

AVEKSHA

June - November, 2025



Department of Management Studies

Adi Shankara Business School, the Department of Management Studies takes pride in being part of a 70-year-old legacy that believes education is life.

Welcome to our latest newsletter where we unveil the ever-evolving landscape of Management education! In this edition, we're thrilled to share invaluable insights and updates happened in the MBA department.

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 a 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.

Industrial Visit to Synthite Industries Ltd, Kolenchery

INDUSTRIAL INTERACTION BY MANAGEMENT FACULTIES

On 26th June 2025, students and faculty from the Department of Management Studies visited **Synthite Industries Ltd.**, Kolenchery—a global leader in spice oleoresins and natural food ingredients. The visit provided valuable insights into the company's innovative **HR practices and policy framework**, in addition to its technical and operational capabilities.

During a briefing session with the HR team, participants gained exposure to Synthite's **employee-centric human resource philosophy**, which blends traditional values with modern corporate systems. Key highlights included:

- **Structured Induction & Training Programs:** Synthite follows a systematic onboarding process with regular training modules aimed at skill development, safety awareness, and cross-functional competency building.
- **Performance Management System (PMS):** The organization implements a transparent and data-driven appraisal system, emphasizing both individual contribution and team collaboration. Regular feedback loops and career progression pathways are integral to their talent development model.
- **Welfare & Engagement Initiatives:** Synthite places strong emphasis on employee well-being through comprehensive welfare measures, including health insurance, recreation activities, and access to counseling support.
- **Policy-Making Framework:** Policies are developed with employee inclusivity and compliance in mind. The HR department regularly collaborates with department heads to adapt policies in response to technological shifts and workforce needs, ensuring agility in decision-making.
- **Sustainability & Ethics:** HR plays a vital role in embedding sustainability values into the workplace culture, supported by policies promoting environmental stewardship and ethical sourcing.



FDP ON MASTERING THE ART OF RESEARCH PAPER WRITING

Organized by
DEPARTMENT OF MANAGEMENT STUDIES



DR. SREEPRIYA S
Prof & Dean Research,
ASIET



DR. SARIKA S
Prof. & HOD
AI&DS Department



DR. BINJU SAJU
Assoc. Professor
AI&DS Department



MS. JISHA J
Asst. professor
MBA Department

09.30 AM - 4 PM
9&10 JUNE
BOARD ROOM, LIBRARY, ASIET



Adi Shankara
INSTITUTE OF ENGINEERING AND TECHNOLOGY



Accredited Programmes
CE, CSE, ECE, EEE & ME



College Code **ASI**

DISCUSSIONS & INSIGHTS

- Research Paper Writing
- Data Analysis Using Research Tools
- AI Tools for Effective Paper Writing
- Journal Selection & Submission Process

The Department of Management Studies at Adi Shankara Institute of Engineering and Technology (ASIET) successfully conducted a two-day Faculty Development Programme (FDP) titled “Mastering the Art of Research Paper Writing” on June 9th and 10th, 2025. The initiative aimed to equip faculty with the essential tools and strategies for effective academic writing and publishing.

The event commenced with a formal inauguration featuring key dignitaries: Mr. Shaji Mohan, Head of the Department, delivered the welcome address; the session was inaugurated by Dr. Sreepriya S, Professor and Dean of Research; Mr. P. V. Rajaraman, Chief Technology Officer of ASIET, offered felicitations; and the vote of thanks was presented by the coordinator, Dr. Chinju C J.



The programme provided a comprehensive platform to empower faculty with practical skills, digital tools, and strategic insights. By encouraging interdisciplinary perspectives and technological integration, ASIET reaffirmed its commitment to fostering a vibrant research

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INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN APPLIED SCIENCE, MANAGEMENT AND TECHNOLOGY (ICEAMT-2025)

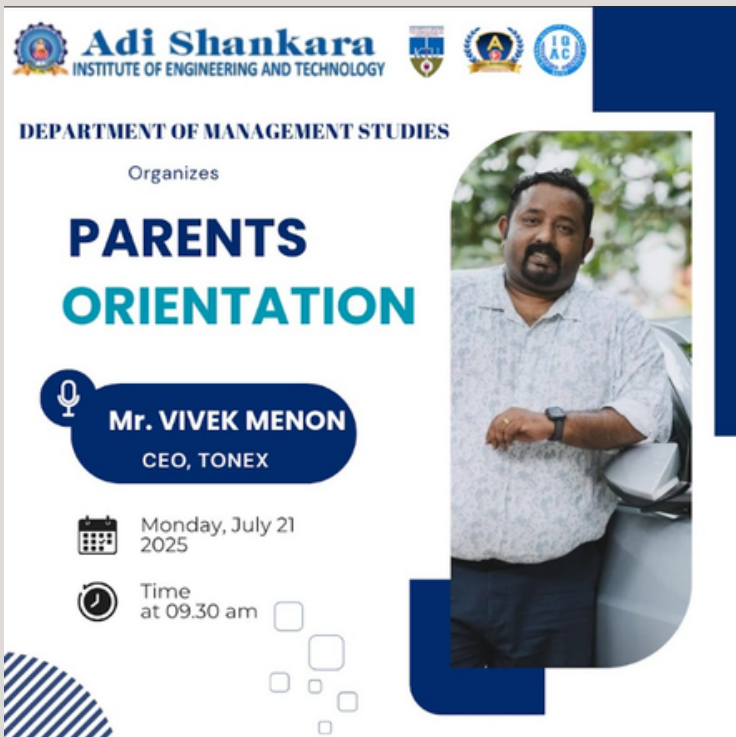
Department of Management Studies, Department of Basic Science and Humanities, Department of Computer Applications.

