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## DIRECTOR'S MESSAGE

#### Dear Readers,



I am pleased that the MBA and MCOM Department is releasing the department newsletter focusing on the theme "Orchestrating Success, <u>Elevating Excellence."</u>

A well-coordinated orchestra, where each instrument contributes to a harmonious masterpiece, mirrors how an academic institution thrives when vision, dedication, and collaboration align perfectly. Success in higher education is not a solo performance—it is a symphony, where every student, faculty member, and stakeholder plays a crucial role in creating an institution of excellence.

At St. Francis, we believe that excellence is not an endpoint but a continuous journey of growth, innovation, and impact. Our commitment to academic distinction, research, and holistic student development forms the foundation of our success. Each achievement—whether in academics, sports, research, or community engagement—reflects the collective efforts of our faculty, students, and administrative teams, working together to expand the boundaries of knowledge and opportunity.

"Orchestrating Success, Elevating Excellence" is not merely a theme; it is a philosophy that defines our institution's mission. We strive to foster an environment where curiosity meets creativity, where learning is fuelled by passion, and where every individual is empowered to reach their full potential. Through innovative pedagogy, research-driven initiatives, and robust industry-academia collaborations, we are shaping future leaders who will not only excel in their fields but also contribute meaningfully to society.

As we move forward, let us continue to view challenges as opportunities, uphold the highest standards of integrity and excellence, and collaborate to create a legacy of academic brilliance. With determination, teamwork, and a commitment to lifelong learning, we can compose a future that resonates with success and achievement.

Let us all be the conductors of our success, ensuring that our symphony of excellence continues for generations to come!

#### Rev. Bro. Peter



# DEPUTY DIRECTOR'S MESSAGE



#### Dear Readers,

I am delighted to present this edition of our MBA Department's newsletter, "Management Chronicles," centered on the theme "Orchestrating Success, Elevating Excellence." This theme embodies our collective journey—a journey where every effort contributes to a legacy of achievement.

At St. Francis, excellence is a shared endeavor, much like a symphony, where harmony and dedication create extraordinary outcomes. This newsletter celebrates the milestones, innovations, and perseverance that define our MBA and MCOM program, showcasing the remarkable achievements of our students and faculty.

Our program is designed to transform, equipping future leaders with the knowledge, skills, and ethical grounding to excel in the business world and contribute meaningfully to society. Through rigorous academics and industry collaborations, we empower students to lead with purpose and vision.

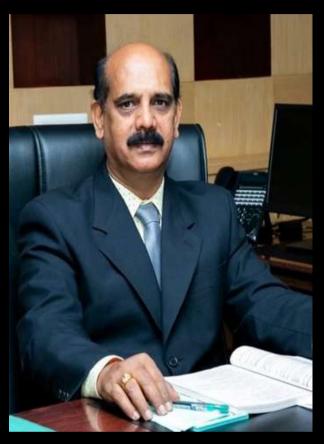
As we look ahead, let us embrace challenges as opportunities, foster creativity, and uphold our commitment to excellence. Together, we can create a future that inspires generations.

Thank you to everyone who has contributed to this edition and to the success of our MBA and MCOM program. Your dedication is the foundation of our achievements. Here's to a year of growth, innovation and continued success!

Rev. Bro. Dr. Titus Anto



## PRINCIPAL'S MESSAGE



It is with immense pride I extend my heartfelt greetings to all of you for bringing out the Department newsletter "Management Chronicles" with a theme of "Orchestrating Success, Elevating Excellent". As we continue our journey of academic excellence, innovation, and holistic development, this newsletter serves as a wonderful platform to celebrate the achievements, milestones, and the collective spirit that makes our institution stand out.

Our MBA program is committed to shaping future leaders and professionals who will not only excel in the business world but also contribute meaningfully to society. The collaborative environment, coupled with rigorous academic training and practical exposure, enables our students to grow into dynamic and ethical leaders.

This newsletter highlights the dedication and hard work of our students and faculty. I encourage everyone to continue striving for excellence, fostering creativity, and embracing challenges as opportunities for growth. It is our collective effort that creates a thriving learning ecosystem, one that prepares our students for a successful career and a responsible role in shaping the future.

In this newsletter, we bring to you stories of our students' innovative projects, faculty research, and alumni achievements. We also highlight upcoming events, workshops, and conferences that will provide opportunities for learning, networking, and growth.

Wishing you all continued success and a fulfilling academic year ahead. Dr. R N Subba Rao



## VICE PRINCIPAL'S MESSAGE



In today's fast-paced and dynamic world's landscape, success is not a solitary achievement but a seamless fusion of vision, mission, strategy, and teamwork where every stakeholder contributes meaningfully. Much like a symphony, where every instrument plays a crucial role in creating harmony, leadership is about orchestrating people, processes, and resources to drive collective achievement and sustained excellence.

Excellence is a continuous pursuit. Organizations and individuals must constantly evolve by embracing learning, adaptability, and resilience to stay ahead. Strategic growth involves making informed decisions, leveraging emerging opportunities, and cultivating a culture of excellence where people are motivated to expand their horizons and strive for holistic development.

True leadership goes beyond authority. It is about inspiring trust, fostering inclusivity and cultivating collaboration. The most effective leaders create opportunities for collaboration, encourage diverse perspectives, and build a culture where every individual feels valued and empowered to contribute their best. As future leaders, students and professionals must embrace these principles - harmonizing vision, strategy, and execution to create impactful success stories. By orchestrating success with a commitment to excellence, we achieve great results and also leave a lasting legacy of inspiration and growth.

