studies. She has engaged in many faculty development programs. She is a strategic developer of novel research methodologies. Her primary interests are HR consulting and HR analytics.



Mr. Satheesh Kumar,  
Admissions & Stakeholder Manager

Mr. Satheesh Kumar J joined Amrita School of Business as Admissions & Stakeholder Manager in November 2022. He is a graduate in Commerce completed his post graduate in MA (Public Admin) and MBA in HR. He has 28 years of work experience in the field of Administration both in India & abroad for a decade. Mr. Satheesh Kumar's experience is from Manufacturing Industry, Automobile Industry & Academic Institutions in various capacities. Prior to joining Amrita, he was into Solid Waste Management Projects in a private organization at Chennai working for Greater Chennai Corporation.



Mr. Venkatesh Nagan,  
Adjunct Professor of Practice

Mr. Venkatesh (Venky) Nagan joined Amrita School of Business on 1st April 2023 as an Adjunct Professor of Practice. He did his BE (Mech Engg) from BITS Pilani and MBA from IIM Calcutta. He served for 10 years with Hindustan Unilever Ltd. in Exports businesses followed by specialization in global sourcing of textile fashion apparel covering long stints in Hong Kong/China/Bangladesh and retired in 2021 as Group CEO, Asmara International. His major contributions are in Marketing and Operations/Supply-Chain areas. He has travelled widely during his career and worked with diverse people. He has been mentoring BITS & IIT start-ups. His teaching experience is in Marketing and Supply Chain Management.



Miss. Dharani R,  
Administrative Executive

Miss. Dharani joined Amrita School of Business, Coimbatore as an Administrative Executive. She has 5 years of experience working at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore in the field of Administration and Accreditation. She completed her Masters in Library and Information Science. She has published papers at 2 international conferences. She is also a active member of the IFLA (International Federation of Library Associations and Institutions). She also served as research assistant for 3+ years. Miss. Dharani has worked in 2 major ICSSR project as field investigator. Her primary interest is Database Management.

## Vice-Principal's Message



“The learning experience at Amrita School of Business will endow you with clarity in thinking, confidence in action, and ethical conduct. We prepare the learners to seek sustainable business practices by harnessing technology with a global outlook”

-Dr. A. Senthil Kumar

## FACULTY HIGHLIGHTS

6th Edition, National Higher Education Conclave, 24th November 2022

Dr. Nava Subramaniam, Dr. Sangeetha Gunasekar, Dr. Hemamala K and Dr. Senthil Kumar A participated in the 6th Edition of National Higher Education Conclave at Le Meridien, Coimbatore

Republic World TV Panel Discussion on Cryptocurrencies & Blockchain, 2nd May, 2022.

Dr. Senthil Kumar A along with other esteemed panelists— Sooraj VS, Amrita Alumni & Managing Director and Chief Executive, Benow, Ms. Arushi Goel, Data Policy & Blockchain Specialist, World, Economic Forum, and Mr. Raj Kapoor, Founder, India Blockchain Alliance took part in the Republicworld TV Panel Discussion on Cryptocurrencies & Blockchain.

Margadarshi Live Webinar in Youtube 11th February, 2022.

Dr. Senthil Kumar A talked about- Keeping Pace with the future of Management - Finance series in the Margadarshi Live Webinar in Youtube on 11th February, 2022.

Know your campus, 13th November 2022

Dr. Senthil Kumar A Counselling MBA students on "Career opportunities in Artificial Intelligence in Finance" at an MBA event - Know your campus.

Know your campus, 9th October 2022

Dr. Sangeetha Gunasekar & Dr. Senthil Kumar gave a talk on MBA Career Launcher- Know your campus.

Link- (<https://www.youtube.com/watch?v=Z4I1DCW-nSs>)

12th Indian Management Conclave, 8th - 10th December 2022

Dr. Nava Subramaniam and Dr. Sangeetha Gunasekar took part in the 12th Indian Management Conclave 2022 organized by MBA Universe at Indian Institute of Management, Kozhikode.



## PGP Chair's Message



“Unleash your potential in our transformative MBA Program, combining academic rigour with real-world relevance. Navigate the dynamic business landscape, develop skills, and surpass global competition. Join us on a journey of growth and success.”

-Dr. Sakthi Nagaraj

## INVITED TALKS & GUEST LECTURES



Dr. Sakthi Nagaraj gave talks on -

- [Six Sigma for Industry 4.0](#) on Sep 28, 2022 at Dehradun.
- [Data-Driven Decision-Making Methods](#) on Oct 22 at Nashik.
- [Data-Driven Decision-Making Methods](#) on Oct 22 at Mumbai.



Dr. Nitesh Pandey gave a lecture on [Corporate Governance](#) through a webinar conducted by Shiksha.com on 15th December, 2022.

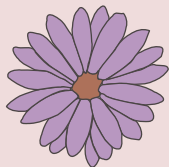
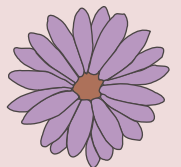


Dr. Sakthi Nagaraj gave a guest lecture on - [7 QC Tools for Real Time Applications Data-Driven Decision-Making Methods](#) at PSGR Krishnammal College for Women, Coimbatore. on 31.01.2023.