It provided a premier platform for researchers, academicians, industry professionals, and students to share their research findings, insights, and future directions.

It promote sustainable and transformative practices in academia and industry. This bridge the gap between research and practical application through knowledge exchange and networking. Encourage interdisciplinary collaboration and innovation in applied science, management practices, and emerging technologies.



All accepted papers are published in the conference proceedings with an ISBN and assigned doi, ensuring global visibility and citation. selected 56 papers are published in International Journal Of Scientific Research In Science And Technology (ijsrst) print issn : 2395-6011, online issn : 2395-602x



AVEKSHA

The Department of Management Studies, Adi Shankara Institute of Engineering and Technology (ASIET), organized a Parents Orientation Programme on Monday, 21 July 2025, at 9:30 AM in the ASIET Seminar Hall. The programme was conducted with the objective of familiarizing parents with the academic environment, institutional vision, and support systems available for students.

S3 ORIENTATION



The programme included a session by Mr. Vivek Menon, CEO, TONEX, who spoke on industry expectations, emerging career opportunities, and the role of professional skills in today's competitive business environment. His interaction provided parents with clarity on industry trends and the relevance of management education in building successful careers.

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**Adi Shankara**
INSTITUTE OF ENGINEERING AND TECHNOLOGY



DEPARTMENT OF MANAGEMENT STUDIES

EXPERT TALK



DR. ABRAHAM JOSEPH
Chairman, IISAC Inc., USA

Monday, 21 July, 2025 11:00AM ASIET Seminar Hall

The Department of Business Studies organized an Expert Talk on Sustainable Development Goals (SDGs) for the Semester III MBA 2024-26 batch on 21 July 2025 at 10:30 AM in the Seminar Hall. The programme was conducted with the objective of creating awareness among management students about the importance of sustainable development and its relevance in business and governance.

EXPERT TALK

2025

Expert Talk by the Chief Guest, Dr. Abraham Joseph, Chairman, IISAC Inc., USA. In his insightful session, Dr. Abraham Joseph elaborated on the 17 Sustainable Development Goals proposed by the United Nations and discussed their global significance. He emphasized the role of businesses, governments, and individuals in achieving these goals and shared real-world examples to illustrate how sustainable strategies can drive long-term economic and social value.



Adi Shankara
INSTITUTE OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

PARENTS ORIENTATION

DR. ABRAHAM JOSEPH
Chairman, IISAC Inc., USA

Mr. VIVEK MENON
CEO, TONEX

Monday, 21 July, 2025 09:30AM ASIET Seminar Hall





AVEKSHA

The Department of Management Studies, Adi Shankara Institute of Engineering and Technology (ASIET) successfully organized an expert talk titled “International Business Excellence Program” as part of an HR Club initiative on 13 August 2025 at 2:00 PM in the Seminar Hall, ASIET.

INTERNATIONAL BUSINESS EXCELLENCE PROGRAM

The session was delivered by Dr. Swetketu Patnaik, a distinguished academician from Anglia Ruskin University, Cambridge (UK). Dr. Patnaik brought extensive international experience and academic expertise, offering valuable insights into global business practices and excellence frameworks.

The program focused on key aspects of international business excellence, including global competitiveness, leadership in multicultural environments, strategic decision-making, and best practices adopted by successful international organizations. The speaker emphasized the importance of innovation, ethical leadership, and continuous improvement in achieving sustainable business excellence in a globalized economy.

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COURSE INAUGURATION INAUGURATION OF 2025-27 BATCH



The Department of Business Studies successfully organized the Course Inauguration Programme for the MBA 2025–27 batch on 28 July 2025 at 9:30 AM in the Seminar Hall. The programme was conducted with the objective of formally welcoming the new batch of MBA students and orienting them towards the academic journey ahead.



22ND MBA BATCH ORIENTATION



Monday, 28 July 2025

10:00am - 11:30am
ASIET Seminar Hall



KEYNOTE SPEAKER

MR. BINU THOMAS

Vice President

Aluva Region-Federal Bank

Adi Shankara
INSTITUTE OF ENGINEERING AND TECHNOLOGY



GPS Map Camera

the Keynote Address by Mr. Binu Thomas, Vice President, Aluva Region – Federal Bank. In his address, the keynote speaker shared valuable insights on leadership, professionalism, banking industry perspectives, and the importance of adaptability and continuous learning in today's competitive business environment. His real-world experiences inspired students to develop a strong work ethic, ethical values, and a goal-oriented mindset.



The 22nd MBA Batch Orientation Programme effectively set the tone for the academic journey ahead and motivated students to actively engage in their management education at ASIET.



The Department of Management Studies organized an Orientation Programme for the 22nd MBA Batch conducted from 29th July to August 1st 2025 from 9:00 AM to 4.00PM at Adi Shankara Institute of Engineering and Technology. External Trainers from Tonex Business Solutions delivered the sessions to the students. The students were divided into groups and activities were conducted as groups.



The orientation programme was successfully conducted and proved to be informative and motivating, helping students gain clarity about their course structure and encouraging them to actively engage in their academic journey.

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SI ORIENTATION

**2025 MBA BATCH
ORIENTATION**

**STRESS
MANAGEMENT**

SPEAKER
Ms. Athulya N V
STUDENT COUNSELOR

11 August, 2025 **02.10 PM**

MBA A_BATCH organized by
DEPARTMENT OF MANAGEMENT STUDIES

Adi Shankara
INSTITUTE OF ENGINEERING AND TECHNOLOGY



Session on Stress Management

The programme aimed to help newly admitted MBA students understand the causes of stress, recognize its impact on mental and physical well-being, and adopt healthy coping strategies

During the session, the speaker discussed common stressors faced by management students, including academic pressure, time management challenges, and career-related concerns. Practical techniques such as mindfulness, relaxation exercises, positive thinking, and work-life balance strategies were introduced to help students manage stress effectively.