#### Dr. Karthik P



## **HOD'S MESSAGE**



As we continue on our journey to excellence in management education, I am delighted to share with you the latest happenings and achievements of our MBA department.

I am proud of our students, faculty, and staff who have worked tirelessly to uphold the high standards of our program. From academic achievements to extracurricular successes, our department has made significant strides in the past quarter.

I look forward to witnessing many more achievements and advancements in the coming days, and I am confident that our MBA department will continue to set new benchmarks for excellence in education.

As we move forward, I encourage each of you to continue striving for excellence, embracing challenges, and supporting one another. Together, we can achieve great things and make our MBA program one of the best in the country.

Thank you for your hard work, dedication, and commitment to our department. I look forward to seeing what the future holds for us.

Dr.Chandrika Reddy P Head, MBA Department



## HOD'S MESSAGE



I am thrilled to share the remarkable progress and accomplishments of our MBA department as we continue our pursuit of excellence in management education. The past quarter has been filled with outstanding achievements, both in academics and extracurricular endeavors, showcasing the dedication and hard work of our students, faculty, and staff.

These accomplishments have elevated the stature of our program, fostering innovation, advancing research, and strengthening our engagement with the industry. I am deeply proud of the perseverance and determination exhibited by every member of our department, as we continue to exceed expectations and reach new horizons.

Looking ahead, let us remain united in our vision, embracing challenges as opportunities for growth and fostering an environment of collaboration and excellence. I have full confidence that together, we will propel our MBA department to unprecedented success and establish it as a beacon of leadership in management education.

As we move forward, let us continue to embrace challenges, nurture a culture of excellence, and support one another in our shared journey. I am confident that, together, we will elevate our MBA department to new levels of distinction, making it a leader in management education.

Thank you for your relentless commitment and passion. The road ahead is filled with opportunities, and I am excited to see our department achieve even greater milestones in the future.

Ms. Shrunga Arasagalli M Mcom Department



## Editor's NOTE

#### Dear Readers,

Welcome to the inaugural edition of Management Chronicles (Volume 1, Issue 1)! We are thrilled to present this newsletter - a testament to the dedication, passion and accomplishments of our students and faculty.

Theme: Orchestrating Success, Elevating Excellence - A celebration of strategic vision, innovation and unwavering commitment to academic and professional growth.

A heartfelt appreciation to our guiding pillars: Director - Rev. Bro. Peter, Rev. Deputy Director - Bro. Dr. Titus Anto, Principal - Dr. R. N. Subba Rao and Vice Principal Dr. Karthik P for their unwavering support in bringing this platform to life. We also extend our sincere gratitude to Dr. Chandrika Reddy (HOD - MBA), Ms. Shrunga (HOD - M.Com), and our Faculty Coordinators, Mr. Kevin Rozario and Ms. Kaverramma, for their valuable contributions.

This issue offers an exciting glimpse into the initiatives shaping our department, reflecting a journey of learning, collaboration, and growth. Our commitment remains steadfast in nurturing industry-ready professionals by bridging academia with real-world experiences through insightful discussions and practical engagement.

Above all, this newsletter celebrates you—our dynamic student community. Your creativity, enthusiasm, and relentless drive continue to inspire and elevate our collective vision.

Management Chronicles is more than just a compilation of events and updates; it's a tribute to your dedication, achievements, and the vibrant energy that defines our department.

We hope you enjoy reading this issue as much as we loved putting it together! Your thoughts and feedback are invaluable to us—feel free to share them at [Kalluridiwakar230@gmail.com].

Happy reading!
Kalluri Diwakar
Editor,
Management Chronicles Team.



# Vision & Mission MBA

## VISION

become best management To a recognized for institute its excellence, high quality education for socially responsible creating managers and entrepreneurs to meet the global challenges by empowering the students.

### MISSION

- To encourage holistic development of future business leaders by nurturing them with innovative and entrepreneurial thoughts.
- To enhance the students to produce more employability opportunities.
- To undertake more quality research regarding global business environment, for the dynamic success of the business of the business imbibed through quality education.



# Vision & Mission Mcom

#### VISION

Our vision is to be a leading department in commerce education, cultivating future-ready leaders with the skills and values necessary for success in a global business environment. We aim to foster a vibrant academic community that emphasizes innovation, critical thinking, and ethical practices. By creating an inclusive atmosphere, we seek to produce graduates who excel in commerce and contribute positively to society through responsible leadership and sustainable practices.

### **MISSION**

The mission of the M. Com Regular Course department at St. Francis College is to provide a transformative education that connects academic theory with real-world practice. We focus on high-quality education that fosters intellectual curiosity and lifelong learning. Our dynamic curriculum develops analytical and strategic thinking, empowering students to address business challenges. Through industry partnerships and research, we ensure our programs remain relevant and impactful, instilling ethical responsibility and cultural awareness in our students.



### **BEST BUSINESS SCHOOL**

St. Francis College Achieves Remarkable Rankings in IIRF 2025

St. Francis College, Bengaluru, has been recognized as one of the top business schools in India by the Indian Institutional Ranking Framework (IIRF) for 2025. The institution secured an impressive National Rank of 70, State Rank of 19, and Zone Rank of 33 in the category of Best B-Schools (Private) Overall. This achievement reflects the college's commitment to academic excellence, innovative learning practices, and impactful contributions to business education. Congratulations to the faculty, staff, and students for this remarkable accomplishment!



