

# AVEKSHA

## MANAGING DIFFERENCE

July Edition 2022

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### *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 July Edition of Aveksha. The Adi Shankara Business School conducted a slew of events which were beneficial to both students and Faculty alike. The HR Conclave saw the presence of a number esteemed guests in the field of HR in the campus. The online virtual conference saw participants from across India and the resource persons were our gifted faculty Dr Anitha Thomas and Dr Nimmi Jibin. We are fortunate to have many students who won prizes in various events. Our faculty have also have some noteworthy achievements to their credit. Hope you will enjoy the July edition of Aveksha .We look forward to bringing you similar positive news in the next edition too.

## Editorial Committee

**Faculty:** Ms S. Priya

**Students:**

Ms Vismaya,

Ms Jainy V S,

Mr Vishnu,

Mr Yedhu

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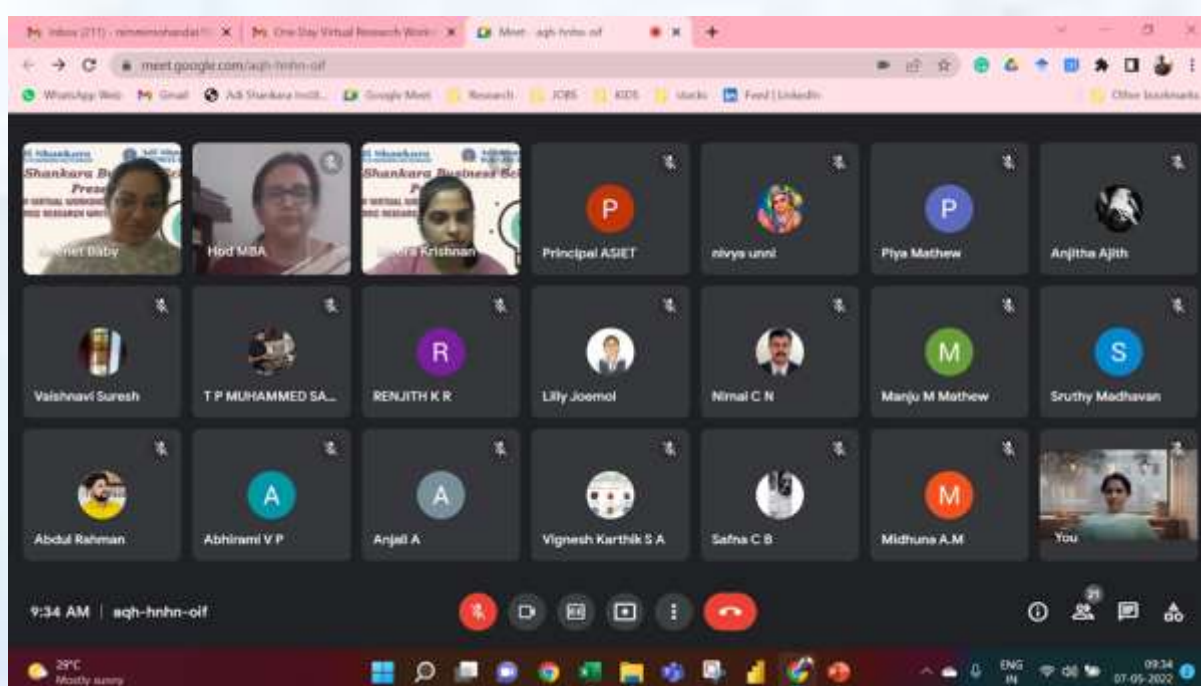
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## One day Virtual Workshop on Academic Research Writing

Adi Shankara Business School, ASIET conducted a one-day virtual workshop on Academic Research writing on 7<sup>th</sup> May 2022. Dr Anitha Thomas, HOD, Adi Shankara Business School; Dr Nimmi Jibin, Associate Professor, Adi Shankara Business School and Mr Rahul Lexman were the resource persons. Ms Neenet Baby Manjaly, Assistant Professor, Adi Shankara Business School coordinated the event. The event garnered excellent reviews from the participants.



## HR Conclave 2022

HR Conclave 2022 was hosted on 18th June 2022 by Adi Shankara Business School and HR Shapers. The objective of the event was Industry Academia connect especially student connect and Industry to Industry connect. Forty three HR Delegates participated in the event.

Prof Jaisankar, COO, Adi Shankara group of Institutions welcomed all the delegates for the event and stressed upon the need for conducting such live events to make students updating themselves about the new developments. Dr. Jacob George, Senior Associate Director welcomed the delegates and gave a





note on Industry Academia connect. Dr. Suresh Kumar Principal, ASIET enlightened the delegates about ASIET, the Programs it runs, the various accolades recently



bagged by ASIET. Dr. Anitha Thomas, HOD, Adi Shankara Business School welcomed the delegates and gave a brief regarding the event and about the MBA Department.