The Department of Management Studies, Adi Shankara Institute of Engineering and Technology (ASIET) organized a Stress Management session as part of the 2025 MBA Batch Orientation Programme on 11 August 2025 at 2.10 PM for the MBA A Batch and 12 August for B batch.

The session was handled by Ms. Athulya N V, Student Counselor, who addressed the importance of managing stress effectively during academic and professional life.



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PLACEMENT ORIENTATION



The Department of Management Studies, Adi Shankara Institute of Engineering and Technology (ASIET) organized a Guest Lecture titled “Unleash Your Potential – Unlock New Opportunities” on 30 July 2025 at 1.30 PM in the ASIET Seminar Hall.



Placement Orientation

The session was delivered by Mr. Shobin Thomas, CEO, Affable Management Services LLP, an accomplished industry professional with extensive experience in management consulting and talent development. The programme was organized with the objective of motivating students and providing insights into career opportunities, employability skills, and personal development.

During the session, the resource person emphasized the importance of identifying individual strengths, developing a growth mindset, and continuously upgrading skills to meet industry expectations. He shared practical examples from his professional journey and highlighted emerging career opportunities in the management domain.



ONE DAY SALE



MBA department hosted a vibrant one-day sale event organized entirely by students with the aim of enhancing their selling, entrepreneurial, and marketing skills. The initiative transformed the campus into a bustling marketplace where students applied business concepts in a practical and engaging manner.

The event featured multiple student-managed stalls, each offering unique products and experience:

- Food and Beverages
 - Clothing and Accessories
 - Floral and Plant Sales
 - Games
 - Mehendi.
-



One Day Sale



Clothing and Accessories: Fashion stalls highlighted both culture and modern trends. Students sold traditional wear such as dhotis alongside trendy jerseys, enabling them to learn product positioning, merchandising, and catering to diverse customer preferences.



Food and Beverages: Delicious and freshly prepared items such as pani puri, crispy French fries, refreshing fruit juices, and shakes made from fresh seasonal fruits attracted a large crowd. These stalls gave students the opportunity to experiment with quick service, customer engagement, and pricing strategies for impulse purchases.

Phillus Botanical Garden

Bring Nature Into Your Space

Embrace the calming beauty of nature with our handpicked indoor plant collection, perfect for adding a touch of serenity to any room.

ORCHID

GROUND ORCHID

PETRIA

ORCHID

Take this opportunity to elevate your home with nature's beauty! Contact us to purchase our exceptional collection of listed plant now.

WRAP THE TRADITION DHOTI SALE

~~₹399~~
₹290





On 21st August 2025, the Department of Management Studies at Adishankara Institute of Engineering and Technology, Kalady successfully organized an Orientation Program on Securities Markets in collaboration with the National Institute of Securities Markets (NISM). The program was designed to introduce finance students to the fundamentals of the Indian securities market, career pathways, and professional certifications offered by NISM.

The orientation aimed to strengthen students' understanding of financial markets and equip them with foundational knowledge critical for future academic and professional growth in finance.

Aveksha



The Department of Management Studies organized a Placement Training Programme for Semester III students with the objective of enhancing their employability skills and preparing them for campus recruitment processes. The training was conducted by Aptitech Solutions, a reputed external training organization specializing in aptitude and placement readiness.

The programme was structured to provide comprehensive training in Aptitude, Group Discussion (GD), and Interview Skills, covering a total duration of 113 hours.

PLACEMENT TRAINING

Aveksha

CROP SURVEY



As part of the National Crop Survey, the Department of Management Studies organized a Crop Survey Programme in association with the Agriculture Department, Kalady Branch. The programme was conducted with the active participation of Semester I (S1) students and aimed at providing practical field-level exposure to agricultural data collection and survey methodologies.



This was a paid programme, enabling students to gain hands-on experience while contributing to a national-level data collection initiative.



Aveksha

The Department of Management Studies, Adi Shankara Institute of Engineering and Technology (ASIET), organized an academic event titled "GST Reforms 2025: Tax Cuts & Benefits for Consumers" as part of EEP V1.0 on 10 September 2025, from 1:20 PM to 3:00 PM. The programme was designed to enhance students' understanding of recent reforms in the Goods and Services Tax (GST) and their implications for consumers and businesses.

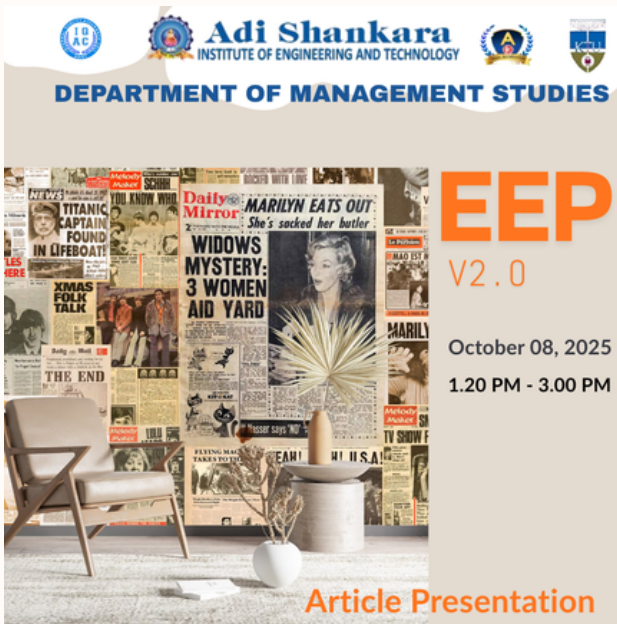


The event comprised a Seminar followed by a Quiz Competition, providing both theoretical knowledge and an interactive learning experience. The seminar focused on recent GST reforms, tax structure changes, and the benefits extended to consumers, enabling participants to gain clarity on contemporary taxation issues and their practical relevance in management and commerce.



