M.P. BIRLA INSTITUTE OF MANAGEMENT
Associate Bharatiya Vidya Bhavan
Affiliated to Dr. Manmohan Singh Bengaluru City University & Approved by AICTE
#43, Race Course Road, Bangalore- 560001, Karnataka

BIRLITES
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LET NOBLE THOUGHTS COME TO US FROM EVERY SIDE

- RIGVEDA 1-89-1



MPBIM: A LEGACY OF COMMITMENT TO EDUCATION

FROM CHAIRMAN'S DESK



Er. N. Ramanuja
Chairman, MPBIM

My Dear Students,

As you prepare yourselves for successful careers and meaningful lives, I would like to remind you that education is not merely about securing a degree or obtaining a rewarding job. The true purpose of education is to develop knowledge, character, and wisdom that guide your decisions throughout life.

In today's competitive world, professional success often comes quickly to those who possess talent and technical skills. However, lasting success belongs to those who combine competence with righteousness, integrity, and strong moral values. Your career may determine what you achieve, but your values will determine how you achieve it and how you are remembered by others.

As future managers, entrepreneurs, professionals, and leaders, you will encounter situations that test your ethics and principles. During such moments, let honesty guide your actions, humility shape your relationships, and responsibility influence your decisions. Never compromise your integrity for short-term gains, as trust and credibility are among the most valuable assets you can possess. Develop the confidence to embrace innovation, think critically, solve complex problems, and adapt to a rapidly changing global environment. The world today demands leaders who are not only knowledgeable and skilled but also compassionate, socially responsible, and committed to sustainable development. Let your education empower you to contribute meaningfully to your profession while remaining sensitive to the needs of society and the environment.

Success is not measured solely by wealth, position, or recognition; it is equally reflected in the positive impact you create in the lives of others and in society. True achievement lies in inspiring others through your actions, upholding ethical standards, and leaving behind a legacy of service, compassion, and excellence.

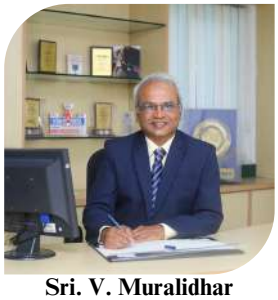
Remember, a career built on knowledge may bring prosperity, but a career built on knowledge, righteousness, and values brings both success and fulfillment. Let these principles serve as your compass as you move forward to shape a future that is not only prosperous but also purposeful and honorable. May you continue to uphold the ideals of our institution, inspire others through your conduct, and become ambassadors of excellence who make a lasting difference wherever life takes you.

With my best wishes for your future.

VICE CHAIRMAN'S MESSAGE

Dear Birlites,

Education is not merely the acquisition of knowledge; it is the foundation for character, leadership, and lifelong learning. I encourage our faculty members to continue inspiring young minds through innovation, dedication, and a commitment to academic excellence.



Sri. V. Muralidhar
Vice-Chairman, MPBIM

Your role extends beyond teaching; you are mentors who shape the future of our students and contribute to the advancement of society through knowledge creation and dissemination.

I urge our students to make the most of every opportunity available at the Institute. Cultivate curiosity, embrace challenges, develop critical thinking skills, and uphold the highest standards of integrity. Remember that success is not measured solely by academic achievements but also by the values, discipline, and compassion you demonstrate throughout your journey. Participate actively in co-curricular and extracurricular activities, nurture an entrepreneurial mindset, and embrace lifelong learning to remain adaptable in an ever-evolving global environment.

Let us work together with a shared vision of excellence, innovation, inclusivity, and social responsibility. By fostering a culture of continuous learning, collaboration, mutual respect, and ethical conduct, we can collectively contribute to building a brighter future for ourselves, our institution, and society at large. Together, let us uphold the proud legacy of our institution by embracing excellence in every endeavor and creating an environment where knowledge, creativity, and service inspire positive change for generations to come.

RECOGNITIONS



Dr. S. Sathyanarayana, Principal, for winning two **Best Paper Awards** at **International Conferences.**

This achievement highlights your dedication to academic excellence and innovative research, reflecting MPBIM's commitment to impactful research and excellence in management education.