## IIRF 2025 BEST BUSINESS SCHOOLS

CERTIFICATE FOR BUSINESS SCHOOLS RANKING

This is to certify that

St. Francis College, Bengaluru

for

NATIONAL RANK

STATE RANK

ZONE RANK

70

19

33

BEST B-SCHOOLS (PVT.) OVERALL

www.iirfranking.com



Shiv S. Sharma Director Indian Institutional Ranking Under requirements set by: IIRF Centre for Institutional Research (ICIR)

New Delhi



## **OUR PRESTIGIOUS FACULTY**



Dr. P Chandrika Reddy Associate Professor & HOD - MBA



Ms. Shrunga Arasagalli Assistant Professor & HOD - M.Com



Dr. Pushpalatha P Assistant Professor



Ms.Kaveramma C H Assistant Professor



Dr. Ravikiran Petluri Assistant Professor



Dr. Pankaj A Tiwari Associate Professor



Dr. Poornima Jogi Associate Professor



Ms. Paromita Bose Assistant Professor



## **OUR PRESTIGIOUS FACULTY**





Assistant Professor



Dr. A Thanapackiam **Assistant Professor** 





Mr.Santhosh **Assistant Professor** 



Mr. Kevin Rozario **Assistant Professor** 



Mr.Chintan Raj M **Assistant Professor** 



Dr.Chandrika Reddy P Head, MBA Department

Dr. Chandrika Reddy represented our institution as the Chief Guest and Judge at the Ideathon event held at RREngg College. This opportunity allowed me to share my expertise and inspire the next generation of innovators.

In addition to this, she is proud to have authored papers that have been published in prestigious Scopus-indexed journals, including ABDC and UGC Care Listed. I have also authored ISBN books, demonstrating my commitment to advancing knowledge in my field and contributing to the academic community.

Her teaching excellence has been recognized with the 'Best Teacher Award' at Oxford College during my tenure there. Currently, she is heading and serving as a member of the Board of Studies at various autonomous colleges, universities, and affiliated colleges in and around Bangalore.

With her rich experience in academia and industry, she is passionate about bringing change to the new pedagogy of teaching MBA. she aim to bridge the gaps between college and corporate, ensuring that our students are industry-ready and equipped to succeed in the real world. she look forward to continuing to make impactful contributions in the future."



Dr.Ravikiran Petluri Assistant professor

Dr. Ravikiran Petluri, Assistant Professor in MBA Department, was awarded a PhD for his study on Foreign Direct Investment in India (Dec 2024). He convened an International Conference on Leveraging Technology and Analytics for Sustainable Business Growth (Jan 2025), receiving 157 papers, with select publications in UGC CARE and IJMER. He also led InsightMetrix: Tech Management Hackathon (June 2024), a pioneering event fostering innovation beyond IITs and IIMs.



Dr. Pushpalatha P Assistant Professor

Dr. Pushpalatha P, Assistant Professor in the M.Com Department, was awarded the Best Paper Award for her research presentation at the National Conference organized by Dayananda Sagar College on August 24, 2024. Her research contributions include a Scopus-indexed publication (KrIsm 2025) and publications in Financial Accounting and Advanced Financial Accounting. She has also presented her work at the National Conference organized by DSU.



Mr.Santhosh Assistant Professor

Mr.Santhosh J T, Assistant Professor in the MBA Department, has successfully published a research paper titled "Transformational Brain Research: Developing Awareness and Its Impact in Learning Conditions" in a UGC CARE journal. His work was presented at the International Conference on Leveraging Technology and Analytics for Sustainable Business Growth: Innovation in Management, AI, and CSR (Dec 2024), contributing valuable insights into the intersection of neuroscience and education.



Mr.Chintan Raj M Assistant Professor

Mr. Chintan Raj M Vernekar, Assistant Professor in the Department of Management at St. Francis College, has successfully secured a patent for his innovative research on the Impact of AI Technology Systems in Enhancing the Shopping Experience on E-Commerce Platforms.

This pioneering work explores how artificial intelligence can revolutionize online shopping by personalizing user experiences, improving recommendation algorithms, optimizing supply chain operations, and enhancing customer engagement. By integrating AI-driven solutions, the research highlights significant advancements in customer satisfaction, efficiency, and business growth in the e-commerce industry.



Dr. Thanapackiam Associate Professor

Dr. Thanapackiam, Associate Professor in the MBA Department, has made notable contributions to academia through research, professional development, and publications. She has attended 15 Faculty Development Programs (FDPs), enhancing her teaching expertise. She authored The Essentials of Marketing Management, offering insights into marketing strategies. She has presented research at international conferences and completed an ATAL certification course to advance her teaching and research methodologies. Additionally, she has successfully completed the Universal Human Values (UHV) Basic Course, emphasizing holistic education and ethical teaching practices.



Dr. Soniya K Associate Professor

Dr. Soniya K, Associate Professor in the MBA Department, is a distinguished academic leader with expertise in research, teaching, and professional development. She has served as an editor for international conferences, a resource person for an FDP on skill enhancement, and a judge for FRANCADE-2024. Her research on AI, workforce trends, and learning conditions is published in UGC Care and peer-reviewed journals. She authored Organizational Behaviour (Charulatha Publications, 2024) and has set question papers for Erode Sengunthar Engineering College. Recognized with the Educator of the Year award by DMI St. John the Baptist University, she has also completed AICTE ATAL FDPs and organized key academic programs.



Ms.Kaveramma C H Assistant Professor

Ms.Kaveramma C H, Assistant Professor in the PG Department of Commerce, has achieved a significant milestone with her research publication in the IPE Journal of Management on January 23, 2025. Her work was also featured in the Rabindra Bharathi University Journal of Economics, showcasing her contributions to academic research and economic studies.