The Quiz Competition encouraged active student participation and tested their knowledge on GST concepts, reforms, and current taxation policies. It served as an effective tool to reinforce learning outcomes and promote analytical thinking among students. Winners received the prizes

Aveksha



The Department of Management Studies, Adi Shankara Institute of Engineering and Technology, successfully organized EEP V2.0 - Article Presentation on 08 October 2025 from 1.20 PM to 3.00 PM.

The programme was conducted as part of the department's academic enrichment initiatives with the objective of enhancing students' analytical thinking, research orientation, and presentation skills. The event provided a platform for students to present and discuss articles on contemporary issues relevant to management, business, and entrepreneurship.



Faculty members evaluated the presentations based on content relevance, originality, presentation style, and confidence. The session was highly interactive and intellectually stimulating, fostering a culture of academic excellence and collaborative learning among students.

Department of Management Studies

EEP V3.0

SEMINAR

**"INSIGHT INTO VARIOUS
E-LEARNING PLATFORMS"**



16 OCT
2025



2 PM
4 PM



ASIET
SEMINAR HALL

Aveksha

The Department of Management Studies, Adi Shankara Institute of Engineering and Technology (ASIET) organized EEP V3.0 - Seminar on the topic "Insight into Various E-Learning Platforms" on 16 October 2025 from 2.00 PM to 4.00 PM at the ASIET Seminar Hall.



The seminar was handled by Mr. B Shaji Mohan, HoD and Dr. Jis Jose Koreath, Assistant Professor, who provided valuable insights into the growing importance of e-learning platforms in modern education. The session focused on various digital learning tools, online platforms, and their role in enhancing teaching-learning effectiveness, accessibility, and flexibility. The resource person discussed different categories of e-learning platforms, their features, advantages, and practical applications in higher education.



കേരളീയം 2K25

Aveksha



The Department of Management Studies, Adi Shankara Institute of Engineering and Technology, successfully conducted an event titled KERALAEEYAM 2025 on October 30 2025. at the Auditorium. The event featured a keynote speech by Bipin Balachandran, an Art Historian, Curator, and Bilingual Writer from Sree Sankaracharya University of Sanskrit, Kalady. The event aimed to promote cultural awareness and appreciation, with a focus on Kerala's rich heritage. Bipin Balachandran's speech likely provided insights into the art, culture, and history of Kerala, offering a unique perspective to the audience.



The Department of Management Studies successfully brought together individuals from diverse backgrounds to celebrate Kerala's cultural identity. The session was anchored by Ms. Ronet KT & Karthy Sathyan (S3 MBA) and began with a prayer by Mr.Arun P. S (S3 MBA). The welcome address was delivered by Ms. Sumayya Majeed (S3 MBA), followed by presidential address by Dr.MS. Murali, Principal of Adi Shankara College of Engineering And Technology.The event was formally inaugurated through a lamp lighting ceremony followed bt the inaugral address by cheif guest Mr. Bipin Balachandran. The felicitation was done by Mr. B. Shaji Mohan, Head of Department, Department of Management Studies and by Ms. Suja CK, IKS Cordinator of Adi Shankara College of Engineering and Technology. A token of appreciation was presented to the Chief Guest, Bipin Balachandran, as a gesture of love and respect from the college then the inauguration event was concluded with a vote of thanks proposed by Ms. Aiswarya. G (S3 MBA).



An Ethnic cultural programme of students of department of management studies



Industrial Visit to Nita Gelatin India Ltd

The Department of Management Studies, Adi Shankara Institute of Engineering and Technology, organized an Industrial Visit to Nita Gelatin India Ltd, which was held for the purpose of academic enrichment. The purpose of the visit was to gain practical exposure to industrial processes, production systems, safety measures, environmental management, corporate social responsibility, and organizational functioning.

Nitta Gelatin India Ltd (NGIL), established in 1974, is a leading manufacturer of high-quality ossein, collagen peptides, di-calcium phosphate, and gelatine products. The company is a joint venture between Kerala State Industrial Development Corporation (KSIDC) and Nitta Gelatin Inc., Japan. Over the years, NGIL has expanded its operations and adopted advanced Japanese technology to ensure sustainable, hygienic, and environmentally responsible production.



Industrial Visit to Nita Gelatin India Ltd





Aveksha

Redefining Business Strategies for Sustainable Growth

The Department of Management Studies organized an expert talk on “Redefining Business Strategies for Sustainable Growth,” held in connection with the inauguration of the Finance Club “Arthashastra.” The session was led by CMA Renjini R, Chairperson of ICAI Cochin Chapter and Joint General Manager (Finance), Kochi Metro Rail Ltd.

Finance Talk and Finance Club Inauguration

The program began with a prayer, followed by a welcome address and the presidential message from the Head of the Department. The official inauguration of the Finance Club was carried out by the chief guest through a lamp-lighting ceremony and unveiling of the club name plaque.

In her session, CMA Renjini R spoke about the evolving role of CFOs, sustainable financial leadership, and the integration of ESG practices in modern business strategy. She highlighted how companies such as Tata Power, Infosys, and Hindustan Unilever are adopting sustainability models that enhance long-term profitability.