PRINCIPAL SPEAKS



Dr. S. Sathyanarayana
Principal, MPBIM

The question of whether the Master of Business Administration Degree is dead or alive has sparked considerable debate in recent years. With the rapid advancement of technology, the emergence of online learning platforms, and the growing popularity of specialized certifications, many have questioned the relevance of a traditional MBA. However, despite these changes, the MBA remains very much alive, although its purpose and delivery have evolved significantly. Traditionally, an MBA was viewed as a gateway to leadership positions, higher salaries, and enhanced career prospects. It provided students with a comprehensive understanding of business functions such as marketing, finance, human resources, operations, and strategy. While these benefits continue to hold value, today's business environment demands a broader and more dynamic skill set. Organizations increasingly seek professionals who possess analytical capabilities, digital literacy, problem-solving skills, and adaptability in addition to managerial knowledge. Modern MBA programs have responded to these changing expectations by incorporating emerging subjects such as business analytics, artificial intelligence, digital marketing, sustainability, entrepreneurship, and innovation management. Experiential learning through internships, live projects, industry collaborations, and global immersion programs has become a critical component of management education. Consequently, the MBA has transformed from a purely academic qualification into a professional development platform that prepares individuals for complex and rapidly evolving business challenges.

Critics argue that the high cost of MBA programs and the availability of alternative learning pathways have reduced its attractiveness. While this concern is valid, the value of an MBA depends largely on the quality of the institution, curriculum relevance, industry engagement, and the student's commitment to leveraging the learning experience.

Furthermore, the MBA continues to offer a significant advantage through professional networking opportunities. Interaction with faculty members, industry experts, alumni, and peers from diverse backgrounds helps students build valuable relationships that can contribute to career advancement and entrepreneurial success. Such networking benefits are often difficult to replicate through short-term certification programs.

Therefore, the MBA is not dead; rather, it is undergoing a transformation. In an era characterized by technological disruption and global competition, the MBA continues to remain relevant by adapting to the changing needs of businesses and society. Its future lies not in preserving traditional models but in continuously evolving to develop competent, ethical, innovative, and globally minded business leaders capable of creating sustainable value for organizations and society alike.

LIFE SKILL TRAINING SESSION ON "CARDIOPULMONARY RESUSCITATION (CPR)"





On 26 May 2026, **Rotaract Club of MPBIM** in association with Rotary Bangalore Northwest, Manipal Hospitals, Rotary E-Club of Bengaluru Sakhi and Rohan Rajeev foundation successfully organized CPR training session on the session aimed to create awareness about the importance of CPR and equip students with essential life-saving skills during medical emergencies such as cardiac arrest. The trainers provided valuable insights into how immediate response and timely CPR can significantly increase the chances of survival in emergency situations. The session included a live demonstration using CPR training mannequins, where students were guided through the correct procedures and techniques to perform CPR effectively. A major highlight of the session was the hands-on practical training, where students actively participated and practiced CPR under expert supervision. The interactive nature of the session helped participants gain confidence in handling real-life emergencies and understand the importance of staying calm and responsive during critical situations.The initiative was highly informative, engaging, and impactful, encouraging students to become more aware, responsible, and prepared to save lives when every second matters.

Faculty-Coordinator: Dr. Hema Harhsa



VALUE-ADDED PROGRAM ON AI & SMART PRODUCTIVITY



On 27 May 2026, the **Rotaract Club of MPBIM** successfully organized an session on ***"AI Literacy and Smart Productivity for Future Professionals"*** delivered by ***Mr. Nandan Jog.***

The session provided valuable insights into the growing importance of AI and its increasing influence across industries and professional roles. The speaker highlighted how AI is transforming the way individuals learn, work, communicate, and make decisions in today's fast-evolving digital world. An engaging part of the session was the introduction to various AI-powered tools and platforms that can enhance productivity, improve efficiency, and support smarter work practices for students and future professionals. Through practical examples and interactive discussions, participants gained a better understanding of how AI can be effectively integrated into academics, career development, and everyday tasks.

Faculty-Coordinator: Dr. Hema Harhsa



HANDS-ON SESSION WITH MICROSOFT POWER BI

On 4 June 2026, the **Business Analytics Club–Metamates** hosted its flagship event, ***"Microsoft Power BI Dashboard Creation and Data Visualization"*** by **Amruth Sagar.M,** a Business Analytics Student, participants learned to extract datasets from Kaggle and utilize Microsoft Power BI for data transformation and modeling. The workshop highlighted interactive features like slicing, dicing, charts, and buttons, enabling participants to design dynamic dashboards, concluding with an MCQ based assessment, reinforcing key concepts and evaluating student learning outcomes. Participants found the experience unique and valuable, gaining insights into real-world analytics tools and visualisation techniques.