## PREFERMENTS

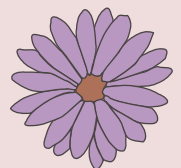


Dr. A. Senthil Kumar was appointed as Vice-Principal from 01.02.2023 onwards & served as PGP Chair from April 2022 to April 2023



Dr. Hemamala K has been promoted as Associate Professor from 28.04.2023 onwards

Dr. Sakthi Nagaraj T appointed as PGP chair from 01.05.2023 onwards



# RESEARCH ACTIVITIES



## FACULTY ACHIEVEMENT

Congrats



Dr. Suresh, PhD Chair &  
Associate Professor

**Dr. Suresh was ranked among  
the world's top 2% scientist for  
research excellence as per  
Stanford Global list 2022.**

*The Top 2% is based on the academics' scientific achievements measured by the bibliometric index with Scopus, Elsevier data. The evaluation criteria include the Scopus H-index (rather than number of publications), the impact factor, total citations, etc*

### ACADEMIC AFFILIATIONS

- Member, International Society of Multiple Criteria Decision Making
- Life Member, Indian Institute of Chemical Engineers, Kolkatta, India.



## Research Head's Message



“

At Amrita School of Business, we focus on developing, within our students, the skills to solve business and societal challenges. The research program is designed to help students develop skills for problem-solving by asking the right questions and then developing correct solutions using scientific methods.”

-Dr. Nitesh Pandey



Received 3 Fellowships and Grants

10+ National and  
International Presentations



40+ papers published

Chaired 2 International  
Conferences



Ad-hoc Reviewer for 15+ reputed  
journals

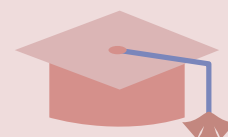
PhD guidance to 6 ongoing  
research projects.



8 papers are published under A, B & C  
ranked journals (based on ADBC list)

### Link for more details

<https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/4>



SCOPUS ID:

<https://www.scopus.com/authid/detail.uri?authorId=56684483100>

# INTERNATIONAL RESEARCH CONNECT



International Research Connect with Griffith University, Australia happened through online mode on 16th March 2023 where Amrita School of Business Coimbatore campus and Griffith University explored the possible areas of research collaborations. This collaboration proposal was constructive in enhancing the research connections of both universities and elevating the vision to global scales. The seminar had 85 participants.



## RESEARCH SCHOLARS KEY HIGHLIGHTS



The 8th Research Summer School on Empirical Finance and Accounting Research has organized by the Indian Institute of Management, Calcutta FRTL (Financial Research and Trading Laboratory)

Ms. Deepthi S Namboothiri & Ms. Keerthana T.P , Research Scholars of Amrita School of Business, Coimbatore participated in Research summer School from April 30-May 09, 2023. The scholars not only enriched their research connections but gained potential knowledge on areas like Finance, Accounting, Research, Empirical Accounting Research, Interdisciplinary research, Research issues in Emerging Market Firms.







# RESEARCH DAY




Faculty Coordinator: <<<<<<  
Dr. Nitesh Pandey

Amrita School of Business, Coimbatore, organized RESEARCH DAY from 27th to 28th January 2022, by gathering all Research heads and scholars of all Amrita School of Business campuses to share their research idea and enrich research connections. Professor. Adela McMurray, Dean (Research), College of Business, Flinders University, Australia joined the event as Keynote Speaker. The event showcased more than 15 research ideas and 5 research posters of different specializations for competition. The two-day event helped develop the research community, cross-campus collaboration, Faculty Development Programs across campus, and emphasis on multi-disciplinary research.

Winner:  *Congratulations*

1. Ms. Sanju Kaladharan Scholar from ASB Kochi for her contribution on research "Perception towards the return of end-of-use medicines for health sustainability: An Empirical investigation".

Runners up: 

1. Sandeep Rambhattla for research title on "Reimagining management pedagogy: Serious games and learning analytics".
2. Rema Vishwanathan for research title "Women, work, and leisure in the New Millennium: A phenomenological study of contemporary leisure consumption patterns among urban Indian middle-class working women".



# PH.D. PROGRAM

The ASB PhD program attracts prospective scholars from various walks of life including academia as well as corporate. The institute has demonstrated capability in guiding scholars across multiple areas of specialization such as Marketing, Finance, Operations, Organizational Behavior and Human Resources, Management Strategy, Information Technology, Economics, Entrepreneurship

## Ph.D. Chair's Message



“ Ph.D. Program at Amrita School of Business, Coimbatore, makes sure that scholars are exposed to various applied research Practice. Our aim is to render classical and contemporary learning experiences through innovative practice which helps the scholar to identify the right specialization and career. ”  
-Dr. Suresh M

## FELLOWSHIP



Ms. Keerthana T.P & Ms. Deepthi S Namboothiri (finance specialization) received UGC fellowship on 7th February 2023. The scholars received UGC's Savitribai Jyotirao Phule Fellowship for Single Girl Child,



*best of*  
**LUCK**



## Doctorates awarded in AY 2022 - 2023



Full Time Scholars : 16



Part Time Scholars : 57



Varsha Sureshkumar

Two Essays on India's 2016  
Demonetisation and the impact on  
listed firms

Dr. Balasubramanian P  
(Coimbatore campus)



Viswanathan V

The Dynamics of Trust in  
Contemporary Exchanges: A Sharing  
Economy Perspective

Dr. Deepak Gupta  
(Coimbatore campus)



