



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

NEWSLETTER 2024

UDAAAN

Flying Higher to Achieve Dreams

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**Faculty of Management
and Commerce**

G G Campus, Bangalore

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About Ramaiah University of Applied Sciences (RUAS)

The concept of 'Excellence' is well established and the term is used frequently to 'Outstanding Performance' satisfying stakeholders' involvement. In higher education, Excellence is linked to perception of student experience, teaching, learning and service to society in alignment with Vision and Mission of the University. In view of this, RUAS aspires to become a premiere Institution by achieving Excellence. Thus, there is a need to analyze excellence through the lens of different key stakeholders, namely Students, Parents, Employers, Alumni, Society. Therefore, RUAS has formulated the following 10 Goals to achieve excellence in the next five years:

- Goal 1:** NIRF Ranking and Accreditation Process
- Goal 2:** Achieving Academic Excellence and Implementation of NEP
- Goal 3:** Increasing Research Outputs
- Goal 4:** Deeper Linkages with Industries and Corporates
- Goal 5:** Interaction with other Faculties/Schools of Ramaiah Group of Institutions
- Goal 6:** Attracting Quality Students for Admissions
- Goal 7:** Placement, Alumni, Extension and Outreach Activity
- Goal 8:** International Collaborations and Partnerships with reputed Institutions
- Goal 9:** Increasing Patient Footfalls at Dental Hospital
- Goal 10:** Policy and Support from the Leadership Group

The Strategic Vision Document [2022-26] report Strategies to be adopted to achieve the above- mentioned Goals in a post pandemic scenario as a new normal. After formulating Strategies, the Implementation Plan with Outcomes are also mapped to assess the progress of RUAS in the process of achieving Excellence. Moreover, the Leadership Group has adopted bottom-up approach to prepare this report by involving Faculty Members, HoDs, Deans and Directors. The five-year plan focuses on all-round development of Students and Faculty Members emphasizing on Inter-Disciplinary Research, Blended Learning, Service to Society, Industry Connect and International Engagements for better Employability and Entrepreneurship Skills. The RUAS Community aspires to achieve excellence with cooperation from all the Stakeholders and Sponsoring Body. Hence, the Strategic Vision Document shall be deemed as a critical road map document for the progress of University and the RUAS community shall adhere in letter as well as spirit.

Message from Head of

Faculty of Management & Commerce



Dear Esteemed Stakeholders, Peers and Well Wishers

At the outset, I am happy to introduce the formulation of our Newsletter 'Udaan - Flying Higher to Achieve Dreams' exclusively for our B-School. The aim of our Newsletter 'Udaan' is to portray our Potential and highlight initiative towards moulding the youth for the nation building exercise of attaining Vision 'Viksit Bharat - 2047'. Management is domain agnostic and warrants for 'Out of the Box Thinking' approach among the budding Business Leaders and aspiring Entrepreneurs to solve real life problems for economic advancement and societal benefit.

I profusely thank all my Students, Parents, Leadership, Industry and Startup Peers for their unflinching support to make our B-School, an elite place of learning and being rated as one of the most sought for learning and applied research.

About our B-School

Faculty of Management and Commerce (FMC) at RUAS aims to deliver Competency and Outcome-Based Management education with inter and multi-disciplinary approach adopting global educational practices. The salient achievements of FMC include:

- Initiated RUAS-TEDx License where Doyen's Speak
 - Special emphasis to identify and empower Students for setting up Startups through Ramaiah Technology Business Incubator funded by K-Tech, GoK
 - Industry Oriented Specializations like Business Analytics, BFSI in tune with market requirements
 - Appreciation from Industry Clusters and Associations for Consulting as well as Research
 - Recognition to Faculty Members as well as Students in Competitions and Research Events in India and Abroad
- In parallel, FMC equally focuses on disseminating research through Doctoral Programme and Sponsored Research & Consulting in various Management disciplines.

Vision:

To be an institute of excellence imparting Management Education for various Stakeholders to be Co-creators, Leaders and Entrepreneurs for Societal and Global Prosperity

Mission:

- M1.** To inculcate life-long learning attribute through contemporary Pedagogical Techniques & Assessment
- M2.** To cultivate critical thinking capabilities and promote multidisciplinary research for contextual problem solving through a scientific approach
- M3.** To instill innovative Business Practices and Entrepreneurial Intentions for Sustainable Growth and Outreach
- M4.** To develop Leaders with a holistic mindset sensible to humanity and Society

Program Educational Objectives (PEOs):

- PEO1:** Practice contemporary global management principles in a wide range of business and real-world paradigm
- PEO2:** Conduct applied research for addressing relevant business & societal concerns through an evidence based approach
- PEO3:** Excel as aspiring Intrapreneurs and Entrepreneurs for Societal Well-being
- PEO4:** Bestow Human Values with a rational mindset for contingent business solution