Faculty-Coordinator: Prof. Vijayalakshmi



STUDENT ACTIVITIES ON ENVIRONMENTAL DAY

On 5 June 2026, students participated in the **World Environment Day Celebration** organized by Dr. Manmohan Singh BCU. Dignitary **Sri. Basavaraja Horatti,** Hon'ble Chairman, Karnataka Legislative Council, and Vice-Chancellor **Prof. B. Ramesh,** planted saplings to symbolize environmental conservation. Students actively attended the sessions and gained valuable insights from environmental experts.The program encouraged participants to adopt eco-friendly practices and contribute towards a greener and healthier future. The celebration was an enriching experience that strengthened students' commitment to environmental responsibility and sustainability.



DIGITAL PULSE 2026 -MARKETING QUIZ COMPETITION

On June 8 & 9, 2026, the Digital Pulse Marketing Quiz Competition aimed to enhance marketing knowledge while promoting creativity and teamwork among senior and junior students, with six to seven teams participating. The event featured two rounds on the Kahoot platform:

- Round 1: Picture Connect-Participants identified images to form marketing-related words or concepts, fostering creativity and teamwork.
- Round 2: Marketing Terminologies and Conceptual Clues-Teams analyzed clues about marketing concepts, testing critical thinking and understanding under time constraints.

Faculty-Coordinator: by Dr. Karpagam.



EXCEL FOR DATA ANALYTICS: MASTERING PIVOT TABLES AND WHAT-IF ANALYSIS



On 10 June 2026, the **Business AnalyticsClub–Metamates,** conducted **"Excel for Data Analytics: Mastering Pivot Tables and What-if Analysis."** by **Ms. A. Divya Laxmi,** Tax Associate, KPMG.

Participants were provided with practical exposure to data organization, analysis, and reporting using Microsoft Excel. Beginning with an engaging icebreaker, students explored essential Excel functionalities, keyboard shortcuts, and data management techniques that enhance analytical efficiency. A major highlight was the creation and application of Pivot Tables, enabling students to summarize and interpret large datasets effectively. Interactive tools such as slicers further enriched the learning experience, making reports dynamic and user-friendly. Through guided demonstrations and exercises, participants gained valuable insights into real-world data analysis and decision-making.

Faculty-Coordinator: Prof. Vijayalakshmi



OPERATIONAL ANALYTICS



On 15 June 2026, **Business Analytics Club – Metamates** hosted an expert talk on **"Operational Analytics"** by **Ms. Harshini M.C,** Sales Processing Analyst, HPE. a distinguished alumnus from the 2022-2024 batch.

who shared her expertise on how operational analytics is becoming a critical part of modern business. She explained that analytics is not just about making decisions it is also about staying vigilant, continuously learning, and up skilling to remain competitive in today's fast-changing environment. Harshini engaged students by prompting them to consider their unique value to companies and the qualities sought by employers, such as adaptability and analytical thinking. Using a coffee shop scenario, she explored ways to enhance operational efficiency through inventory management and customer service. She illustrated how operational analytics can convert data into insights that drive efficiency and innovation. The session emphasized the importance of viewing analytics as a mindset for contributing to business success, aligning with the Business Analytics Club's goal of connecting classroom learning to industry needs.

Faculty-Coordinator: Prof. Vijayalakshmi





MPBIM's Graduation Day Ceremony 2025 for Batch 2023-25 was held on 29th May 2026 at Khincha Auditorium, Bharatiya Vidya Bhavan. The ceremony commenced with the traditional academic procession and concluded with the National Anthem, marking a proud milestone for 140 graduating students in the presence of dignitaries, faculty, parents, and guests. The **Chief Guest, Hon'ble Justice N. Santosh Hegde, Former Justice, Supreme Court of India, Former Lokayukta, Govt. of Karnataka,** in his inspiring speech, he encouraged the graduates to pursue excellence, uphold ethical values, and contribute meaningfully to society through responsible leadership and professional integrity.





Guest of Honour, Sri. S K Daga, Trustee of M P Birla Institute of Management, congratulated the graduated students and emphasized the importance of Indian ethics in management education. He noted the significance of student satisfaction and the faculty's role in developing effective industry leaders.



Dr. H. Krishna Ram, Governing Council Nominated Member of Dr. Manmohan Singh Bengaluru City University through his message, congratulated the graduating students and reminded them that ceremony marks not an end, but the beginning of a new journey. He appreciated the Institute's sustained commitment to academic excellence, industry-oriented learning, and value-based management education. He observed that the achievements of the graduating batch reflected the collective efforts of the management, faculty, and students in maintaining high academic standards. He wished the graduates well, expressing confidence in their future contributions to the corporate world and society.



Er. N. Ramanuja, Chairman, reflected on the institute's remarkable journey, recalling the vision of its founders and their immense contribution to education.

He urged the graduates to carry forward this legacy with pride and responsibility, reminding them that they are ambassadors not only of their families but also of MPBIM.