Shalini Menon

A Study on Operational Excellence in  
Higher Education

Dr. Suresh M  
(Coimbatore campus)



Gopikumar V

Returns to Anomalies and who  
Trades on them: Indian Evidence

Dr. P K Vishwanathan  
(Amritapuri campus)



Amlan Ray

A study on Trade performance and  
Competitiveness of India with RCEP  
members

Dr. Deepika M G  
(Bengaluru campus)



# RESEARCH SEMINARS

11.07.2022



Dr. Sumit Lodhia  
University of South Australia  
"MANAGING RESEARCH PUBLICATIONS  
& ACADEMIC CAREER"

17.07.2022



Dr. Meghna Varma  
Ramaiah Institute of Management  
"QUALITATIVE APPROACH TO MANAGEMENT RESEARCH"

19.07.2022



Dr. Vijaya Bhaskar Marisetty & Dr. Varsha Mamidi  
(University of Hyderabad)  
"EMERGING RESEARCH TECHNOLOGIES"

03.11.2022



Dr. Meredith Tharapos  
RMIT University  
"EFFECTIVE TEACHING, STUDENT ENGAGEMENT AND  
STUDENT SATISFACTION DURING COVID-19 PANDEMIC"

03.11.2022



Dr. Justin Paul  
Professor, University of Puerto Rico  
"THE ART OF WRITING 8 TYPES OF SYSTEMATIC  
LITERATURE REVIEWS"





# RESEARCH SEMINARS



Research seminars/ workshops are organized by Amrita School of Business to enrich research connections. These events help in gaining research insights and innovative ideas. Industry experts, foreign delegates, veterans are invited to share ideas on their area of expertise.

17.11.2022



Dr. Carla Riverola  
Griffith University  
" PRESENTING LATEST RESEARCH PUBLISHED  
IN THE BRITISH FOOD JOURNAL "

21.12.2022

Prof. Dr. Jayaraman Krishnaswamy  
" HOW TO BE A SUCCESSFUL RESEARCH  
SCHOLAR WITH JOURNAL ARTICLE PUBLICATIONS "



24.01.2023 & 25.01.2023



Dr. V.G Venkatesh  
Associate Professor, EM Normandie Business School, France.  
" HOW TO INTEGRATE PRACTICE INTO RESEARCH?" &  
" HOW TO ENHANCE RESEARCH QUALITY?"

24.04.2023

Dr. Ram Kumar P.N  
Professor, IIM Kozhikode  
"WORKSHOP ON MONTE CARLO SIMULATION"



# STUDENT ACTIVITIES



## Highlights about Ms. Vibhooshana, L, II MBA Student

Ms. Vibhooshana L, participated in the Global Student Entrepreneur Award Organized by the Entrepreneur's Organization, Coimbatore Chapter on 7th Jan 2023 and won 2nd place with a cash award of Rs.50,000. She represented Tamil Nadu in the National level competition in Pune on 18th March 2023. She won second place in the pitching competition at International Business Conference held in Malaysia on 11th Feb 2023



*Congratulations*

Ms. Vibhooshana has also won the Women Entrepreneur of the year award by WBN- Women Business Network Coimbatore for young baker of the year category 2022.



### Short Clip

Ms. Vibhooshana founded the detergent powder company "Magic Bubbles" in December 2021. The powder's low chemical content and absence of phosphate makes " Magic Bubbles" a better product. Whilst, adhering to concept of sustainability. Her distribution network is quite intriguing - To support her company in the villages of Pallani, Ottanchathiram, Udumalpet, and Dindigul, she hired 200 women who are homemakers from self-help groups. The business is also

listed on Amazon, E-commerce site. She is also an artist who has received awards such as "young Picasso of the year," "Varnajalam- Sirandha oviyaam" Best art in State level, and articles about her artistic abilities have been published in newspapers and journals.

**Be Daring, Be Humble - success mantra of Ms. Vibhooshana**

# KEY INITIATIVE



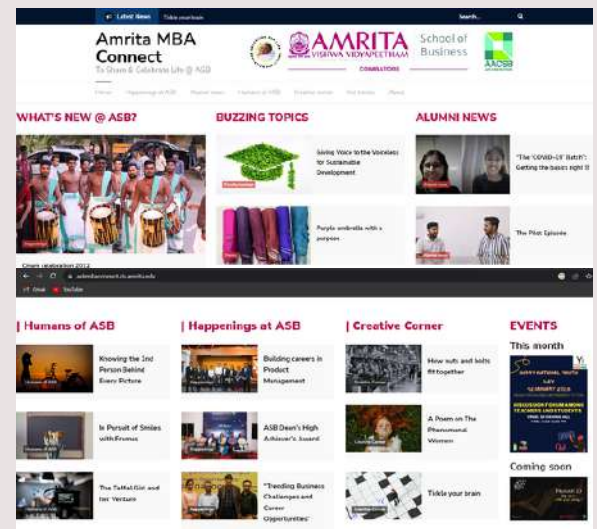
**Faculty Mentors:**  
Dr. Hemalatha &  
Professor. Gopakumar



By Team Social Media

The MBA Connect website is a platform created by the students of ASB MBA batch 2021-23. The website was launched officially on 25.11.2022. It is initiated with the objective to provide a space to express, connect and expand. From academic development to extracurricular enhancement. MBA Connect extends to blend every aspect of life at ASB. The platform explores the trends of ASB where subjective opinions in the management domains are put out by alumni and students. Humans of ASB is an expanse of showcasing flairs and stories of students, staff members, and helpers to bring out the untold. The goal of MBA Connect is to inform the public about the other side of campus life for MBA students through the publication of numerous interviews, testimonies, and podcasts with alumni.