Dr. Poornima Jogi Associate Professor

Dr. Poornima Jogi, Associate Professor in the MBA Department, boasts 21 years of teaching experience, five years as Vice Principal, and three years as Principal. She has also served as the State NSS Implementation Officer, leading impactful social initiatives. A prolific researcher, she has presented at multiple international and national conferences, focusing on finance, entrepreneurship, and corporate governance. Her leadership extends to organizing global conferences, cultural fests, and awareness programs. Recognized with numerous awards, including the Mahatma Gandhi Award and Dr. APJ Abdul Kalam Pillars of India Award, she continues to inspire through education, research, and community service.



Mr.Kevin Rozario Assistant Professor

Mr.Kevin Rozario stands out in academia and business with his expertise in marketing, digital analytics, and professional certifications. His book, The Essentials of Marketing Management (2025), serves as a comprehensive guide for students and professionals. A prolific researcher, he has presented groundbreaking papers on predictive analytics and digital marketing at prestigious conferences. Holding certifications in Google Data Analytics, Digital Marketing, and Project Management, he remains at the forefront of industry trends. His contributions also played a key role in St. Francis College's IIRF Rankings success, solidifying his legacy as a leader in education and professional excellence.

#### STUDENT ACHIEVEMENTS



## WINNER

Championship 2024-25



The overall championship in sports is the crowning achievement of sustained excellence, uniting individual brilliance and collective effort to dominate across disciplines.

It demands strategic consistency, peak performance, and resilience, culminating in the ultimate triumph over competitors and challenges.



Victory in the Interclass Girls' Kabaddi Championship

The interclass sports tournament witnessed an exhilarating display of skill, teamwork, and determination as the girls' Kabaddi team clinched first place in a highly competitive environment. Demonstrating exceptional agility, strength, and strategy, the team overcame multiple challenging matches against formidable opponents. Their journey was marked by resilience and a spirit of unity that fueled their performance on the court.

This victory not only highlights the athletic prowess and strategic discipline of the team but also emphasizes the importance of sports in fostering confidence and leadership among young women. The triumph serves as an inspiration for future athletes and showcases the growing enthusiasm for Kabaddi in our institution.



#### SIH INTERNAL HACKATHON







Team, Naya Zamana Coders, secured victory at the SIH Internal Hackathon, showcasing innovation, teamwork, and problem-solving skills. Competing against brilliant minds, they developed a cutting-edge solution that leveraged technology in disaster management.

Their project aimed to enhance real-time disaster response, predictive analytics, and efficient resource allocation, ensuring faster and more effective relief efforts.

This achievement not only validates our hard work but also fuels our passion for using technology to create meaningful impact.

The hackathon provided us with a platform to collaborate, brainstorm, and push boundaries, reinforcing our commitment to solving real-world challenges through innovation.

They extend their gratitude to their mentors, faculty, and peers for their support and encouragement. As we move forward, we are excited to refine our solution and explore opportunities to bring our idea to life. The journey has just begun, and we are eager for what lies ahead!

#### S. ENOCH JOSHUA (1ST YEAR MBA, SECTION A)

S. Enoch Joshua is a talented musician who has made his mark by releasing music videos on YouTube. His passion for music and dedication to creativity shine through his compositions, captivating audiences with soulful melodies and engaging visuals. By blending rhythm and expression, he continues to explore the world of music, inspiring fellow students and aspiring artists. His work stands as a testament to his artistic journey and commitment to musical excellence. With a growing presence in the digital space, he aims to reach a wider audience and leave a lasting impact on the music community.







#### **Monica K M Shines at National Throwball Championship**

Monica K M, a dedicated first-year MBA student from Section B, has brought pride to our institution by representing Karnataka in the National Throwball Championship held in Hyderabad (2024-2025). Her exceptional performance on the court showcased not only her athletic skills but also her determination and team spirit.





Balancing academics and sports is no easy feat, yet Monica has proven that passion and perseverance can lead to remarkable achievements. Her journey serves as an inspiration to aspiring athletes, demonstrating that with commitment and hard work, one can excel in both education and sports.



The institution commends her outstanding accomplishment and wishes her continued success in future tournaments. We look forward to seeing her reach greater heights and make her mark in the world of sports.

Congratulations, Monica!

## Innovesta 2025



With immense pride and joy, we celebrate the extraordinary achievement of our MBA students at Innovesta 2K25, the prestigious Inter-Collegiate Fest hosted by Surana College. Our students showcased exemplary talent, dedication, and teamwork, earning the prestigious title of Overall Champions!

The competition witnessed participants from several renowned institutions, yet our students stood out through their remarkable performances across multiple events. From management games and business strategy challenges to creative contests and cultural showcases, their exceptional skills and innovative thinking impressed judges and captivated audiences. This victory reflects not only their individual brilliance but also their ability to collaborate effectively as a team.

The Department of MBA extends its heartfelt gratitude to every student who participated, dedicating their time and efforts to achieve this memorable feat. Your unwavering determination, resilience, and passion have brought immense pride to our institution. Special thanks to the faculty mentors whose guidance and support played a crucial role in nurturing the students' talents and boosting their confidence.

Congratulations to the entire team on this well-deserved success! Your achievement is a testament to hard work, perseverance, and teamwork. This victory should serve as a powerful motivation for future endeavors, inspiring students to aim higher and achieve even greater milestones.

We take pride in your remarkable accomplishment and look forward to witnessing your continued success. Keep up the spirit of excellence, and may this triumph be the first of many to come!

#### **SAY NO TO AIDS" - Spreading Awareness with Purpose**



The Department of MBA, in collaboration with other departments, successfully organized an impactful awareness program titled "SAY NO TO AIDS" on 12th August 2024 at Arogya Soudha. The event marked a significant initiative in observance of International Youth Day, focusing on educating students about HIV/AIDS prevention.