Principal Dr. Sathyanarayana presented the Annual Academic Report, highlighting the institute's academic achievements, research contributions, student activities, and strong placement record, reaffirming MPBIM's commitment to excellence and holistic growth.

The Graduation ceremony witnessed the award of graduation scrolls to all students of the 2023-25 batch, followed by the presentation of medals and awards to students for academic excellence and overall contribution. Among the many achievers, **Ms. Keerthana,** received multiple medals, including the Smt. Priyamvada Devi M.P. Birla (Badima) Award for Academic Excellence – I Prize. **Mr. Gowtham R,** was conferred the Chairman's Medal for Best Outstanding Student (Overall), **Mr. Raaghu S.M., & R. Vishnu Priya** were honoured with the Teekays Award for Best Outgoing Student of the Year in the Male and Female categories respectively. The Overall Contributors of the Batch was awarded to **Mr. R. Nitesh & Ms. Aeendra Sasindran.**



The ceremony concluded with the Vote of Thanks delivered by **Sri. Muralidhar V,Vice Chairman**

The convocation was a moment of pride for MPBIM, as it celebrated the achievements of its graduating students and reaffirming the institute's legacy of nurturing future leaders.



MPBIM congratulates all the graduates and medal winners of the Batch 2023–25











MENTAL WELL-BEING FOR FUTURE LEADERS



On 17 June 2026, **Business Analytics Club – Metamates,** organized an Expert talk on ***"Mental Well-Being for Future Leaders"*** by **Dr. Disha Rao, BHMS, MD (Hom)**.

The session commenced with two thought-provoking questions: "What is it that makes you happy?" and "How many of you have worried about the future in the last few days?" These questions encouraged students to reflect on their emotional state and personal experiences. Through an interactive Stress Map activity, Dr. Rao guided participants in identifying and mapping their stress levels across different dimensions, helping them understand the relationship between stress and overall well-being and explained that mental well-being is a set of capabilities that can be strengthened through recovery and self-care, meaningful social connections, a sense of purpose and meaning, and effective emotional regulation. Introducing the concept of languishing, she explained how individuals may experience a state of stagnation and reduced well-being even in the absence of mental illness, and highlighted how the principles of positive psychology can help individuals progress from languishing to flourishing. The session also addressed the consequences of neglecting mental well-being, particularly the risk of developing psychosomatic illnesses, where psychological stress manifests as physical health problems. Participants were introduced to a practical Mental Well-Being Toolkit, which covered important concepts such as neuroplasticity, the gut–brain axis, and the significance of maintaining healthy circadian rhythms. The session concluded with an engaging question-and-answer interaction, providing participants with valuable insights and practical strategies for enhancing their well-being. Dr. Rao left the students with a powerful message that mental well-being is not merely a personal concern but a valuable asset that enables individuals to thrive, lead effectively, and build a fulfilling future.

Faculty-Coordinator: Prof. Vijayalakshmi



CAPITALINE DATABASE HANDS-ON SESSION



On 19 June 2026, MPBIM Library committee, in collaboration with the **Antarjaala Tech Club**, organized a hands-on session on **Capitaline Database.**

for 4th Semester Finance specialization students. **Mr. Gurumurthy. G,** Asst.Manager at Capital Market Publisher India Pvt. Ltd., who provided a step-by-step demonstration of how to retrieve company data for research. He highlighted the role of the library in assisting students with database navigation and facilitated hands-on training in accessing company information. Students practiced formatting and saving downloaded data in a specific format.



The facilitator encouraged students to make use of Capitaline for downloading published papers for the purpose of research.

Faculty Coordinator: Manjula M

WORLD ENVIRONMENT DAY CELEBRATION – HARITOTSAVA 2026



"A sapling planted today is a promise of a better tomorrow."

Let us not inherit the Earth from our ancestors; let us preserve it for our children.

MPBIM celebrated **HARITOTSAVA-2026** On 20 June 2026 at Freedom Park to promote environmental awareness and sustainable living. The programme witnessed enthusiastic participation from the management, faculty members, staff and students, reflecting a shared commitment towards protecting and preserving nature.

The plantation drive was coordinated by **Dr. Sumithra Sreenath, Dr. Karpagam B A, Marketing Mavericks Club** students whose dedicated efforts ensured the smooth conduct of the programme. The program started with a walk from MPBIM and ended at Freedom Park concluded with tree plantation to ensure sustainable living. Dr. Sathyanarayana and Dr. Sumithra Sreenath spoke about the importance environment conservation followed by felicitation to Dr. Sadananda, President, Freedom Park. Around thirty plus fruit trees were planted on this occasion. All students participated in the drive with enthusiasm.