## 'MBA CONNECT' A NEW INITIATIVE



Link: <https://asmbaconnect.cb.amrita.edu/>

# ACADEMIC EXCELLENCE



Scholarship Winners

Congratulations to the merit scholarship winners of MBA 2021-23 Batch. Scholarship was awarded based on their academic performance in their first year of MBA.



RUPASRI B



GOURI PRIYA  
JYOTHI L



ARUN BABU



AIWARYA K  
NAIR



AKSHATHA  
B



AIWARYA S



NANO  
VENUKOPAL



COPKA  
RECHU



ANAND  
SUDHAKAR



ARUN U



NAMITA  
PREMKUMAR



BHAGIRATHI  
RAMESH



SHREY  
ARJUN

Congratulations to the following students of MBA 2022-24 Batch for winning merit scholarship for the first year. The scholarship was based on their CAT scores.



REVATHY SHAJI



GUNANANDHINI T



AKHIL PREMKUMAR



ANANDRAM R



HARIKRISHNAN P S



THARUN ARVIND R



BARATH KUMAR  
G M



RAHUL SHIVA



SOUNDARYA S



AKASH VISHNU



# STUDENT HIGHLIGHTS

## CII AWARD



Ms. Gopika Reghu and Ms. Gouri Priya Lakshmi L, 2nd year MBA students of Amrita School of Business, Coimbatore have won the 1st prize for the Teachers Day Competition 2022 award, organised by the Confederation of Indian Industry (CII), Coimbatore Zone. Dr. Hemamala Krishnan, Assistant Professor, ASB guided the students to achieve the Business Case Award. The award was presented on 24th Nov at the 6th Edition of National Higher Education Conclave at hotel Le Meridien, Coimbatore.



## INTER UNIVERSITY SWIMMING

Akhil Dinesh K represented Amrita University at All India Inter University Swimming Competition held Kalinga Institute of Social Science, Odissa from 26th-29th December 2022. He competed in the 50 meter butterfly stroke, medley relay, and freestyle relay winning medals for the University.

## INTER UNIVERSITY COMPETITION



Mr. Arunkumar Iyer (II MBA student of Amrita School of Business, Coimbatore) won Runner-up for the Presentation on Budget Analysis 2023-24, organised by Chandigarh University (CU), Punjab

## INVITED GUEST LECTURE



Mr. Pradeesh K (II MBA student of Amrita School of Business, Coimbatore) recognised and appreciated for mentoring 2 successful batches of BBA in Digital Marketing course at Kongunadu Arts and Science College, Coimbatore.

## STUDENT PAPER COMPETITION



Ms. Gouri Priya Jyothi L (II MBA student of Amrita School of Business, Coimbatore) won 3rd prize at the 4th Industrial Engineering and Operations Management (IEOM) Zambia International Conference for Graduate Student Paper Competition on April 4-6, 2023





## Teaching - Learning Scholarship Executive's Message



“Teaching, at ASB, results in learning not only for the students but also for the instructors. The curious faculty learn to ask interesting and intriguing questions about how, why and when students learn best. The work philosophy and practice of picking such questions, attempting to find answers to those using scientific research methods and sharing the results for bettering the teaching quality and outcomes is the essence of ASB's teaching culture. ”

-Dr. Hemamala K

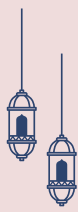
## CELEBRATION BEGINS!

- ❁ ONAM - 16.09.2022
- ❁ GOKULASHTAMI - 18.10.2022
- ❁ NAVRATRI - 26.11.2022 - 30.11.2022
- ❁ UTSAV - 26.11.2022
- ❁ GANESH CHATURTHI - 31.08.2022
- ❁ WOMENS DAY - 08.03.2023
- ❁ INDEPENDENCE DAY - 15.08.2022



*Gallery*





# Student Committees

Team Colloquia	Team Festcomm	Team Placecomm	Team Pragati
Ms. Aishwarya S Mr. Arun Kumaresan Pillai Ms. Arya Premkumar Mr. P T Nikhil Gopinathan Mr. Saran Chandra Sudheesh Ms. Smirti Arjun Ms. Venisha A Ms. Vibhooshana L	Ms. Aiswarya K Nair Mr. Kailas Radhakrishnan Nair Mr. Manish P Manoj Mr. Menon Renu Devadas Mr. Nived Devadas Ms. Punnya Prakash Ms. Shruthi Sridhar Ms. Swathi Sasikumar Mr. Tirumala V Seshasayana Radha Srivathsala Mr. Arjun Manoj K	Mr. Bharath K A Mr. Deepak Karthik S Ms. Gouri Priya Jyothi L Mr. Iyer Arunkumar Balakrishnan Nisha Mr. Kaushik V. Shankar Ms. Mehak Sanan Mr. Neetish M M Ms. Padmaselvi S K Mr. Pradeesh K Ms. Suvetha S	Ms. Suvetha S - President Ms. Menon Renu Devadas, Jagriti - Vice President Mr. Neeraj S Prem, Public Relations - Vice President Mr. Neetish M M, Corporate Relations, Vice President Mr. Aadithyan Sasidharan, Finance Committee, Vice President Ms. Tirumala V Seshasayana Radha Srivathsala, Operations - Vice President Ms. Vibhooshana L, Marketing - Vice President

Amrita School of Business gives opportunities for students to develop their skills as a part of School's Mission. It is achieved through placing students in various clubs and committees that are in operation. Their successful organization of various co-curricular activities are the proof of their teamwork and leadership skills.