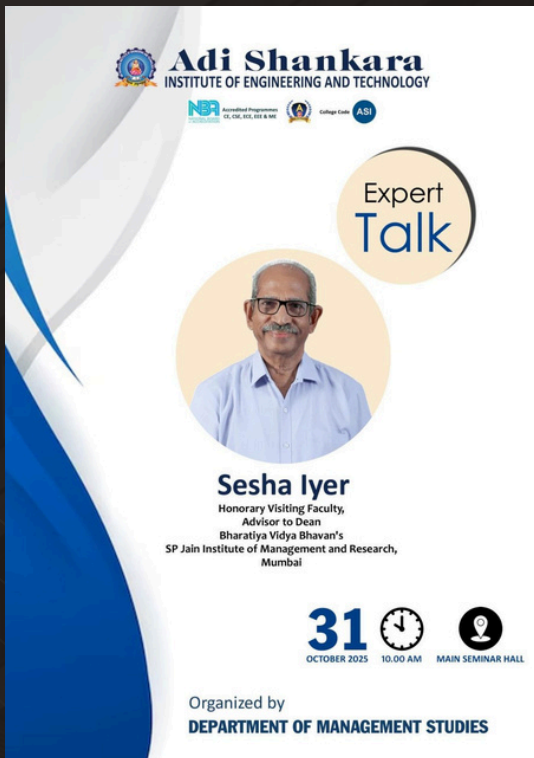


The event concluded with an interactive discussion where students raised questions on ESG reporting, technology-driven finance, and emerging trends in decision-making. The talk received highly positive feedback for offering students fresh perspectives on responsible and value-driven financial leadership.

Aveksha

EXPERT TALK

The Department of Business Studies, Adi Shankara Institute of Engineering and Technology (ASIET), organized an Expert Talk on 31st October 2025 at 10:00 AM in the Main Seminar Hall. The programme was conducted with the objective of providing students with valuable insights into contemporary management practices and strengthening industry-academia interaction.



The keynote address was delivered by Dr. Shesha Ayer, Advisor to the Dean, Bharatiya Vidya Bhavan's S. P. Jain Institute of Management & Research (SPJIMR), Mumbai. The session was insightful and informative, focusing on emerging trends in management education, leadership challenges, and the evolving business environment. The interactive nature of the talk encouraged active participation and thoughtful discussion among students.





The Department of Management Studies conducted a special awareness session titled “Awareness to Action: Understanding the Factories Act and POSH Law,” organized by the HR Club. The program aimed to enhance students’ understanding of workplace safety regulations and legal frameworks that govern professional environments.

AWARENESS TO ACTION -

UNDERSTANDING THE FACTORIES ACT AND POSH LAW 2025



The session began with a prayer, followed by a welcome address and a presidential remark that emphasized the relevance of legal literacy for aspiring managers. The keynote talk was delivered by Mr. Ajith M. S, Inspector of Factories & Boilers, Government of Kerala, who explained key provisions of the Factories Act and the significance of POSH Law in ensuring safe and inclusive workplaces.

Students gained insights into employer responsibilities, safety compliance requirements, and the importance of addressing harassment-related issues proactively. The session helped them connect legal concepts with real organizational practices.

A memento was presented to the speaker, and the program concluded with a vote of thanks. The session proved highly informative and strengthened students’ understanding of organizational safety and ethical responsibility

Aveksha

PARENTS MEETING

Adi Shankara
INSTITUTE OF ENGINEERING AND TECHNOLOGY



DEPARTMENT OF MANAGEMENT STUDIES

WELCOMES YOU ALL TO

PARENTS MEETING



Date
19 November 2025



Time
01.30 PM



Venue
Room No: A001, PG Block

The Department of Management Studies at Adi Shankara Institute of Engineering and Technology organized a Parents Meeting on 19th November 2025. The event aimed to foster collaboration between faculty and parents, ensuring a supportive academic environment for students.

The meeting commenced at 01:30 PM in Room No: A001, PG Block.

Faculty members welcomed the parents and provided an overview of the department's academic structure, teaching methodologies, and student support systems. A presentation highlighted recent achievements, placement statistics, and upcoming events..



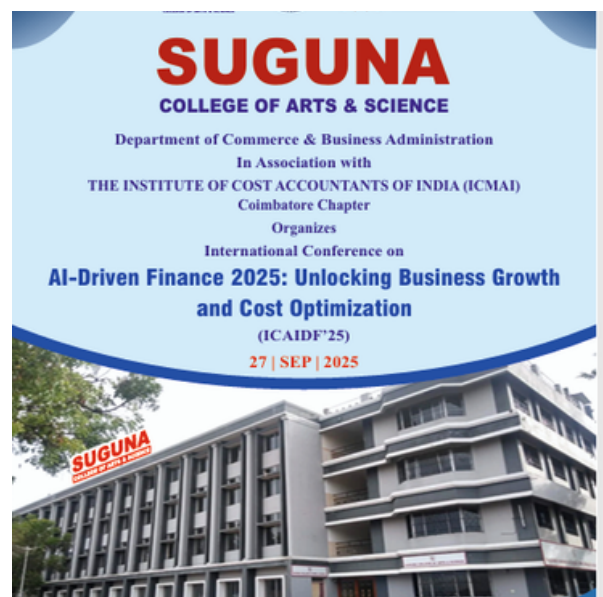
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Asif Ali Nassar
Anandhakrishnan C. A.
Anandhakrishnan B. Das
Aswin Joshy
Anjoe Martin
Arjun Shibu
Agnel Antony
Athul P. S.