DIGITAL PULSE 2026: AN INNOVATIVE MARKETING COMPETITION – FINALS



On June 23, 2026, the IQAC and **Marketing Mavericks Club** organized **Digital Pulse 2026-** an Innovative Marketing Competition to enhance students' creativity, strategic thinking, branding skills, and digital marketing knowledge through engaging activities.



Preliminary rounds were conducted on June 8 & 9, led to 6 teams entering the challenging Final round, which focused on fostering creativity, strategic thinking, and digital marketing skills.

Judged by Industry Experts **Mr. Kartik Krishnaswamy & Mr. Prashanth S,** the competition included three rounds:

Label Making Competition: Participants created innovative beverage labels.

Advertisement Enactment: Teams enacted and identified famous ads.

Social Media Advertisement Making: Teams designed original advertisements.

The event concluded with feedback from judges and the announcement of **Winners: Hima, Ketan, Shriram, Ramangouda Patil, Sakshi, & Prasanna;**

Runners-up were Moulya, Vijeta, Pratignya, & Nikita.

Faculty Coordinators: Dr. Karpagam and Dr. Sumithra Sreenath,





On 12 June 2026, ***"Ethical Challenges in Customer Relationship Management in the Digital Era"*** by **Ms. Swetha Suvarna,** Senior Manager–Research Sales, AIM Research–Analytics India Magazine.

The speaker highlighted current industry trends, ethical concerns in digital customer relationship management, emerging technologies, and evolving skill requirements in the digital business environment. Through practical insights and interactive discussions, students gained a deeper understanding of ethical decision-making and customer engagement in the digital era. Ms. Swetha highlighted, data privacy and security, hyper personalization and manipulation, ethical use of social media and regulatory compliance in her session. The session provided valuable industry-oriented learning and enhanced students' awareness of contemporary business practices.



On 16 June 2026, **"Corporate Restructuring in the Volatile Economy"** by **Mr Dilon Avinash D'Souza,** Senior Vice-President at Morgan Stanley and a distinguished alumni 2007-2009.



A volatile economy, characterized by economic uncertainty, inflation, technological disruptions, geopolitical tensions, and changing consumer preferences, compels organizations to rethink their strategies and operations. In such circumstances, corporate restructuring becomes a crucial managerial tool that enables firms to adapt, improve efficiency, and sustain competitiveness. Corporate restructuring involves significant changes in an Organization's financial, operational, or organizational structure to enhance performance and create long-term value. Mr. Dilon highlighted, Companies that proactively restructure their finances, operations, and business models are better positioned to navigate uncertainty, seize emerging opportunities, and achieve long-term success. Effective restructuring, supported by strategic leadership, technological innovation, and employee engagement, enables organizations to transform challenges into avenues for growth & competitive advantage.





On 24 June 2026, ***"Marketing Career Growth and Impact"*** was conducted by **Mr. Vinay Simha,** Deputy General Manager - Marketing, River, a distinguished alumnus 2011-2013 batch.

Mr. Vinay highlighted how digital technologies have become an essential component of every business strategy, creating numerous employment opportunities in areas such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, email marketing, social media management, mobile marketing, affiliate marketing, and marketing automation.

He emphasized that professionals with expertise in digital tools, data analytics, and marketing platforms are increasingly valued in today's competitive business environment. Additionally, he discussed the key skills required for a successful marketing career, including creativity, communication, analytical thinking, adaptability, problem-solving, customer relationship management, strategic decision-making, and proficiency in emerging technologies such as artificial intelligence and digital analytics. He encouraged students to continuously upskill themselves and embrace lifelong learning to remain competitive in the rapidly evolving marketing landscape.



STUDENTS INTERACTING WITH THE ARTIST AT CHITRA BHARATI

Students from MPBIM are interacting with 50 talented artists at Chitra Bharati, hosted at the Bharatiya Vidya Bhavan campus.

This initiative provides students with valuable opportunities to:

- Engage with art and culture
- Network with diverse artists
- Enhance their painting skills
- Develop a deeper understanding of artistic expression and cultural significance.







NEWS IN PICS







Faculty Paper Presentations at Conferences



Students at Training Session



Creative Ads



Visit to Freedom Park



On 8 April 2026, **Prof. Vijayalakshmi,** presented research paper on ***"The Impact of Diversity, Equity, Inclusivity, & Belongingness on Employee Retention in Private Hospitals in Chennai: An Empirical Study."***

The presentation commenced by highlighting the growing importance of DEI in the workplace, particularly within India's evolving healthcare sector. Chennai, as a major healthcare hub, faces challenges such as physician turnover, job dissatisfaction, & misalignment between organizational practices & professional expectations. The study examined private multispecialty hospitals using survey data from physicians and applied Structural Equation Modelling. The findings revealed that diversity, equity, and belongingness significantly enhance employee retention, with employee well-being acting as a key mediating factor. The session underscored DEIB as a strategic driver of workforce stability and organizational commitment.