- **Team Colloquia** - organizes colloquium/guest talks/ research talks/ seminars
- **Team Festcomm** - organizes events like Utsav and other cultural events
- **Team Placecomm** - Facilitates the entire placement process, and works closely with CIR(Corporate & Industrial Relations)
- **Team Pragati** - organizes the event, Pragati (annual B-School fest)
- **Team Young India** - prepares forum that helps students' readiness in facing societal challenges
- **Team Shuttercom** - the photography team to cover various key events.
- **Team NEST** - in - charge of pre and post-events social media coverage. Also initiators of the website " ASB MBA CONNECT"



Team Young India	Team Shuttercom	Team NEST
Mr. Anand Sukumar J V Ms. Anupama S Menon Mr. Arun Babu Ms. Athira Vs Mr. Athul K Ms. Gopika Reghu Ms. Gowri C Ms. Niveda A Mr. Sayuj M J Ms. Sonaalika S	Mr. Aravind S Mr. Avinash P R Ms. Swathy Suresh	Ms. Jeya Bharathi M , Ms. Ankitha V Ms. Gitanjaly J S, Ms. Archana B Ms. Monisha Thangam KS, Ms. Devdarshni V Ms. Nimisha Bhargavy, Mr. Vignesh K Mr. Sri Vijay Raja S, Mr. Darshan K Mr. Gangaram A, Mr. Ganesh Menon P Mr. Akhil Premkumar, Mr. Swaminathan K Mr. Shrinath Kumar , Ms. Deepasri Thiruchandran Ms. Sneha T M, Ms. Vibhu Lakshmi V Ms. Srimathi R, Ms. A R Arya Ms. B Akshaya , Mr. Kiran G Mr. Agniva Majumdar, Ms. Sridevi V A



# TALENT SHOW



Photography is all about capturing the right moment, preserving the moment with all its magic in tact. Moments like these wouldn't happen again, but this photo can surely revive the memories. 'Kitty in a carry bag' and 'Mother carrying a child' are two moments captured by the winners of the photography contest, Gitanjali and Vignesh of 1st year MBA.



Gitanjali - 2022 Batch



Vignesh - 2022 Batch

## SRIMATHI'S DOODLE ON THE DIVERSE LIFE AT AMRITA



Srithathi of MBA 2022 Batch presented ASB with a meticulous work of doodle art portraying the distinct and remarkable spotlights of Amrita University with special emphasis on the Amrita School of Business.



This doodle captures the little, yet deep emotions behind those scenes, right from diving into hostel life to experiencing sunsets at Amrita. Let's believe and look forward to bringing our dreams to fruition. I could spot the football field, the talent show, and the morning yoga classes. What else could you find?

## SUMMER INTERNSHIP

*Faridabad*

The following students served as volunteers for the recent Amrita Hospital Inauguration in Faridabad:

**Second Year MBA**

- Gautam Shankar

**First Year MBA**

- Agniva Majumdar

- Avinash S

- Akshara Selvam

- Ganesh Menon



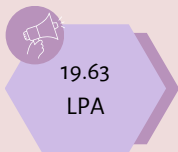
# PLACEMENT HIGHLIGHTS



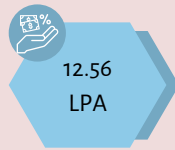
Mr. Jithesh M,  
General Manager,  
Corporate Relations and Placements