The conference “AI-Driven Finance 2025 (ICAIDF’25)” was held by the Department of Commerce and Business Administration by Suguna College of Arts and Science, situated in Nehru Nagar, Kalapatti Road, Coimbatore. The event gave more focus on the emerging topic, Artificial Intelligence, which is now partially transforming various areas of management, thereby improving growth and efficiency, delivering expert sessions and academic paper presentations. The theme of the conference is “AI-Powered Finance for a Digital Future: Innovate, Integrate, and Excel”. Seven students of the batch 2024-2026, voluntarily participated in the conference to present their ideas. Brochure, sample certificates and photos are included

STUDENTS' ACHIEVEMENTS



AVEKSHA



1. Rohan K. Viswan
2. Pranav P
3. Sourav Sojan
4. Sangeeth Sajeer
5. Shahadin K M
6. Sreelakshmi Babu
7. Krishnendu S
8. Parvathy Anil
9. Henna Ashley
10. Reshmi K S

DePaul Institute of Science and Technology (DIST) participated in the event Daksh that had a series of student inventions, technical exhibits and practical programs. The event included competitions and professional talks, which motivated people to be creative and problem-solving. The students who participated in the Finance game team was eliminated in the first round. The students who participated in the marketing game team was eliminated in the second round.

STUDENTS' ACHIEVEMENTS

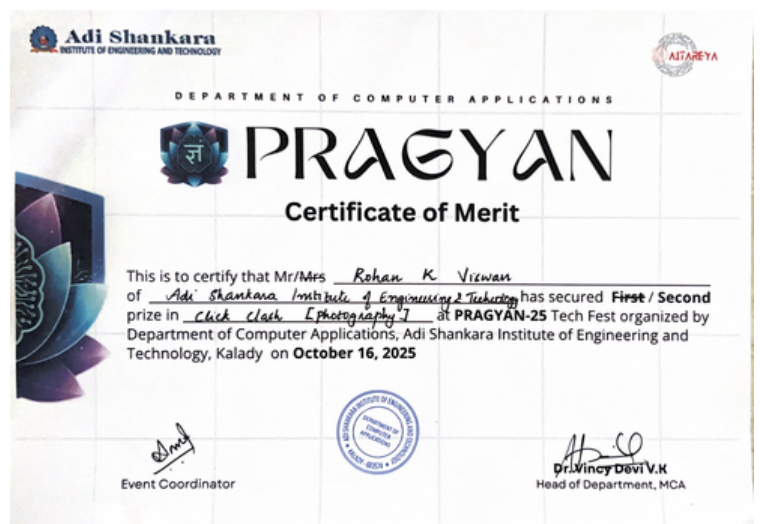
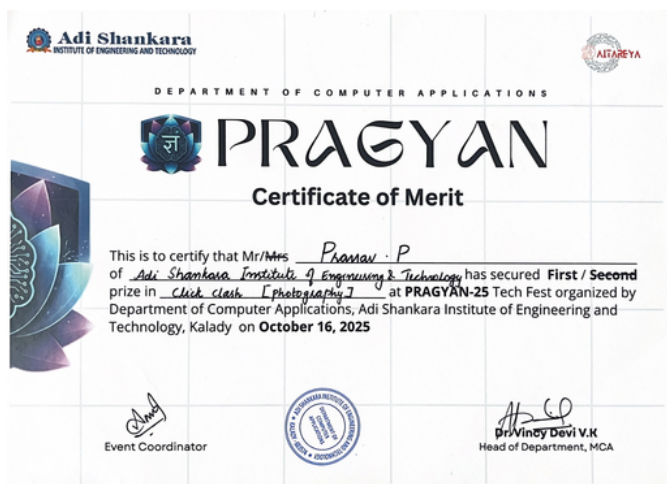




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Students of the class actively participated in the inter-college event PRAGYAN conducted by department of MCA. Pranav got first prize and Rohan got Second Prize in the photography competition.

STUDENTS ACHIEVEMENTS





AVEKSHA

Students of the class actively participated in the inter-college event PRAGYAN conducted by department of MCA. Harshadev and Sreekuttan took part in the E-Sports, Trialis and achieved remarkable success by securing the first, and second

STUDENTS ACHIEVEMENTS





AVEKSHA

Students of the class actively participated in the inter-college event PRAGYAN conducted by department of MCA. Students participated in reel competition. Pranav Rajeev, Amal Jayaram, Anulal P. L., Leo Thankachan got the first prize. They won the first prize worth Rs. 2500.

STUDENTS ACHIEVEMENTS



Faculty Achievements



CHINMAYA COLLEGE
OF ARTS, COMMERCE AND SCIENCE
TRIPUNITHURA



PG Department of Commerce
Emporio Commerce Association
Organises

One Day Session On

Pathways to Understanding and Application of Statistical Tools in Data Analysis in Research Projects

DATE : 08/12/2025

TIME : 10:30 AM

VENUE : ROOM 3

OUR SPEAKER

DR. ALDRIN JOSEPH
Assistant Professor

Department of Management Studies
Adi Shankara Institute of Engineering
and Technology, Kalady

FACULTY COORDINATOR : N. SANGEETHA
STUDENT COORDINATOR : MAYURIKA CS



KARPAGAM ACADEMY OF HIGHER EDUCATION

(Deemed to be University) (Established Under Section 3 of UGC Act, 1956)
(Accredited with A+ Grade by NAAC in the Second Cycle) (ISO 9001:2015 & ISO 14001:2015 Certified)



Faculty of Arts, Science, Commerce & Management
Department of Commerce with Information Technology

RESOURCE PERSON



Dr. Aldrin Joseph

Assistant
Professor Department of
Management Studies,
Adishankara Institute of
Engineering and Technology,
Kalady, Ernakulam, Kerala

Seminar on

SOCIAL ENTREPRENEURSHIP : A PATH TO SUSTAINABLE DEVELOPMENT

Dean
Dr. Ragavi V

Faculty of Arts, Science, Commerce and Management,
Karpagam Academy of Higher Education