On 21 April 2026, **Dr. Venkatesha T K,** presented research paper on ***"Exploring the dynamics of Inflation in India – A comprehensive empirical analysis (1981-2021)"***

The study analyzes the short- and long-run determinants of inflation in India from 1981 to 2021 using ARDL and Quantile ARDL models. The paper is relevant to current inflation trends and policy debates in India. While the methodology effectively captures inflation dynamics, the study has limitations such as a broad research scope, weak theoretical foundation, and lack of clarity between causation and correlation. It also does not address structural breaks like the 1991 economic reforms. Key discussion points highlighted the role of supply-side factors such as food and oil prices, along with money supply and exchange rate volatility, in influencing inflation. The negative relationship between GDP growth and inflation challenges traditional theories like the Phillips Curve. The study suggests scope for future research using advanced models, structural break analysis, and sector-specific approaches.



On 7 May 2026, **Dr. Sumithra Sreenath,** ***"Digital Levers for Sustainability: A Meta-Analytic Review of Digital Transformation's Influence on ESG Performance"***

The seminar focused on how digital transformation technologies such as Artificial Intelligence (AI), ERP systems, cloud computing, and data analytics influence Environmental, Social, and Governance (ESG) performance in organizations. The study used a meta-analysis of 59 research articles published between 2023 and 2025 and applied theories such as the Resource-Based View, Stakeholder Theory, and Dynamic Capabilities Theory. The findings showed that digital transformation positively improves ESG performance, especially environmental sustainability and governance practices. ERP systems and business process digitization were found to have stronger ESG impact compared to some advanced AI technologies. The seminar also emphasized the need for ethical governance of AI systems, greater research from developing countries, and the role of digital innovation in improving transparency and stakeholder trust.



On 6 June 2026, **Dr. Sathyanarayana,** presented research paper ***"Antecedents of work life balance and its influence on job performance, job satisfaction and job engagement evidence from the healthcare sector".***

The paper examined the work–life balance challenges faced by medical professionals and their impact on job satisfaction, well-being, and professional effectiveness. The findings revealed that long working hours, irregular schedules, and high occupational stress significantly affect doctors' ability to maintain a healthy balance between professional and personal life. The study highlights the need for supportive organizational policies and wellness initiatives to enhance work–life balance, thereby improving both physician well-being and quality of patient care. The research further emphasizes that achieving a sustainable work–life balance is essential for reducing burnout and ensuring long-term professional commitment among healthcare practitioners.



On 10 June 2026, **Dr. Pushpa BV**, presented research paper titled ***"Impact of Internship Programs on Professional and Personal Development of Business Students: A Case Study from Pakistan"***

The seminar focused on a critical evaluation of the paper, covering the research problem, theoretical framework, methodology, statistical analysis, findings, and research gaps. Special emphasis was placed on assessing the strengths and limitations of the study and exploring its relevance to management education, employability, and experiential learning. The presentation generated insightful discussions among faculty members on internship effectiveness, competency development, employability outcomes, stakeholder perspectives, and opportunities for future research in the Indian context. The deliberations highlighted the need for more rigorous empirical studies incorporating multiple stakeholders, stronger theoretical foundations, and advanced analytical approaches.

The seminar provided valuable insights into research evaluation, internship-based pedagogy, and potential areas for future collaborative research and student dissertations.

FACULTY ACTIVITIES





On 17 & 18 April 2026, **Dr. Hema Harsha** & **Dr. Karpagam,** attended two days Immersive MDP on Agentic AI (Gen AI for Teaching, Learning & Academic Leadership) at Dayananda Sagar Business School on 17&18 April 2026. Two days program included hands on training on Application of AI tools in academic learning and teaching.



On 22 & 24 May 2026, **Dr. Pushpa BV** attend Three-Days National Webinar on Intellectual Property Rights Unlocked: Powering Innovation in Digital Era-Innovation, Protection & Commercialization' organised by De Paul College, Mysore in association Christ College Pune and St. Paul Institute of Professional Studies Indore 22-24 May 2026.