## Domain and Highest CTC



Marketing



Finance



Operations



Human Resource



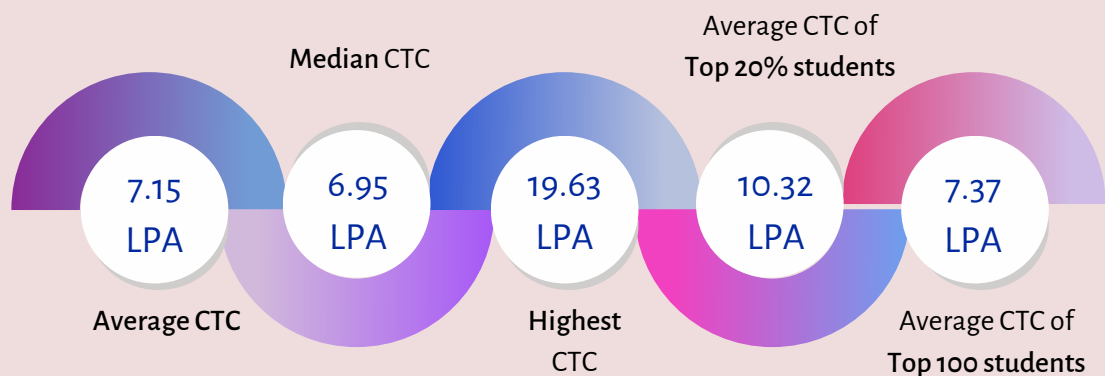
Business Analytics



Mr. Nair Santosh Sukumaran Usha  
HIGHEST CTC  
MBA BATCH 2021 - 2023



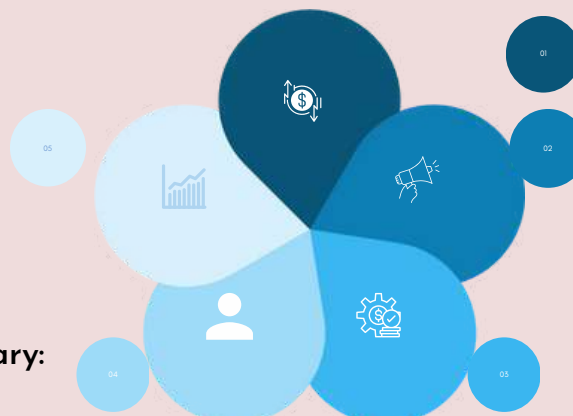
## For 2022 Pass out Batch



## Total No. of Students: 127

No. of offers:  
119

Top 20% Salary:  
10.32 LPA



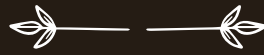
24 New Recruiters

112 Recruiters

Highest Salary:  
19.63 LPA



# ASB EVENTS



## Convocation

Amrita Vishwa Vidyapeetham, Coimbatore campus, awarded degrees to 1,808 students, including 132 MBA students and 5 Management PhD scholars at its 19th convocation on 06th October 2022

The Chief guest and guest of honor Hon'ble Governor of Tamil Nadu, Thiru R.N. Ravi and Thiru Dattatri Salagame, President & MD, Bosch Global Software Technologies, Bengaluru, congratulated the students.



## NURTURING RESEARCH CULTURE AND FACULTY CAPABILITIES -AACSB EVENT



The event saw active participation from all the academicians who exchanged insights related to practices that helped nurture research culture in their institutions. The seminar also gave participants an opportunity to look at ASB's journey toward achieving the gold standard accreditation in business management- AACSB. The seminar was well appreciated by participants who engaged actively in all the interactions.





Faculty Coordinator  
Professor. VU. Vinitha

# Colloquia

*ASB provides opportunities to its students to talk and interact with industry experts through a series of events called Colloquia where critical issues and challenges relevant to Management & Administration are discussed.*



Mr. Harshil Vohra  
10-01-2022

Founder of Proinnovative sustainable business  
TOPIC: TALK ON INNOVATION AND ENTREPRENEURSHIP



Mr. Balraj Nair  
14-01-2022

Senior Manager, Technology  
engagement & delivery, Qatar Airways  
TOPIC: CURRENT TRENDS AND INSIGHTS ON  
OPERATION



Mr. Pramod Kanipakam  
08-02-2022

SEBI Registered investment adviser  
TOPIC: AN EXPERT TALK ON PERSONAL  
FINANCE AND ITS RELEVANCE



Prof. Kumail Kirmani  
09-02-2022

Chief mentor at Wiseowl edu  
TOPIC: IMPORTANCE OF PERSONAL  
BRANDING IN 2022



Mrs. Supriya Nair  
12-02-2022

Delivery Head, TCS  
TOPIC: STRATEGIC HUMAN RESOURCE  
MANAGEMENT



Dr. Azly Rahman  
13-02-2022

Global educator, Columnist & Author  
TOPIC: UNDERSTANDING CULTURE IN  
WORKPLACE



Mr. Gokulnath Raja & Anandu K Shaji  
15-02-2022

Deputy Manager, NSE Academy Ltd.  
TOPIC: EMERGING TRENDS IN CAPITAL MARKET



Mr. Senu Sam  
05-03-2022

CEO & Co founder, Mykare health  
TOPIC: CRAZY IDEAS JOURNEY TOWARDS  
ENTREPRENEURSHIP



Dr. Anandakuttan B Unnithan  
07-03-2022

Dean, IIM Kozhikode  
TOPIC: CUSTOMER EXPERIENCE MANAGEMENT



Mr. Sunilkumar Kolangara  
17-03-2022

Co-founder of Unaprime advisors  
TOPIC: VENTURE CAPITAL, PRIVATE EQUITY,  
ENTREPRENEURSHIP



