

AVEKSHA

MANAGING DIFFERENCE January Edition 2023

Vision

To emerge as a center of excellence in Management Education and Research through value-based learning

Mission

To disseminate quality education in management through holistic and innovative approach.

To foster a conducive learning environment and encourage continuous improvement.

To build leaders of ethical values who can contribute to organization and society.

Program Outcomes

1. Apply Knowledge of management theories and practices to solve business problems
2. Foster Analytical and Critical thinking abilities for data-based decision making
3. Develop value-based Leadership Ability
4. Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

EDITORIAL

The editorial committee of Adi Shankara Business School, ASIET is very happy to publish the January 2023 Edition of Aveksha. The Adi Shankara Business School conducted a slew of events which were beneficial to both students and Faculty alike.

Editorial committee

FACULTY:

Ms S. Priya

Mr Vignesh Karthik

STUDENTS:

Ms Sherin Shenny

Ms Swati v

Ms Anlitta

Ms Bhagya Rajeshkumar Panicker

Ms Nitha Johny

Ms V S Ashwani

Ms Neema Gopi

Ms Suryagayathri

Mr Suraj Suresh

Mr Aditya Jayan

Events

FRESHER'S DAY



Adi Shankara B-School Kalady Seniors Formally welcomed their Juniors on 20th October 2022. The Freshers Day was filled with fun, joy and happiness.

Industrial Visit

The second-year students of Adi Shankara B-School Kalady visited DP world Kochi on 4th November 2022 and 13th December 2022. The students got an opportunity to visit the site and understand the practical side of Supply Chain and Logistic Management.



Expert Talk

Mr Renjith Ramachandran, Mentor and Strategic Advisor Plant Lipids addressed the students on 7th October 2022 on the industry expectations from MBA graduates. The talk was very informative for the students.



The poster is for an "Expert Talk" featuring Mr. Renjith Ramachandran, Mentor and Strategic Advisor at Plant Lipids. The event is for FYMBA and SYMBA students, scheduled for 7th October at 11.00 AM onwards. The poster includes the logos of Adi Shankara Institute of Engineering and Technology and ASIET (Adi Shankara Business School, Vidhya Nagar - Kalady). It also provides contact information for the institute, including a phone number and a website.

Adi Shankara
INSTITUTE OF ENGINEERING AND TECHNOLOGY

ASIET
ADI SHANKARA BUSINESS SCHOOL
VIDHYA NAGAR - KALADY

Expert Talk

Mr. Renjith Ramachandran
Mentor and Strategic Advisor Plant Lipids

FYMBA and SYMBA

7th October 11.00 AM onwards

Vidya Bharathi Nagar, Mattoor road, Kalady, Ernakulam(Dist), Kerala 683574
0484 2462625, 2461933, 9446523559, 9188610983
www.adishankara.ac.in



Student Chapter of ISTD at Adi Shankara Business School

The student chapter of Chapter of Indian Society for Training and Development (ISTD) was Inaugurated on 25th November 2022. It was inaugurated by Sri. Dinesh P Thambi and Sri. S R Nair at ASIET seminar hall. The official inauguration of the chapter was done by unwrapping of the brochure by the invited dignitaries. Mr. Dhanush and Ms. Nimisha were selected as ISTD student coordinators. The core theme for the chapter was learning for transformation and with regard to this the students of S1 participated for the International Learners Summit on 15th and 16th December 2022.



Adi Shankara Business School Students at Corporate Events

The students of Adi Shankara Business School were volunteers at the International Learner's Summit 2022(ILS 22) hosted by ISTD Kochi, in association with DDUK, CUSAT on 15th & 16th December 2022. The students also volunteered at the 11th Edition TIEcon Kerala 2022, held on 2nd and 3rd of December 2022 at Le Meridien Kochi.



Expert Talk

Adi Shankara B-School Kalady hosted an expert talk by Mr. Sajiv Menon. His rich experience of working with many big companies was shared with the students on 8th November 2022.

**Adi Shankara**
INSTITUTE OF ENGINEERING AND TECHNOLOGY, KALADY
Approved by AICTE & Affiliated to APJ Abdul Kalam Technological University
Vidya Bharathi Nagar, Kottur, Ernakulam, Kerala
www.adishankara.ac.in



EXPERT TALK



SAJIV K MENON
DIRECTOR, NITTA
GELATIN INDIA Ltd

TUESDAY
08-11-2022
TIME : 1.30pm
VENUE : ASIET AUDITORIUM



Vidya Bharathi Nagar , Mattoor, Kalady, Ernakulam, Kerala
683574



Parent's Meet

Adi Shankara B-School hosted First year MBA Parents Meet on 9th November 2022. The parents were informed about the progress made in the holistic development of the students as well as orientation regarding certification courses the Department was planning to take up. Mr. Fennil Vadakken, Senior Country Manager IMA (US) spoke during the orientation session.