Convener
Dr. P. Easwaran

Associate Professor & Head
Department of Commerce with Information Technology
Faculty of Arts, Science, Commerce and Management,
Karpagam Academy of Higher Education

Programme Coordinator
Dr. R. Velmurugan

Professor and Programme Coordinator,
Department of Commerce,
Faculty of Arts, Science, Commerce and Management,
Karpagam Academy of Higher Education

Organising Secretary
Dr. E. Rajeswari

Assistant Professor
Department of Commerce with Information Technology
Faculty of Arts, Science, Commerce and Management,
Karpagam Academy of Higher Education

SEP. 03 2025

Time: 10.30 am
Venue: VI Lab

Eachanari Post, Pollachi main road,
Coimbatore-641021,
Tamil Nadu | www.kahedu.edu.in

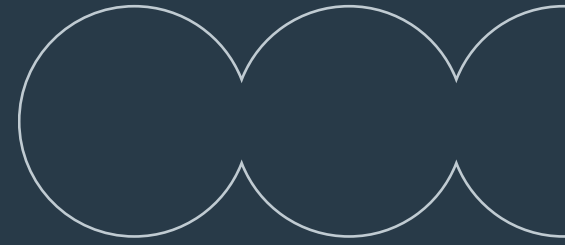
Faculty Achievements

- NPTEL CERTIFIED IN "DESIGN THINKING A PRIMER"
- NPTEL CERTIFIED IN "MANAGEMENT OF NEW PRODUCTS AND SERVICES"
- NPTEL CERTIFIED IN "ORGANIZATIONAL DEVELOPMENT AND CHANGE IN 21ST CENTURY"
- Generative AI certified
- Completed a course 'The Art of Story Telling' - Course Era
- Completed a course "Introduction to Supply Chain Management" -Upgrade



Mr. B Shaji Mohan

Faculty Achievements



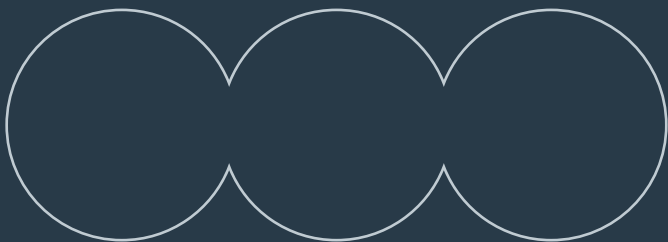
Influence of Instagram Advertising on Online Purchase Intent among College Students - International Journal of Scientific Research in Science and Technology
Presented a research paper entitled 'Influence of Instagram Advertising on Online Purchase Intent among College Students' in the ICEAMT-2025 held on 30th July 2025 Organised by Adi Shankara Institute of Engineering and Technology, Kalady

Presenting a paper in the National Conference “Synergy -Digital Economy and Changing Business Paradigms” - Innovative Pathways Towards a Sustainable Future: The impact of green thinking”
Attended a workshop on “Project Writing for grants, How to write a project, Applying for grants, Research paper writing” organized by Research Foundation of India

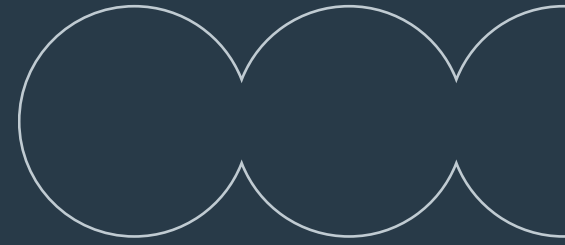
Completed 5 Day Faculty Development Programme on Redesigning Teaching for Gen Z & Alpha: Pedagogies for New Age Learners, organized by Center for Teaching and Learning (CTL), Vishwakarma University, Pune in association with Globethics, Geneva, Switzerland, from 15th to 19th September 2025.