Mr. Abhishek Rhisheekesan

24-03-2022

CEO & Founder, at aiRender Technology

TOPIC: **CUSTOMER DISCOVERY AND ROAD TO PRODUCT MARKET FIT**



Mr. Shyam Prashad Rajasekaran

29-03-2022

CEO & Co-founder, Veg Route Agri Tech Private Ltd. Tedx Speaker and Author

TOPIC: **AGRITECH AND ENTREPRENEURSHIP**



Mr. Subramanian Harish

06-09-2022

Chief Human Resource officer (CHRO) - Suguna Group

TOPIC: **FAST FASHION VS SUSTAINABLE FASHION**



Mr. Mahesh Ram

03-12-2022

Product Manager, Honeywell

TOPIC: **BUILDING CAREERS IN FOREIGN MARKET**



Mr. Venky Nagan

16-12-2022

Retired Group CEO of Asmara International Ltd

TOPIC: **FAST FASHION VS SUSTAINABLE FASHION**



Mr. Sidharth Haridas

22-12-2022

Growth performance lead - AMEA Sanofi

TOPIC: **CREATING AND SUSTAINING DATA-DRIVEN BUSINESS GROWTH**



Ms. Niveda R & Mr. Gowtham

06-01-2023

Founder & CEO of Bliss Naturals

TOPIC: **AN ENTREPRENEURIAL JOURNEY -FINAL YEAR PROJECT TO STARTUP**



Ms. Sreema Nallasivam

31-01-2023

Vice President, Metro AG

TOPIC: **HOW TO BE SUCCESSFUL GLOBALLY AND ENTREPRENEURSHIP**





Mr. Sai Sundar

21-02-2023

Product Marketing Manager, Fareye - Enabling  
Digital Logistics

TOPIC: **CRACKING INTERVIEWS FOR DIGITAL MARKETING: TIPS  
& TRICKS**



Mr. Ganesh Sankararaman

11-03-2022

Senior Vice President Finance, Sify Technologies Limited  
& CFO, Sify Digital Services Limited

TOPIC: **TRANSITION TO CORPORATE WORLD - STEPPING INTO THE  
NEW ARENA**



Mr. Chandrashekhar Kupperi

25-03-2023

Founder, ANOVA, M&A, and Fundraise  
Advisory

TOPIC: **WHAT IS A BUSINESS MODEL CANVAS?**

## MBA INDUSTRY TALK SERIES

NOVEMBER 25, 2022



Mr. Honey Krishnan

Senior Program Manager,  
Microsoft Digital



Mr T R Parasuraman

Executive Advisor to the Toyota  
Group

**Topic: Trending  
Business Challenges  
and Career  
Opportunities: An MBA  
Outlook**



Dr. Atanu Ghosh

Former Dean, IIT Jodhpur



Ms. Gowri S

Operations Leader, Dev Rev



# DEAN'S HIGH ACHIEVER AWARD

The Dean's High Achiever Award ceremony was organized on 12-12-2022 at ASB. The event awarded the high academic achievers among the current 1st and 2nd year MBA students. The guests, Ms. Sindhu K, (ASB Alumni 2003-05) and Ms. Remya Lakshmi G, Sr. Manager-HDFC, Coimbatore (ASB Alumni 2008-10) felicitated the award winners. They were joined by Dr. Sanjay Banerjee, Professor Emeritus, Dr. Nava S, Dean and Dr. Sangeetha G, Principal ASB.

The following second-year MBA students were awarded the Deans High Achiever Award. They were ranked based on their first-year cumulative grade point average. The top 20 percentile of the batch was given this award.

Rupasri B	Gouri Priya Jyothi L	Aiswarya K Nair	Akshatha B	Arun Babu	Aiswarya S	Nandu Venugopal
Gopika Reghu	Anand Sukumar JV	Arun U	Namita Premkumar	Ramesh Bhagirath	Smirti Arjun	Nived B Sreenand
Lakshmi H	Jaishree S	Menon Renu Devadas	Iyer Arunkumar Balakrishnan Nisha	Akil Aravinth R	Saran Chandra Sudheesh	
Aadhithyan Sasidharan	Niveda A	Athul K	Haritha Haridas	Aravind S	Shivaram B	

The first years were recognized with the Dean's High Achievers recognition certificate for their academic achievements in the first term of their MBA. These achievers made the top 10 percentile of the batch. The assessment was based on their GPA in the first term and 19 students were recognized with these certificates.

Revathy Shaji	Devi Krishna	Soundarya S	Athira S Krishnan	Srimathi R	Gitanjaly J S	
Admaja S	Archana G A	V Vijayarag havan	Roja Rahim	Aarthikka R	Ankitha V	Gunanand hini T
Jeya Bharathi M	Vibhu Lakshmi V	Archana B	Katta Kaushik Arya	Vijayalaks hmi CA	Divya Shree S	

# DST Sponsored Training Programme



Organizer: Dr. Sangeetha G

Amrita School of Business has been 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 Feb 20th to 24th, 2023.



17 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. The role of civil society in fostering social responsibility, particularly the policy dialogues of C20 (engagement arm of G20) was also highlighted, with India holding the G20 Presidency in 2023. 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.



# HR Conclave

## HR Practices: Shifting Paradigm in Emergent Technologies Era



Amrita School of Business, Coimbatore HR organized Conclave'23 on 11.03.2023. The theme of HR Conclave'23 was 'HR Practices: Shifting Paradigm in Emergent Technologies Era'. The offline event had 30+ participants, including HR participants from various organizations and ASB students majoring in HR. The event discussed solutions to many challenges like growing technology, recessions etc., faced in corporate sector.



Faculty Coordinator: <<<<<<

Dr. Govind Gopi Verma



# Pragati '23

Pragati'23 – annual B-School event organized by Amrita School of Business, Coimbatore on 10th and 11th February 2023. The theme of Pragati 2023 is “Rising from the ashes – Be Fierce.” The event was conducted offline with 400+ participants from around 25 colleges. The two-day event started with the inauguration function on 10.02.2023 (09.00 AM – 10.00 AM) at Amriteshwari Hall.





# STUDENT COMMITTEE LEADERSHIP AWARDS



## Student Affairs Executive's Message



“Amrita School of Business is firmly committed to providing meaningful student learning experiences. ASB faculty members encourage students to take part in various co-curricular activities which helps in developing leadership skills empathy and compassion.”