Dr. Dinesh Gundu Rao, Health Minister of Karnataka, graced the occasion as the esteemed resource person. His insightful address emphasized the importance of safe practices, early diagnosis, and eliminating stigma around HIV/AIDS. The program also included an engaging quiz contest, which reinforced essential knowledge about HIV transmission and prevention.

A proud moment for St. Francis College was when Priyanka P, a 2nd-year MBA student, secured the State Award for securing 1st place in the quiz competition related to HIV awareness and blood donation. Her remarkable achievement reflects dedication, awareness, and commitment to promoting social responsibility.

The event witnessed enthusiastic participation from 150 students across various institutions, enhancing their understanding of safe sexual practices, early testing, and support for those affected by HIV/AIDS. The session concluded with a memorable traditional send-off performance, adding a cultural touch to the impactful program.

The collective efforts of Dr. Poormina Jogi, Outreach Coordinator and Associate Professor, along with faculty members, ensured the success of this awareness campaign. Positive feedback from participants highlighted the program's effectiveness in fostering awareness and encouraging healthy practices.

This initiative stands as a testament to St. Francis College's commitment to promoting health education, social responsibility, and community well-being.

## Research Paper Publications

Research Topic: Empirical Research on Financial Literacy

Journal Name: International Journal of Research-GRANTHAALAYAH

"ISSN: 2350-0530"

Authors: Mrs. Anusha N, Mr. Srikanth M, Ms. Ramya GK

DOI: 10.29121/granthaalayah.v13.i1.2025.5890

#### **Abstract:**

Financial literacy, the ability to understand and apply financial principles effectively, plays a critical role in personal financial management, economic stability, and overall well-being. This research delves into empirical studies on financial literacy, examining its determinants, impacts, and interventions aimed at improving financial knowledge across different demographics. By synthesizing findings from various studies, this paper highlights the importance of financial literacy in fostering better financial behaviours and reducing economic disparities

<u>Research Topic:</u> Artificial Intelligence: Revolutionizing Industries, Ethics, and Society in the Next Decade.

Journal Name: International Journal of Multidisciplinary Educational Research.

<u>Authors:</u> Dr. Soniya K., Ms. Santa Maria Viviyana V.

ISSN:2277-7881

#### Abstract:

Artificial intelligence (AI) has emerged as a groundbreaking technology, profoundly influencing nearly every aspect of human life. From revolutionizing sectors like healthcare, education, and transportation to reshaping societal structures, AI's potential is vast and intertwined with critical ethical and societal challenges. This paper explores the current and future impacts of AI on human existence, with a focus on its role in education, technology, and societal development. By examining AI's evolution and its transformative effects across industries, decision-making processes, and governance, this paper provides insights into how AI is redefined and how it will continue to shape industries and global policies over the next decade. Ultimately, it highlights the necessity for responsible AI usage to maximize its benefits while addressing the accompanying ethical considerations.

## Research Paper Publications

Research Topic: Impact of cryptocurrencies on e-commerce and digital marketing

Journal Name: ESN Publications, Chennai

Authors: Ms. Naziya A III Sem MBA

"ISBN: 978-93-90188-57-4"

#### **Abstract:**

The rapid evolution of cryptocurrencies has profoundly reshaped e-commerce and digital marketing landscapes. This abstract explores the transformative impact of cryptocurrencies, focusing on their role in enhancing transaction security, reducing payment processing costs, and enabling global transactions with minimal friction. Cryptocurrencies, leveraging blockchain technology, provide decentralized, transparent, and efficient systems that appeal to tech-savvy consumers and businesses. In e-commerce, cryptocurrencies expand consumer reach by facilitating cross-border transactions while bypassing the traditional banking system. They also empower underbanked populations, fostering inclusivity. In digital marketing, cryptocurrencies and blockchain enable novel applications like tokenized loyalty programs and enhanced data security, creating trust among users and brands. Furthermore, the anonymity and decentralization associated with crypto have catalyzed new advertising models, targeting privacy-conscious audiences.

Research Topic: Impact of ESG (environmental, social, governance)

Journal Name: ESN Publications, Chennai

Authors: Ms. Santa Maria Viviyana V III Sem MBA

"ISBN: 978-93-90188-57-4"

#### **Abstract:**

The integration of environmental, social, and governance (ESG) principles into business strategies has emerged as a pivotal factor in shaping sustainable and responsible corporate practices. This abstract explores the multi-dimensional impact of ESG on organizations, stakeholders, and the broader economy. From an environmental perspective, companies adopting ESG practices actively reduce their carbon footprints, manage resources effectively, mitigate climate risks. Socially, ESG fosters inclusive growth by prioritizing employee welfare, diversity, equity, and community engagement. Governance emphasizes ethical leadership, transparent decision-making, and robust compliance mechanisms, enhancing corporate accountability.

This paper examines the transformative potential of ESG principles, highlighting their role in fostering sustainable development while addressing the challenges organizations face. It underscores the necessity for collaborative efforts among governments, corporations, and society to achieve balanced and resilient global economy.



## **Alumni Horizons**



My journey has always been fueled by a deep passion for innovation, leadership, and lifelong learning. As a Process Analyst at Broadridge Financial Solutions, I focus on enhancing efficiency and offering strategic insights that contribute to meaningful improvements in the financial sector. Being honored as the Best Outgoing Student (2023-2025) and receiving the Best Manager Award have been proud milestones, reinforcing my dedication to excellence and continuous development.