Dr. Sathyanarayana S, Principal, served as an **Adjudicator/Examiner** for the PhD thesis titled "Personal Cognitive Factors Influencing Career Advancement of Professional Women in Information Technology Sector: Mediating Role of Career Management Behavior" Ms. Nasira Banu at Jain University under the guidance Dr. Harold Andrew Patrick. He was invited to conduct the PhD Public Defense/Viva Voce at CMS B-School on 15 May 2026.



Dr. S. Sathyanarayana S, Principal, served as a **Reviewer and Adjudicator (External Examiner)** for the doctoral thesis titled "Scale Development and Validation of Internal Service Quality in Higher Education Institutions: A Service Provider Perspective" submitted by Parthiban R under the guidance of Dr. Shefali Srivastava at CHRIST (Deemed to be University).

PUBLICATIONS

- **Sathyanarayana,**(2026) *Uncovering Diversity, Inclusivity, and Equity: The role of resilience and leadership influence. Empowering Inclusive Innovation – Koppa, Shah and Appadoo* Tylor and Fransis, Routledge.
- **Sathyanarayana,**(2026) *Common Method Bias in Survey Research: Warning Signs, Impacts and Statistical Remedies.* Asian Journal of Economics, Business and Accounting, 26(6).
- **Hema Harsha, Sathyanarayana, Pushpa BV,** *Generational Shifts: Insights for Corporates on Emerging Trends.* Southern Economist, Vol 64, Iss No. 21, March 1-15 2026.
- **Pushpa BV, Sathyanarayana, Hema Harsha:** *Balanced and Priority-Driven Fiscal Strategy: An Analysis of India's Union Budget 2025-26.* International Journal of Business and Management Invention, Vol 15, Iss 3, March 2026.
- **Vijayalakshmi.S,** (2026, April 1 & 15). *Strategic shift towards orange economy: An analysis of Union Budget 2026.* Southern Economist, 64(23–24).
- **Venkatesh,** *Targeted Transfers Versus Universal Basic Income: Labour Supply Responses from a Randomized Policy Rollout* in IJRDET, Vol 15, Iss 6, June 2026.
- **Vishnu Kumar Sharma, Parveen Bala, Shaik Mastan Vali, Shrikant Keshav and Sumithra Sreenath,** *Empathy Driven Leadership: Managing with Emotional Intelligence,* in International Journal of Drug Delivery Technology Vol 16 Iss 42: (Q3 – Scopus Indexed)

PAPER PRESENTATIONS

- **Dr. Sathyanarayana,** *Sustainable Consumer Purchase Decision: The Mediating Role of Subjective Norm, Perceived Behavioural Control, & Attitude Towards Purchase on Consumer Purchase Intention* at International Conference on "Strategic Agility and Resilience: Best Practices in Techn. & Mgmt. for a Digital Era" on 16-17 April 2026 at BNMIT.
- **Dr. Sumithra Sreenath** and **Prof. Vijayalakshmi.S,** *Enhancing mobility and inclusion: An empirical study on wheelchair & mobility device usage among older adults* at National Conference on Inclusive Disability Interventions: Diversity, Equity, Accessibility Sustainability, by Dept. of Studies and Research in Social Work, Dr. MSBCU in Association of People with Disability, & Institute for Disability, Rehabilitation Research on 9-10 April 2026.
- **Dr. Karpagam BA** and **Dr. Sumithra Sreenath** *Tourists' environmental awareness & sustainable travel intentions with specific reference to Kerala,* International Conference on Sustainable Marketing & Responsible Tourism in Digital Era 2026: Innovations, Insights, and Inclusive Practices for a Greener Future on 1-2 April 2026 at JAIN (Deemed-to-be Uni.).
- **Dr. Karpagam BA** and **Dr. Sumithra Sreenath** *Impact of digital surveillance on employee Psychological well-being in* International Conference on "Strategic Agility and Resilience: Best Practices in Technology & Management for a Digital Era" on 16-17 April 2026 at BNMIT.
- **Dr. Karpagam BA** and **Dr. Sumithra Sreenath** *Engagement to Exhaustion: The dark side of hyper personalised digital experience* in International conference "Reimagining Global Business: Leadership, Innovation, & Intelligent Transformation in an Era of Disruption" on 11 June 2023, Krupanidhi College of Mgmt.
- **Dr. Sathyanarayana,** *From Green Marketing to Green Brand Equity: Examining the Role of Perceived Value and Brand Image,* at the conference on "Reimagining Global Business: Leadership, Innovation, and Intelligent Transformation in an Era of Disruption" on 11 June 2026 at Krupanidhi College of Mgmt.
- **Dr. Sathyanarayana,** *"ESG Factors & Financial Performance of Firms: A Panel Data Perspective"* at "Reimagining Global Business: Leadership, Innovation, and Intelligent Transformation in an Era of Disruption" on 11 June 2026 at Krupanidhi College of Mgmt.