The first panel discussion was on the topic- Talent Management, Talent Sourcing and Talent Development.

The Moderators were Dr. Anitha Thomas and Mr. Ashish Gakrey. The panel members were Mr Koshy Ancheril, Head HR, Apollo Adlux Hospital; Mr Arun Sukumar Kaimal, HR Director, Cepheid APAC Danaher Corporation; Mr Arunanand TA, Head HR, FullContact Inc. and Ms Poornima Viswanathan, Talent Strategy & Alliance - Orion Innovation.

The second Panel discussion was on the topic- HR Technology, HR Analytics, Future of HR.

The Panel Members were Mr Renjith KK, Head HR - KITCO Ltd; Mr Rajeev George, SM HR, AVT McCormick Ingredients; Ms. Prasita Prasad, SM Talent Management, IBS Software and Mr Sreelal MR, HR Manager, Aptiv.

## Alumni Interaction

We had a couple of events at the college where the alumni of Adi Shankara Business School participated. The first was the Alumni Colloquium which was organized by the B School and the second was Aakashien organized by the college

### Alumni Colloquium

Adi Shankara Business School, ASIET hosted an Alumni Colloquium on 27th May



2022. Mr.  
Bobby  
Fernandez  
(batch 2005-  
07), Mr.  
Kiran Raj  
batch (2005-  
07), Mr.  
Ajith



Manohar (batch 2006-08) and Mr. Anush Joseph (batch 2007-09) graced the occasion.



## Aakashien

ASIET hosted the “Akashien”, the annual alumni meet on 17<sup>th</sup> April 2022. Many



alumni of Adi Shankara Business School made their presence felt at the event.

## Student Development Programmes



The second year MBA students of Adi Shankara Business School attended the “Industry 4.0” Expert Session by ASAP Team.

The second year MBA students of Adi Shankara Business School attended the



SAP Orientation Session by Mr. Jayaraman on 20th April 2022.

## Events

### One Day Sale



The first year MBA students of Adi Shankara Business School, ASIET conducted a one-day sale on 27th April 2022 in ASIET Campus. The sale showcased the Marketing, Communication and Inter personal skills of the students. Dr. Suresh Kumar V, Principal, ASIET inaugurated the sale. There

were six 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.



## Industrial Visit



### FYMBA

The first year MBA students of Adi Shankara Business School, ASIET visited Kannan Devan Hills Plantation on 30th March 2022 as part of

the Industrial Visit programme. The visit to the Ripple factory museum was a great learning experience for the students. Mr. Vignesh Karthik, Assistant Professor and Ms. Neenet Baby Manjaly, Assistant Professor, Adi Shankara Business School accompanied the students.

### SYMBA

The second year MBA students of Adi Shankara Business School, ASIET visited Naval Museum, Goa on 15th May 2022 as part of a five-day Industrial Visit





programme. Mr. Vignesh Karthik, Ms. Neenet Baby Manjaly, Mr Renjith K R and Ms Manju M Mathew of Adi Shankara Business School accompanied the students.

## BRAHMA



Brahma, the much-awaited National Level Annual day Techno-Cultural Fest of Adi Shankara Institute of Engineering and Technology, Kalady, was conducted on 20th and 21st May 2022. It showcased a variety of both technical & cultural events. Students from across the country participated in the events. The famous band 13AD was part of the event.





## Student Achievements



Ms. Meenakshi Suresh, second year MBA student of Adi Shankara Business School, ASIET won the first prize in Kuchipudi and Bharatanatyam at the Brahma Fest organised by Adi Shankara Institute of Engineering and Technology.



Mr. Sreehari, first year MBA student of Adi Shankara Business School, ASIET won the first prize in Percussion instruments (Eastern), Old is Gold, Light Music (Male) and Street Drama in the Arts Fest conducted by Adi Shankara Institute of Engineering and



Technology. He also won the first prize in Percussion Instruments (Eastern) at the Brahma Fest conducted by Adi Shankara Institute of Engineering and Technology.



Mr. Glaicen Shaju, Mr. Anoop VD, Ms. Abitha Raj and Ms. Angel Francis, first year MBA students of Adi Shankara Business School, ASIET won the first prize in the Marketing Management game of Zeitgeist 2k22 conducted on 12<sup>th</sup> May 2022 by SNGIST, N Paravur.