Beyond my professional role, I find immense fulfillment in participating in hackathons and NGO initiatives, which have sharpened my problem-solving skills and strengthened my commitment to social impact. Serving as the President of the Zillionaires Club has been a transformative experience, where I have had the privilege of mentoring and fostering entrepreneurial spirit among my peers.

One of my greatest passions lies in training individuals in essential and emerging skills, empowering them to confidently navigate an evolving industry landscape. I believe that growth is a continuous process, and by sharing knowledge and embracing new challenges, I aim to make a meaningful impact—both in my professional journey and in the broader community.



## **Alumni Horizons**



I am currently an Assistant Professor at St. Francis College, where my academic journey first began. My passion for excellence was evident during my Master's program, where I demonstrated a strong commitment to learning and professional growth by Throughout my academic tenure, I actively participated in various national-level events, representing St. Francis College on prestigious platforms. Notably, I was part of the team that competed in the National Entrepreneurship Challenge (NEC) at IIT Bombay, where we secured 8th place among 65 teams from institutions across India.

In recognition of my academic and extracurricular achievements, I was awarded the title of Best Outgoing Woman in Sports at the postgraduate level and consistently excelled as an academic topper. Additionally, I served as the Fest Coordinator for the Zillionaires Club (2024-2025) and earned multiple accolades in both academics and sports.

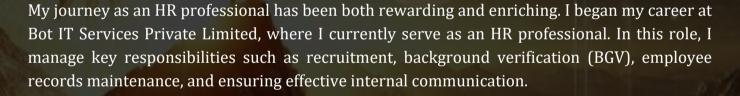
Despite facing challenges during my final year, I remained resilient and committed to my goals. Today, I take pride in my transition from a student to a faculty member at St. Francis College. The journey has been transformative, and I am deeply grateful to my alma mater for providing me with the platform to explore my potential and refine my capabilities.

Once a Francisian, always a Francisian.



## **Alumni Horizons**





The knowledge and skills I apply in my role are strongly grounded in my MBA education, where I specialized in Human Resources. This academic background provided valuable insights into key HR functions, including recruitment strategies, employee relations, and organizational behavior. These concepts have guided me in effectively managing people and organizational processes.

My internship experiences during my MBA played a vital role in preparing me for real-world challenges. These experiences allowed me to apply theoretical concepts in practical settings, strengthening my understanding of HR practices.

In addition to technical expertise, my MBA journey also helped me develop crucial soft skills such as problem-solving, teamwork, and effective communication. These skills have been essential in building positive employee relations and ensuring smooth collaboration within the organization.

Overall, my career journey reflects a combination of academic learning, practical experience, and dedication to fostering a positive work environment.

Past and Recent Events/Activities

## EVENTS

Insights Matrix – Tech Manage HACKATHON – 2024 (09-05 -2024)



St. Francis College, Koramangala, Bangalore, successfully hosted Insight Metrix, a Tech-Manage Hackathon designed for university students to showcase their problem-solving and innovation skills. The event was structured in two phases: a virtual preliminary round on April 30, 2024, followed by the on-campus finals on May 7, 2024.

The hackathon was graced by esteemed dignitaries, with Mr. Sanjay Sahay as the Chief Guest and Mr. Siddhant Sarthak, Mr. Bivekananda, and Mr. Kausik Ghatak as Guests of Honor. Their presence and insights inspired the participants, highlighting the importance of technology-driven management solutions in today's fast-paced world.

The competition saw enthusiastic participation from students, who tackled complex challenges by integrating technology and managerial concepts. After intense brainstorming and presentations, Akash, Saumya Sanchita, Varshini A, and Monika S D emerged as winners, impressing the judges with their innovative approach and technical expertise.

Beyond the competition, Insight Metrix provided an excellent platform for students to learn, network, and refine their problem-solving abilities. The event fostered collaboration and creative thinking, reinforcing the significance of technology in managerial decision-making. With its well-structured format and impactful execution, Insight Metrix was a resounding success, leaving a lasting impression on participants and attendees alike.

### **International Business Conference**



The recent International Business Conference at St. Francis College brought together industry leaders, academicians, and students to discuss key topics shaping the modern business landscape. The conference focused Corporate Social Responsibility (CSR), Artificial Intelligence (AI), Technological Innovations, and Management Strategies. Experts shared insights on the evolving role of CSR in sustainable growth, the impact of AI on business operations. and innovative technological advancements driving industries forward. The event provided a platform for participants to exchange ideas, gain knowledge, and explore strategies for effective management in a rapidly changing global environment, fostering collaboration and future-ready skills.





The conference featured insightful discussions from prominent speakers who emphasized the growing significance of integrating AI and CSR for enhancing product quality while minimizing waste. Sri. Shiva Kumar, President of Peenya Industries Association, highlighted how leveraging these technologies can lead to improved efficiency and sustainability. Mr. ACN Murthy, Management Consultant and Director of Public Image at Rotary International (Dist. 3192), stressed the importance of incorporating technology to enhance skills, deliver impactful presentations, and engage audiences effectively. Adding to these insights, Dr. Prof. Madhurani Gowda, Director of FKCCI, shared strategies for building confidence while implementing technological advancements and management innovations.



The recent International Business Conference held at St. Francis College was a significant event that brought together a distinguished group of industry leaders, academicians, and students to explore critical themes shaping the global business environment. The conference focused on key areas such as Corporate Social Responsibility (CSR), Artificial Intelligence (AI), Technological Innovations, and Management Strategies.



The role of Artificial Intelligence (AI) in transforming industries was another major theme. Speakers shed light on how AI is revolutionizing decision-making processes, improving customer experiences, and optimizing business operations. Attendees also explored various technological innovations that are driving efficiency, productivity, and competitive advantage.