BEST PAPER AWARD

- Paper on ***"ESG Adoption as a Strategic Capability in MSMEs and Its Impact on Organisational Outcomes"*** presented by **Dr. Sathyanarayana,** won the **Best Paper Award** at International Conference on "Strategic Agility & Resilience: Best Practices in Technology & Management for a Digital Era" on 16 & 17 April 2026 at B.N.M. Institute of Technology.
- Paper on **"Empowering Leadership and its Role in Fostering Psychological Empowerment and Organisational Citizenship Behaviour"** presented by **Dr. Sathyanarayana,** won the **Best Paper Award** at conference on "Reimagining Global Business: Leadership, Innovation, and Intelligent Transformation in an Era of Disruption" on 11 June 2026, at Krupanidhi College of Management .

MPBIM Congratulates the faculty on their achievements!

FINSIGHT 2026 – FINANCIAL ANALYST HACKATHON: TURNING DATA INTO DECISIONS



On 27 June 2026, **Wealth Wizards-Finance Club,** in collaboration with IQAC, hosted the Experiential Learning Initiative titled ***'FinSight 2026– Financial Analyst Hackathon.'***

FinSight 2026 aimed not only to enhance student's competencies in financial analytics but also to cultivate leadership through peer learning and mentoring. The hackathon exemplified MPBIM's commitment to leadership development by demonstrating that meaningful learning is created when students are empowered to become learners, mentors and leaders, inspiring one another through collaboration and shared knowledge.

Under the guidance of the faculty coordinator, senior members of the Finance Club: **Poorvika, Deepika, Nikitha, and Vijetha** conceptualized and coordinated the event, designed learning modules, trained their junior peers and mentored them throughout the competition.

The hackathon was evaluated by distinguished industry professionals **Ms. Aishwarya,** Sony India Software Centre and **Ms. Chaithra,** ANZ. Their valuable feedback and interaction with participants provided practical insights into industry expectations and reinforced the growing importance of analytical thinking, effective communication, and data-driven decision-making in contemporary finance.



Winning Team:
Dileep Hegde,
Shriram Hegde, Hima CS,
Sakshi Sheetal, Anjali KB, Chaitra.



Runners-up Team:
Bhuvan, Priyanka,
Savitri, Janavi, Sunitha,
Adarsh Ramesh.

Faculty Coordinator: Dr. Pushpa BV





BORDERLESS WORKFORCE



On 27 June 2026, **HR Club - Agnitio** in collaboration with IQAC, organized an enriching guest session on ***"Borderless Workforce"*** by **Ms. Rashmi Basavanhalli,** Executive Consultant specializing in Digital Transformation and Strategy.

The session explored the evolving landscape of the global workforce, emphasizing how digital transformation, remote collaboration, and cross-cultural competence are redefining the future of work. Drawing from her extensive industry experience, Ms. Rashmi shared valuable insights into managing globally distributed teams, embracing technological advancements, and developing the adaptability and leadership skills required to thrive in an increasingly interconnected world.

The interactive discussion encouraged students to think beyond geographical boundaries and equipped them with practical perspectives on the opportunities and challenges of a borderless workforce. We extend our sincere gratitude to Ms. Rashmi for sharing her expertise and inspiring our students with her knowledge and experience.

Faculty Coordinator: Dr. Hema Harsha





FACULTY EXTENSION LECTURE



On 22 & 23 June 2026, **Dr. Hema Harsha** was invited by SDMIMD, Mysuru as a **Resource Person** for the **Business Landscape Lecture Series–2026,** focusing on the **Legal Aspects of Business.**

Dr. Hema shared valuable insights into key legal principles influencing managerial practice and organizational governance. The session covered Contract Law, Company Law, IPR, IT Act, and the POSH Act, helping students understand corporate compliance and the importance of legal awareness in fostering ethical, responsible, and compliant workplaces.

NEWS IN PICS

Alumni Spotlight

Proud Parents at Graduation Day Ceremony



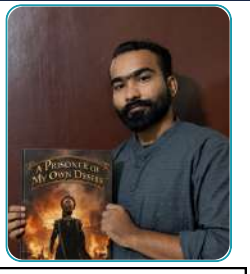




Alumni Back to Campus







Ms. Sachna Sunder
Alumni Batch 2003-2005

Vruthvik, Shrusthi, Naveen
Alumni Batch 2014 & 2021-23

Congratulations, Hariharan M, on winning the Best Book Award from the Global Journal of Contemporary Literature & Research

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