ACADEMIC



10th Vibrant Gujarat Global Summit at Gujarat from 10.01.2024 to 13.01.2024
Attended by Dr K M Sharath Kumar, Dr Subhadeep Mukherjee and Dr. B.M. Kiran Kumar



HR Conclave conducted on 19.01.2024 in association
with Directorate of Training and Placement



Students from BBA are getting trained for 1 week at iCreate
International Incubation Centre at Ahmedabad, Gujarat on 21.01.2024

National Management Day

The event was organized by Faculty of Management and Commerce, Ramaiah University of Applied Sciences on 21.02.2024 with the prominent Speakers like Mr Nagaraj Prakasam – Resident Mentor-NSR Cell IIM Bangalore and Sri K S Narayanswamy – President, Bangalore Management Association. Every year we celebrate 'National Management Day' at FMC as a FLAGSHIP EVENT.

With the theme for the event being Society 5.0 Dr. K M Sharath Kumar set the tone for the event by giving a broad idea for the discussion by mentioning the way the world business is moving from competition to coopetition and how that has been effectively imparted in all the business across which would in-turn also help us achieve the aim of Viksit Bharath 2047

The Chief Guests gave an overview about how the Indian Market today is evolving with the traditional products adapting new age technology and integrating the same.

FMC has initiated 3 new initiatives namely:

- UDAAN, Newsletter of FMC
- Business Standard App for MBA students
- Doctoral Colloquium -2024 Business Innovation For Attaining Sustainability



RAMAIAH UNIVERSITY OF APPLIED SCIENCES **INSTITUTION'S INNOVATION COUNCIL** **FMC**

NATIONAL MANAGEMENT DAY - 2024

Date & Time: 21 Feb, 2024 at 10 AM onwards
Venue: 1st Floor, Multimedia Centre, University House, Bangalore - 560 054

Chief Guests

Sri. K.S. Narayanaswamy
President, Bangalore Management Association

Sri. Nagaraj Prakasam
Resident Mentor - NSR Cell IIM - Bangalore

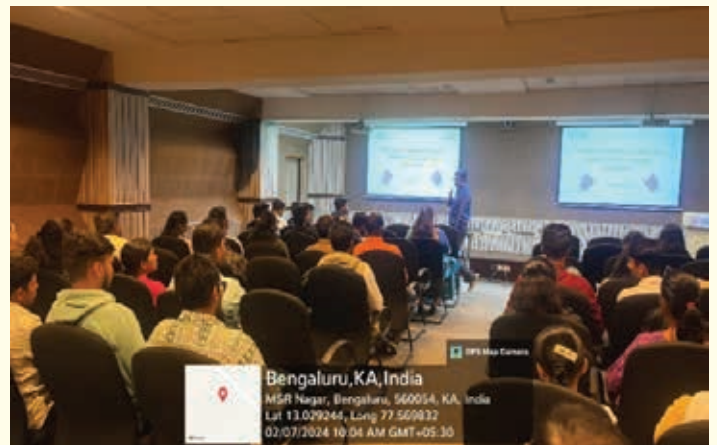
Theme: Society 5.0

Society 5.0 was initiated by the Cabinet Office of Japan as a futuristic Human-Centric Society. The line of maturity of the Society comprises 1.0 dealing with Hunting; 2.0 impresses on Agriculture; 3.0 upon Industrialization; 4.0 focus on Information; 5.0 empowers human - centered Society to balance between Economic Advancement and Social Problems. In summary, Society 5.0 deals with integrating Cyber Space & Physical Space

Source: Society 5.0 (cao.go.jp)

Thus, Innovation in Society 5.0 can be attained through trade-off between economic development and social problems as an inclusive approach

Induction for MBA Batch 2023 on 22.01.2024 & PG CET MBA Induction on 07.02.2024



Management Development Program

Digital Transformation and Industry Co-Creation - Date: 01.02.2024 to 03.02.2024

The Management Development Program was centered around digital transformation and industry co-creation to equip professionals with the essential skills, knowledge, and mindset required to lead organizations into the future. By embracing digital technologies, optimizing processes, and fostering collaborative relationships, participants were prepared to drive innovative change, create value, and position their organizations at the forefront of the digital age.