Discussions on CSR highlighted the increasing importance of sustainable business practices, ethical decision-making, and social impact, emphasizing how companies can align their operations with environmental and societal wellbeing. Experts stressed that CSR initiatives are no longer optional but essential for businesses to build trust, enhance their brand reputation, and ensure long-term success.



In addition, the conference addressed evolving management strategies for adapting to changing market dynamics. Interactive sessions encouraged participants to discuss modern leadership approaches, strategic planning methods, and innovative business models.

#### 1.Industrial visit to Design thinking Lab (08-05-2024)





Visit to E-Cells and Incubation Cells to gain first hand insights into entrepreneurship, network with industry professionals, and explore innovative business opportunities, enhancing their understanding of the startup ecosystem and fostering entrepreneurial spirit. It helped in gaining practical insights into entrepreneurship, expanding their professional network, and developing an understanding of innovative business models and funding strategies.

## 2.Industrial visit to Trinity NDT Weld Solutions Pvt Ltd (14/05/2024)



The visit to Trinity Industries by MBA and MCom students from St. Francis College includes enhanced understanding of non-destructive testing and endoscopy applications in industrial settings. Students gained the practical insights into the implementation and benefits of these technologies in quality control and maintenance. The visit aims in strengthening the connection between academic concepts and real-world industrial practices, improving students' readiness for industry challenges. Additionally, the experience has broaden students' awareness of career opportunities and industry standards in industrial engineering and management.

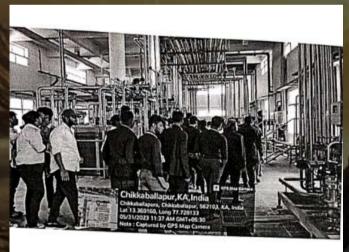
## 3.Industrial visit on Rajamane Industries Pvt Ltd (18/05/2024)





The visit to Rajamane Industry offered the students a comprehensive understanding of manufacturing processes, supply chain management, and quality control within the motor industry. They explored the impact of technological advancements on operations and engaged with industry professionals to gain insights into market dynamics and challenges. The visit also opened avenues for potential academic-industry collaborations, bridging the gap between theoretical knowledge and practical application in the field.

#### 4.Industrial visit to Chikkaballapura Milk Union (31-05-2024)





This is an industrial visit of MBA first semester students from the Post-Graduation Department of Commerce and Management to the Chikkaballapura Milk Union on May 31st, 2023. The three-hour visit to the milk processing facility included observations of various departments such as procurement, processing, chilling, and marketing. The purpose of the visit was to provide students with practical insights into the operations of a real-world company, bridging the gap between theoretical knowledge and industry practices. The report aims to document these observations and provide an overview of the company's operations, including its strengths, weaknesses, opportunities, and threats. The Chikkaballapura District Co-operative Milk Producers Union Ltd. is described as a district-level apex body of milk cooperatives in Karnataka, focused on providing beneficial returns to farmers and delivering quality milk products to consumers.

# AICTE Training and Learning (ATAL) Academy Sponsored One Week ATAL Basic FDP on Entrepreneurship and Startup Ecosystems



The AICTE ATAL-sponsored FDP on Entrepreneurship and Startup Ecosystems was held at ISBR Business School from November 11–16, 2024, to equip faculty and students with entrepreneurial skills.

Dr. Soniya K, Associate Professor at St. Francis College, participated in the program, reviewing frameworks on innovation, product-market fit, idea evaluation, and entrepreneurial initiatives. Sessions covered opportunity recognition, risk management, design thinking, financial planning, and customer validation, with insights from industry experts.



An industrial visit to the ATAL Incubation Center (AIC-JITF) provided exposure to startup funding stages, government grants, and incubation support. The visit emphasized networking and institutional support for startups.

The FDP enhanced participants' teaching, mentorship, and structured evaluation skills, promoting an entrepreneurial mindset. Dr. Soniya gained practical insights to foster student entrepreneurship and support incubation initiatives, strengthening the startup ecosystem within her institution.

## A Five Day National Level Workshop

The Department of MBA successfully conducted a five-day National Level Workshop on "Mastering Research Writing and Data Analysis: Step-by-Step Approach Using Statistical Tools" from November 4 to 8, 2024. Aimed at second-semester MBA students, the workshop had 240 participants and was designed to enhance their research writing and data analysis skills. Sessions were led by distinguished faculty members, including experts from Christ University and Kristu Jayanti College.

Each day focused on a critical aspect of research, covering literature review, research methodology, data collection techniques, statistical tools, and academic writing. Participants gained hands-on experience with statistical software like SPSS and Excel, improving their analytical proficiency. The interactive sessions included discussions on structuring research papers, developing research questions, data interpretation, and journal selection for publication.





On the final day, two students presented research papers showcasing their application of workshop learnings. The event concluded with a valedictory ceremony, where certificates were distributed, and dignitaries commended the organizers and participants. The workshop received positive feedback for its structured, practical approach, equipping students with valuable skills for academic and professional success. It reinforced the importance of research-based learning and provided a platform for young scholars to refine their research capabilities.



Metanoia 2025 – The Sovereign's Odyssey (INTER COLLEGIATE BIZCOM FEST) was a resounding success, leaving an indelible mark on the participants and audience alike. Organized by the Department of MBA and M.Com at St. Francis College, this prestigious management fest was more than just a competition—it was a transformative experience that challenged aspiring leaders, entrepreneurs, and strategists to push their limits.