One Day Sale

The first year MBA students of Adi Shankara Business School, ASIET conducted a one-day sale on 19th December 2022 in ASIET Campus. The sale showcased the Marketing, Communication and Inter personal skills of the students. Prof.K.T.Subramanian, Principal, ASIET inaugurated the sale. There were eight stalls selling different varieties of food and one stall providing spot games. The one- day sale received excellent reviews from various quarters and was coordinated by Ms. Neenet Baby Manjaly, Assistant Professor, Adi Shankara Business School. All the stalls which were set up could make profit from the programme. It was a great learning experience for the student organizers.





VISIT TO SRI ADISHANKARA JANMA BHOOMI KSHETRAM

The first year MBA students of Adi Shankara Institute of Engineering and Technology visited the Sri Adi shankara Janma Bhoomi Kshetram on the 15th of October 2022. The visit helped students acquire historical information about the place.



Industrial Visit

An Industrial visit was organized by Adi Shankara Business School for the first-year students, to Nitta Gelatin India Limited, Koratty on 18th October 2022. Nitta Gelatin India Limited is an India-based company, which is engaged in the manufacture and sale of Gelatine, Ossein, Di Calcium Phosphate (DCP) and Collagen Peptide. The industry which the students visited in Koratty was the maincentre of Ossein Division.



Adi Shankara Business School CSR

Adi Shankara B-School Kalady students were privileged to undertake Tidal wave flooding mapping for Government of Kerala. The two-day Impact analysis activity was flagged off by Shri. Harshil Meena IAS. Assistant Collector of Ernakulam. The second-year students showed commitment and dedication to reach out to the households who gets effected by the tidal waves on 11th and 12th November 2022.

Student Achievements

Ms Devika Balakrishnan won the highest points in the competition conducted aspart of Vigilance Week held on 2nd November 2022.



Heenu T.J student of Adi Shankara Institute of Engineering and Technology won the collage-making competition in the inter-college management fest “RESILLIENZ 2k22” held on 2nd December 2022 conducted by the Department of Management Studies, Sree Narayana Gurukulam College of Engineering located in Kadayiruppu, Ernakulam. It was recognized as the most magnificent collage among all the contestants. The collage was associated with FIFA world 2022, Qatar. Her work was stunning and she was applauded for her creativity



Celebrations at Adi Shankara Business School

The students of Adi Shankara Business School celebrated Diwali on 21st October 2022. The students came together to put a beautiful Rangoli and decorated the building with diyas.



The students also celebrated Christmas with great aplomb on 23rd December 2022. They decorated the building and hung a star in front of the building.



PhD Degree Awarded

Ms Neenet Baby Manjaly received her doctorate degree for her thesis titled: A study on the Role of Positive Psychological Capital on the Effect of Intrinsic Motivation and Positive Supportive Climate on the In-Role Job Performance of Differently-abled Employees from Cochin University of Science and Technology in December 2022



Faculty Achievements

1. Dr Hari Sundar G received the APJ Abdul Kalam puraskar for Outstanding Biographer for the biography on Padmasri Parassala Ponnammal titled Hemavathy (English and Malayalam) instituted by Institute for Social Reforms and Higher Education Charitable Trust awarded in December 2022
2. Dr Hari Sundar G received the India Education Awards 2022 Certificate of Recognition for being one among the Top 100 Authors of India, instituted by Education Connect and Hypedge.
3. Ms. S. Priya, Assistant Professor, Adi Shankara Institute of Engineering and Technology presented a paper titled the mediating at the AIMS 20 conference hosted by IIM Calicut in December 2022
4. Mr Vignesh Karthik, Assistant Professor, Adi Shankara Institute of Engineering and Technology published a paper titled The Emerging Role of Business Management for sustainable Development in Developing Economies in World Journal of Management and Economics, ISSN 1819-8643, Volume 15, November 2022.
5. Dr Neenet Baby Manjaly and Vignesh Karthik SA published a paper titled Impact of Millenial's work life balance on their Work Motivation. Central European Management Journal, Vol 30 Iss.3 (ISSN: 2336-2693/ E- ISSN:2336-4890) SCOPUS
6. Dr Lekha attended a three -day FDP on Research Methodology and Data Analysis using SPSS (Phase II) organised by DIST, Angamaly in July 2022.
7. Dr Neenet Baby Manjaly and Kailash Nadh KS (2022) Entrepreneurial Intention of Indian Women University Students: The Role of Entrepreneurial Self-Assessment and Entrepreneurial Passion. Journal of Women Entrepreneurship and Education. pp 273-290. SCOPUS
8. Dr Hari Sundar G presented a research paper titled "Strategic study on the economic impact of Covid -19 pandemic on small businesses- a study with reference to women entrepreneurs of Kerala" at the international conference on Present and Future Innovative Education practices in the Post pandemic world organized by the Global Multidisciplinary Research and Academic Foundation Chennai held at Chennai on September 3 2022.
9. A research paper titled "Strategic study on the economic impact of Covid -19 pandemic on small businesses- a study with reference to women entrepreneurs of Kerala" authored by Dr.Hari Sundar.G was published in the edited book titled " Present and Future Innovative Education practices in the Post pandemic world in the field of Engineering, Management and Social Sciences-Changes, Challenges and Opportunities" with ISBN 978- 93-91772-01-7.