-Dr. Balasubramaniam

## FAREWELL TO MBA BATCH 2021 - 2023



*Bidding Goodbye is the most challenging part!*

*Amrita School of Business Coimbatore celebrated the students for their teamwork and leadership qualities by servicing through various committees like Festcomm, Placecom, Shuttercom, and Colloquia; other cultural events like Pragati; Internship and volunteering events. We wish all Batch 2021 - 2023 students good luck and success.*







## NATIONAL YOUTH DAY CELEBRATION

Student's Team Young India of ASB, Coimbatore hosted a discussion forum on 12.01.2023 to talk about problems faced by the youth that society is embarrassed to talk about.

This interactive session was a great opportunity for students to get connected to teachers who were the speakers of the event. Faculties of ASB, Coimbatore discussed topics like LGBTQ+, pressure, work and personal life balance, mental health students, gender equality, and academically burnt-out students. This forum helped students to derive futuristic notions in handling situations.

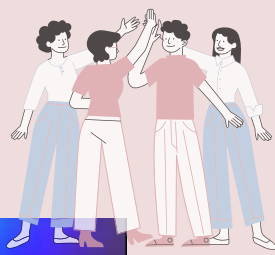
## Women's Day Celebration

On 8th March 2023, ASB celebrated International women's Day

International women's Day was celebrated with great panel members to discuss "Leveraging Technology for Gender Equity." at Sri Krishna Hall, ASB Coimbatore campus.





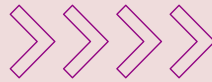


# ASB NGO CONNECT

- C20 Inspired Initiative



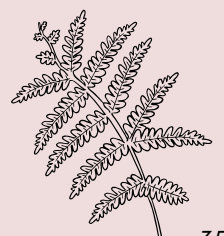
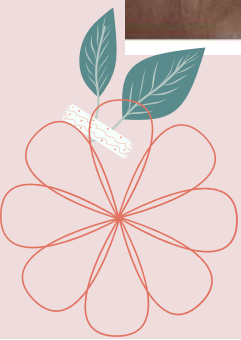
Amrita School of Business, Coimbatore has initiated collaborations with NGOs with the aim of bringing academics and civil society organizations / NGOs together with a vision to enhance knowledge exchange and outreach. The official website was launched on 14.05.2023 at the historic C20 summit. Link: <https://www.asbngoconnect.cb.amrita.edu/>



Faculty Coordinators:  
Professor. Gopakumar V &  
Mr. Venkatesh Nagan



Amrita School of Business, Coimbatore imparts broad-based and specialized programs in business education, preparing individuals to face the ever-growing challenges in the business environment with confidence. We are striving to put into practice our Chancellor's vision: "An education for a living, and education for life", by inculcating future managers with compassion for the fellow human and regard for the environment. As part of our capacity-building actions, we are excited to share our collaboration with Civil Society Organizations (CSOs) or NGOs to provide knowledge and volunteer support on challenges in their domain. This initiative aims to bring academicians, researchers, MBA students, and civil society organizations / NGOs together to enhance knowledge exchange and outreach.





# ALUMNI



**Ms. Akhila Nair**

MBA Batch 2018 - 2020



Ms. Akhila Nair bagged the “Best Area Business Manager - Region South” at the National Sales Conference at Jaipur on 20th April 2023, with a cash prize of Rupees Fifty Thousand. She works at Titan Company Limited as Business Manager in the Trade channel. She is the only Area Business Manager - MBR channel in the country to achieve business plan targets, thus playing a pivotal role in the channel transformation journey.

MBA Batch 1996 - 1998

**Ms. Priya Vijay**

Ms. Priya Vijay is recognized as one of the top 8 woman HR leaders in GCC , who are making significant impact in their organizations and beyond by breaking gender barriers. She is working as Global HR Director at Now Health International, Dubai.

Link - <https://www.tuscan-me.com/blog/top-women-hr-leaders-2023.html>

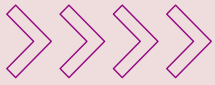


## GLOBAL ALUMNI MEET



Amrita Vishwa Vidyapeetham organized Global Alumni meet on 21st January 2023 in hybrid mode. The meet helped develop professional connections and strengthen ties with other alumni. It was indeed a proud moment for ASB, Coimbatore to see our students shine and achieve in various fields.

# Alumni Bootcamp



Faculty Coordinators:  
Dr. Deepak Gupta &  
Dr. Balasubramaniam



**1ST & 2ND OCTOBER 2022**

The Alumni Bootcamp 2022, was a two-day event, during which around 50+ alumni hailing from different areas of management navigated the students throughout the corporate web. Alumni mentoring, sharing experiences, walking the students through various industry trends helped the second year prepare for their placement season.



*Our Heartful thanks to all our Alumni who generously volunteered to spend their time and supported the growth of next-gen students and Amrita School of Business.*



# Get in Touch with



[www.amrita.edu/mba](http://www.amrita.edu/mba)



[amrita\\_schoolofbusiness\\_cbe](https://www.instagram.com/amrita_schoolofbusiness_cbe)



Amrita School of Business - Coimbatore



[asb@amrita.edu](mailto:asb@amrita.edu)



0422 - 2685455



***Thanking students from the Department of Mass Communication (Batch 2021 - 2024)  
- Ms. Adithya Rajasekharan, Ms. Aneena T K, Ms. Madhavi M Nair, and  
Ms. Dharani R - Administrative Executive, ASB for the Editorial Support!***