Expert Lecture by Mr. Masami Shimizu on 09.03.2024

Mr. Masami Shimizu delivered an insightful lecture on the growth dynamics of SMEs in India and Japan. The Speaker delivered into various aspects such as economic policies, cultural influences, market dynamics, and Government initiatives that have shaped the SME landscapes in both countries. The presentation provided a comprehensive understanding of the challenges and opportunities faced by SMEs and offered strategic recommendations for sustainable growth



Case Study Based Teaching by Prof. A. Anantharaman on 18.03.2024



Management Development Program

Excellence in Action: Shaping Quality and Supply Chain Efficiency in the Digital Era

Date: 21.03.2024 to 23.03.2024

It was a 3-day event from which comprised of workshops delivered by experienced Industry Experts on Supply Chain Analytics, Statistical Process Control and the use of IoT in Supply Chain Management. There were also Alumni Talks and discussions on the current trends in research in the areas of Operations Management and Supply Chain Management.



RESEARCH

Paper Presentation by our Faculties

1. Dr. Usha N presented a research paper entitled 'Impact of Job Disengagement on the Employee Job Crafting Behaviour - A Moderated Serial Mediation Model' at the Conference jointly organized by Symbiosis Institute of Business Management, Hyderabad, Symbiosis Centre for Management Studies, Noida and University of Wollongong, Dubai held from 30th to 31st January 2024 at Symbiosis Institute of Business Management, Hyderabad.
2. Dr. Shivakami Rajan presented a research paper entitled 'Does Chat GPT usage increase creativity in student? A study of post graduate student in Bengaluru city, Karnataka, India' in 30th International Multi-Disciplinary Conference on STEAM 29th February 2024, BITS Pilani Dubai Campus, UAE.
3. Dr. S. Ajitha presented a research paper entitled "Assessing the Impact of SWAYAM: An Evaluation of Skill Development Programs and Learners outcomes in India" organized by Department of Political Sciences, Government Degree College, Medak on 23rd and 24th February 2024.

Publications

1. Vanishree, M., Kumar, K.S. and Suresh, N., 2024. Analysis of Agricultural Insurance Pertaining To PMFBY Scheme: Exploring Dynamics and Future Implications. Migration Letters, 21(S3), pp.1559-1568. <https://migrationletters.com/index.php/ml/article/view/7608>
2. Sushma, B.S. and Dr Chandra Sen Mazumdar,, 2024. Fostering Entrepreneurial Intention among Gen Z: Exploring the Mediating Role of Financial Wellbeing. Migration Letters, 21(S6), pp.282-292.
3. Usha J.C., Srikantha Dath T.N., Dr. Ganesaraman Kalyanasundaram, 2024. Emergence or Non-Emergence of Tech Start-Ups In India. What Are The Distinctive Features? Migration Letters, 21(S6), pp. 1569-1578.

Workshop/Seminar Conducted

1. Manavi, A D. delivered lecture on 'Research Article Writing and Publication' in the 5-Day Virtual Faculty Development Program organized by ONE School of Business from 8-12 January 2024.
2. Manavi, A D, organised a guest lecture delivered on 'Social Entrepreneurship and the Journey of Agro Rangers: A Marketing Perspective' by Sidhesh Sakore, Founder & Director, Agro Rangers at FMC on 8th Feb 2024.
3. Manavi, A D. delivered lecture on 'Research Article Writing and Publication' in the 5-Day Virtual Faculty Development Program organized by ONE School of Business from 8-12 January 2024.
4. Manavi, A D. delivered lecture on 'Unlocking Opportunities: Publishing in Scopus Indexed Journals' in the 6-Day Virtual Faculty Development Program organized by KLS-IMER, Belgaum from 12-15 Feb 2024.
5. Manavi, A D. delivered lecture on 'Innovative Product Positioning strategies for Industry Leadership' in the 5-Day Virtual Faculty Development Program organized by ONE School of Business from 2 March 2024.

Attended

1. Dr. S. Ajitha attended a 1 day workshop on "Digital Marketing Framework" organized by Research Foundation of India & RFI-Care on 10th February 2024.
2. Dr. S. Ajitha attended a Two day workshop on "State Welfare Policies and Sustainable Development Goals " organized by Department of Political Sciences, Government Degree College, Medak on 23rd and 24th February 2024.
3. Dr. Annapurna Prakash attended workshop on Future of Education, organized by Employability. Life on 5th March 2024.

Webinar

1. Ms. Sushma B S attended a webinar on "Marketing for Tomorrow" by Mr. Mohit Thukral, Denave - Marketing Manager (Global Accounts) Founder organized by GIBS, Bangalore on 28th February 2024.
2. Ms. Sushma B S attended a webinar on "Unlocking Entrepreneurial Success through Personal Branding and Networking" by Dr. Nidhi Khurana, Head - Marketing & New Initiatives, GV Research Platform, and Co-Founder - Metis Hive organized by GIBS, Bangalore on 8th February 2024.