## Faculty Achievements

1. Dr Lekha published a paper titled “Employees Perception and Experiences on Working from Home Culture during COVID 19 Lockdown” in Design Engineering (Scopus indexed), Vol 2021: Issue 08, November 2021
2. Dr Madhu C S, Dr Lekha H, Mr Vignesh Karthik and Ms Anjana Rajagopal published a paper titled “A study on relationship between Self-efficacy and Academic efficacy in PG students with reference to Kerala” in Natural Volatiles and Essential Oils (Scopus Indexed), Vol 8: Issue 3, e-ISSN: 2148-9637, December 2021
3. Mr Vignesh Karthik, Assistant Professor, Adi Shankara Institute of Engineering and Technology presented a paper titled “Online Customer to Customer (C2C) and quality impact on customers” at the International Conference on Breakthrough to Excellence organized by School of Management and IQAC, DePaul Institute of Science and Technology in December 2021.



4. Ms. S. Priya, Assistant Professor, Adi Shankara Institute of Engineering and Technology presented a paper titled "A Sequential Mediation Approach to Factors affecting Satisfaction of Internet Mediated Place Independent Online Learning" at the International Conference on Breakthrough to Excellence organized by School of Management and IQAC, DePaul Institute of Science and Technology in December 2021
5. Ms S Priya, Assistant Professor, Adi Shankara Institute of Engineering and Technology participated & completed successfully the 5-day AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Structural Equation Modeling and Artificial Neural Network in Management Research" at Jamia Hamdard in December 2021.
6. Dr Lekha H, Dr Madhu C S, Mr Vignesh Karthik and Ms Anjana Rajagopal published a paper titled "A Study on antecedent factors driving customer retention in B2C market place through online platform interactions" in Turkish Online Journal of Qualitative Inquiry (Scopus indexed), Volume 12, Issue 7, December 2021
7. Mr Vignesh Karthik published a paper titled "Portraying Women in Advertisements: An analogy between past and present" in American Journal of Economics and Sociology Volume 81, Issue 1,1-237, January 2022. (Scopus and Web of Science Indexed)
8. Dr Madhu C S published a paper titled "Relevance of shipping terms" in A Journal of emerging Technology and Innovative Research, March 2022
9. Dr Madhu C S published a paper titled "An analysis of foreign direct investment theories" in International Journal of Innovative Research in Engineering & Multidisciplinary Physical Sciences, Volume 10, Issue 2, March-April 2022.
10. Dr Madhu C S published a paper titled "How to reduce financial risks in exports?" in International Journal of All Research Education and Scientific Methods, ISSN: 2455-6211, Volume 10, Issue 4, April-2022.
11. Dr Anitha Thomas, HOD, Adi Shankara Business School was the resource person for the Virtual Workshop on Training Need Analysis organised by GRIMS, Vapi on 29th April 2022
12. Ms Neenet Baby Manjaly was the judge for the HR event, Talentime 37, organized by SMS, CUSAT in May 2022

13. Mr Nimal C Namboodiripad was a speaker at the webinar organised by Bharathiya Vichar Kendra, Ernakulam on the topic “Quantum Physics, Rishis and Brahman” on 16<sup>th</sup> May 2022.
14. Mr Nimal C Namboodiripad was one of the speakers at the Final Webinar of Naresh Kumar Memorial Talent Hunt competition organised by Public Relations Council of India Kerala Chapter on 28th May 2022, on the topic “Will the New Gen Tech Tools Enhance the credibility of PR”.
15. Dr Nimmi P M, Associate Professor, Adi Shankara Business School published a paper titled “Additional Skills Acquisition Programme (ASAP) project: the case of an employability enhancement initiative in India” in Journal of International Education in Business (ABDC, ABS, Scopus Indexed), 2022
16. Dr Nimmi P M, Associate Professor, Adi Shankara Business School published a paper titled “Enhancing employee wellbeing – An employability perspective” in Benchmarking: An International Journal (ABDC, ABS, Scopus Indexed), 2022
17. Dr Nimmi P M, Associate Professor, Adi Shankara Business School published a paper titled “Enhancing employee wellbeing – An employability perspective” in Benchmarking: An International Journal (ABDC, ABS, Scopus Indexed), 2022
18. Ms Manju M Mathew was a resource person for the EDP training programme “Characteristics of an Entrepreneur” organised by Multidisciplinary Centre, Khadi and Village Industries Commission, Ministry of MSME, Government of India on 19th May 2022.
19. Mr Renjith K R attended a two-day FDP on “Joy of Teaching” organised by Lead College of Management, Palakkad on 22nd and 23rd June 2022.
20. Dr Lekha attended a three-day FDP on Research Methodology and Data Analysis using SPSS (Phase I) organised by DIST, Angamaly on 27th, 28th and 29th June 2022.