Dr. Anna Anjana Varghese



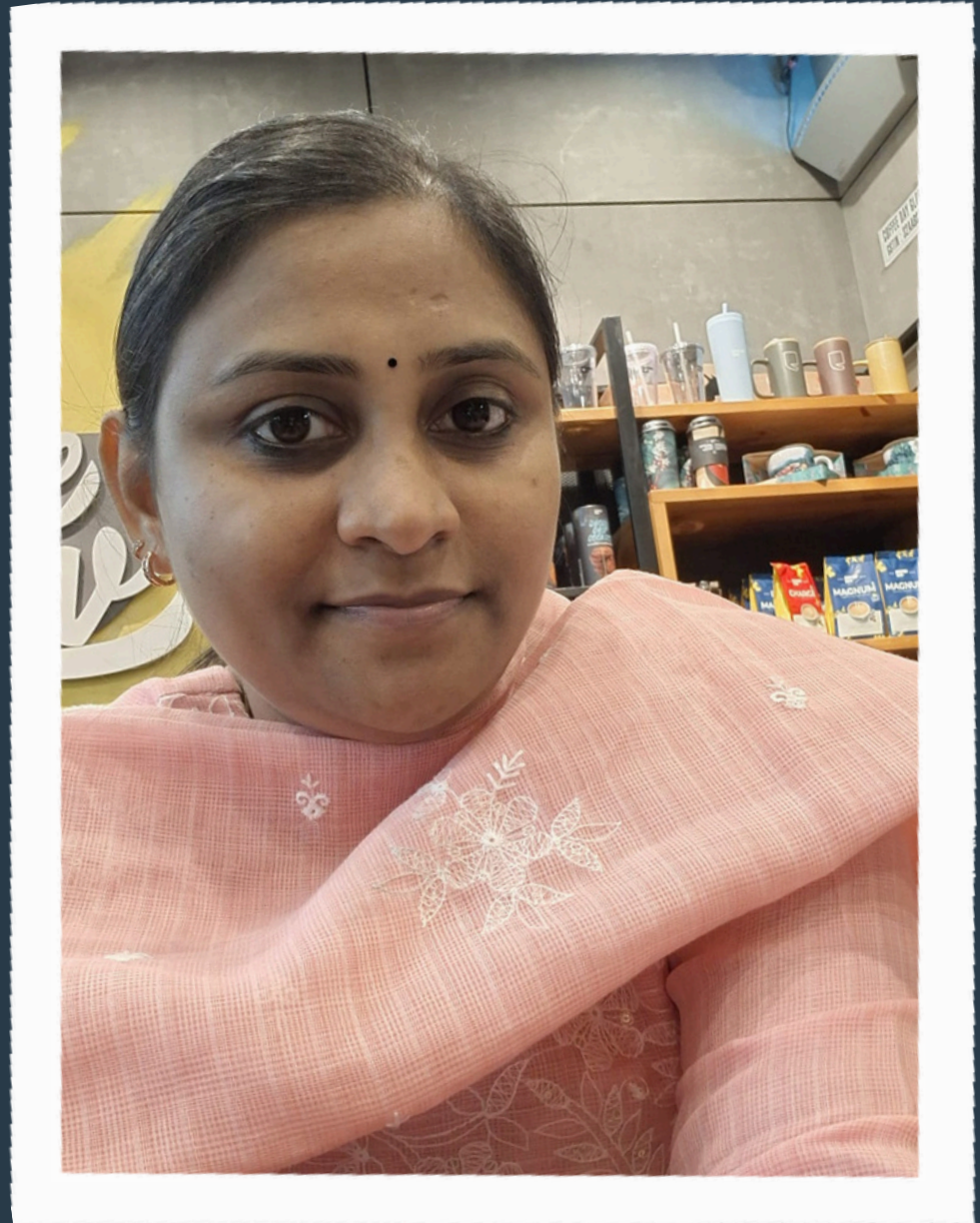
Faculty Achievements



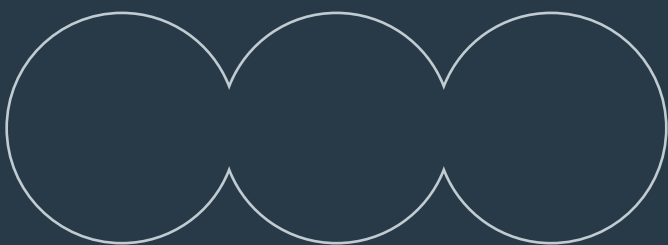
Influence of Instagram Advertising on Online Purchase Intent among College Students - International Journal of Scientific Research in Science and Technology
Presented a research paper entitled 'Influence of Instagram Advertising on Online Purchase Intent among College Students' in the ICEAMT-2025 held on 30th July 2025 Organised by Adi Shankara Institute of Engineering and Technology, Kalady

Presenting a paper in the National Conference “Synergy -Digital Economy and Changing Business Paradigms” - Innovative Pathways Towards a Sustainable Future: The impact of green thinking”
Attended a workshop on “Project Writing for grants, How to write a project, Applying for grants, Research paper writing” organized by Research Foundation of India

Completed 5 Day Faculty Development Programme on Redesigning Teaching for Gen Z & Alpha: Pedagogies for New Age Learners, organized by Center for Teaching and Learning (CTL), Vishwakarma University, Pune in association with Globethics, Geneva, Switzerland, from 15th to 19th September 2025.
Presented and published a paper in the National Conference Vaidakthya 2025 organized by Naipunnya Business School, Thrissur named “A Study on Performance of Indian IPO Listed in 2023”



Dr. Jis Jose Koreath



Faculty Achievements

Dr. Chinju C J

Occupational Stress and Employee Satisfaction among Nurses: A Study in Ernakulam District.(2025) International Journal of Scientific Research in Science and Technology, pp. 311-316, Volume 12, Issue 16 July-August-2025

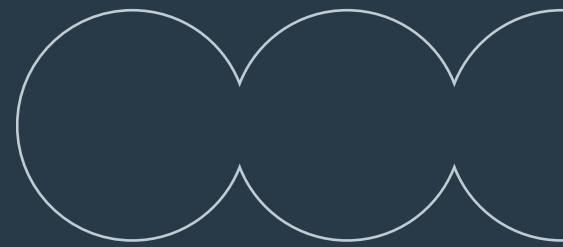
Stability in Motion: HR Systems as Anchors for Employee Retention in IT sector. International Journal of Scientific Research in Science and Technology, pp. 317-323, Volume 12, Issue 16 July-August-2025

Presented research paper on International Conference on Research Communication in Engineering Science and Management (ICRCESM) – 2025 on “Enhancing Employee performance: The role of HR Practices in private banking sector” on May 2025.

Presented paper on international conference on Emerging Trends in Applied Science, Management and Technology Adi Shankara Institute of Engineering and Technology on July 2025



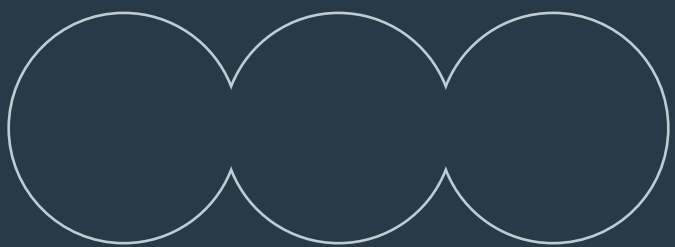
Faculty Achievements



Attended a workshop cum FDP “A guide to research writing tools:: Enhancing Productivity and Quality - Meadow Agriculture



Ms. Jisha J



June-November

2025

TEAM AVEKSHA

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