ACHIEVEMENTS



Team FMC congratulates Dr. Sudeshna Rath for being awarded Degree of Doctor of Philosophy from IIT Roorkee on the Topic "Manufacturing Competitiveness Through Six Sigma Implementation In Steel Industry"

Team FMC congratulates Ms. Prachi Mishra for being Awarded Degree of Doctor of Philosophy on the Topic - "Development of Consumer Purchase Model for Organic Apparel"

Dr. Chandra Sen Mazumdar, was a session chair for a track of the International Conference on Sustainable and Innovative Solutions in Cross Disciplinary Research - ICSISCDR-2024 at Mount Carmel College, Bangalore held on 08.02.2024



Dr. Manavi, A. D. delivered lecture on 'Innovative Product Positioning strategies for Industry Leadership' in the 5-Day Virtual Faculty Development Program organized by ONE School of Business from 02.03.2024

Student Activity

AKAIRA 2024

Akaira is one of the most awaited inter-university fests in Bengaluru, Karnataka organized by RUAS. This 2-day fest has prided itself in having a large audience. Akaira is one of the only fests that features an array of competitions spanning the realms of arts, music, fashion, gaming and creativity catering to the diverse interests of the participants.



Management Club Activity



Annual Sports Day Spoorthi 2024

Spoorthi is the grand intra-university sports day organized by the Department of Student Affairs at RUAS. Sports have consistently been the highlight of the academic year for both staff and students at FMC. We proudly secured "The Best Team in March Past," FMC also won the 1st place in Men Tug of War and Second Place in Women Tug of War" while Mr. Adeesh from MBA 1st year clinched the title of "Best Male Athlete." FMC achieved the Overall Championship for the year 2024, and also secured the title of "Best Championship for Men."



Social Activity



FMC & FHMCT in the leadership of Dr.Sweety Jamgade & Ms. Rashmi R are working on a seed funded project titled " Impact study of smart tourism technology on developing Religious tourism in and around Kaiwara". 7 students from MBA have been active part of this project.

PLACEMENTS

Congratulations



We congratulate MBA 2022-2024 Batch - Mr.R Chandan Shashank for being placed in Godrej and Mr.Arjun C Lalige, Mr. Shamanth & Mr. L Nagaraj.M in Piramal Finance.

Student Article

My Life at FMC

As a student of Faculty of Management and Commerce (FMC) at RUAS, my two-year journey has been nothing short of transformative. From the moment I stepped onto the campus grounds, I felt a sense of excitement and anticipation for the learning opportunities that lay ahead. I have been learnt myself to be self-confident at the time of presentation by the help of supportive lecturers.

The university will offer research opportunities for students, allowing them to develop deeper into their areas of interest, contribute to knowledge creation, and develop critical thinking and problem-solving skills.

As a student of Ramaiah University, I feel proud to show my self-outside in the competitive environment.



Article By:
Sudhanva, MBA 3rd Semester
Batch 2022 -2024

Future Activities

1. FMC Premier League on 13-04.2024 & 14.04.2024
2. Management Development Program on Application of Generative AI in Finance on 25.04.2024 to 27.04.2024.
3. Doctoral Colloquium - 2024 - Business Competitiveness for Attaining Sustainability (DC - BCAS 2024) A Step Towards Vision Viksit Bharat - 07.06.2024 & 08.06.2024

DC-BCAS 2024

RAMAIAH UNIVERSITY OF APPLIED SCIENCES

FMC

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

Doctoral Colloquium - 2024
on
Business Competitiveness for Attaining Sustainability (DC-BCAS 2024)
A Step Towards Vision Viksit Bharat - 2047

7th & 8th June 2024

CHIEF GUEST

Shri Suresh Prabhakar Prabhu
10 Federal Cabinet Minister Portfolio, Government of India
6 Times Member of Parliament
Chancellor, Rishikood University
Visiting Professor, London School of Economics

Keynote Speakers

Shri Balakrishna I.
Addl. Director & Scientist
Ministry of Electronics and Information Technology
Government of India

Prof. Solomon Beno
CEO, Research and Community Engagement Affairs
Ministry of Education Ethiopia

Shri K & Narayanaswamy
President
Bangalore Management Association

Prof. Jon Thomas
University of the Fraser Valley
Canada

Tracks

- Economics and Finance
- Design Thinking, Marketing & Analytics
- Start-up & Entrepreneurship
- Interdisciplinary Research Approach with Management
- Human Resource & Psychology Management
- Operation & General Management
- Global Business & Competitiveness

Paper Submission Link

For submitting the full Paper click the link or scan the QR.
Link for Paper Submission :
<https://forms.office.com/r/0eKTS6xhyt?origin=spLink>

Scan the QR for Submission

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