The event witnessed intense battles of intellect and innovation, where participants navigated corporate challenges in The Monarch's Mantle (Best Manager) and showcased their entrepreneurial prowess in The Kingmaker's Gambit (Shark Tank Pitch Battle). Marketing wizards captivated judges in The Grand Herald's Scroll (Mad Ads), while financial strategists demonstrated their expertise in The Treasury Wars (Budget Allocation War). Data enthusiasts took on the challenge of The Oracle's Prophecy (Predictive Analytics Challenge), analyzing market trends with precision.

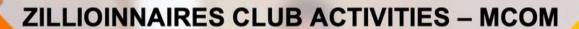
Adding to the grandeur, the fest featured spectacular performances in The Majestic Masquerade (Corporate Fashion Show) and The Imperial Ensemble (Group Dance Challenge), where participants enthralled the audience with their creativity and charisma. With fierce competition, strategic thinking, and an electrifying atmosphere, Metanoia 2025 truly lived up to its legacy of excellence.

As the curtains closed on this grand odyssey, participants walked away not just with awards, but with invaluable experiences, new perspectives, and the spirit of perseverance. Metanoia 2025 proved once again that success belongs to those who dare to challenge the ordinary and rise above expectations. The battle was fought, the champions were crowned, and the legacy continues! .

#### ZILLIONNAIRES CLUB ACTIVITES

#### **ZILLIOINNAIRES CLUB ACTIVITIES – MBA**

SL.N O	NAME OF THE ACTIVITY/EVENT	DEPARTMENT	DATE OF THE EVENT CONDUCTED	NO. OF PARTICIPANTS
1	Inauguration	MBA	Aug'2023	50
2	Orientation	MBA	1st Aug23	159
3	Freshers Day	MBA		110
4	Investiture ceremony	MBA	20th April 2023	200
5	Biz Panel Game	MBA	20th April 2023	15
6	Champions Arena	MBA	2023-24	150
7	Photo Montage	MBA	5th August 2023	18
8	Best Manager	MBA	5th August 2023	28
9	Corporate Capture	MBA	26th November 2023	150
10	Ideathon -Wennovation 10 Ideas Challenges	MBA	04/12/2023	50
11	Peer Learning on Resume Building.	MBA	8th, 9th & 10th, August 2023.	150
	0 1 2 3 4 5 6 7 8 9	O ACTIVITY/EVENT  1 Inauguration  2 Orientation  3 Freshers Day  4 Investiture ceremony  5 Biz Panel Game  6 Champions Arena  7 Photo Montage  8 Best Manager  9 Corporate Capture  10 Ideas Challenges  11 Peer Learning on Resume	O ACTIVITY/EVENT  1 Inauguration MBA  2 Orientation MBA  3 Freshers Day MBA  4 Investiture ceremony MBA  5 Biz Panel Game MBA  6 Champions Arena MBA  7 Photo Montage MBA  8 Best Manager MBA  9 Corporate Capture MBA  10 Ideathon - Wennovation 10 Ideas Challenges Peer Learning on Resume MBA	O ACTIVITY/EVENT  I Inauguration MBA Aug'2023  Orientation MBA 1st Aug23  Freshers Day MBA  Investiture ceremony MBA 20th April 2023  Biz Panel Game MBA 20th April 2023  Champions Arena MBA 2023-24  Photo Montage MBA 5th August 2023  Best Manager MBA 5th August 2023  Corporate Capture MBA 26th November 2023  Ideathon -Wennovation 10 Ideas Challenges MBA  Peer Learning on Resume MBA



L.N O	NAME OF THE ACTIVITY/EVENT	DEPARTMENT	DATE OF THE EVENT CONDUCTED	NO. OF PARTICIPANTS
1	Club Investiture Ceremony	M. COM	03/06/2024	250
	Digital V/s Brick & Mortar	M. COM	19/07/2024	06
	Commerce Chronical	M. COM	22/01/2024	16
4	Info Hunt	м. сом	8/01/2024	08
	Campus Tour	M. COM	11/12/2023	09
	Street Walk Stories	M. COM	27/11/2023	08
	Peer Learning on Resume Building	M. COM	06/01/2024	150
	Best Manager	м. сом	05/08/2023 - 28/11/2023	28
	Photomontage	M. COM	05/08/2023	18
10	Champions Arena	M. COM	5/07/2023	150
11	Biz Panel Game	M. COM	20/04/2023	15
12	Club Inauguration	M. COM	20/04/2023	200

#### **Articles and Research Papers**

#### **EXPO THAILAND WEEK 2025: A Professional Insight**

Karthik second-year MBA student from Section C, I had the privilege of exploring industry exhibits, engaging with professionals, and gaining insights into emerging market trends. My journey began with an internship at Jagadish Tours on January 6, 2025, where I expanded my knowledge of the tourism industry.



The overwhelming response from visitors made the event a grand success, concluding with a thanksgiving ceremony on January 19. This experience was truly invaluable, broadening my perspective on international business and cross-cultural collaboration.

A defining moment came when the MD and CEO of Jagadish Tours gave me the opportunity to participate in Thailand Week 2025, held at Orion Mall, Bengaluru, from January 17 to 19. This event was a game-changer, allowing me to network with entrepreneurs, top executives, and industry leaders.

The expo showcased Thailand's products, culture, tourism, and cuisine, attracting FMCG executives. industry experts, importers, exporters, and consultants looking to expand business opportunities in India. The event was inaugurated by the Director-General of the Thai Consulate from Chennai with a traditional Thai dance and music performance, creating a vibrant atmosphere.



# Ashaping the LINTEFATURE SEE SEEN CE

I am Deepa L, a second-year MBA student from Section C. Passionate about emerging technologies and their impact on the business world, I strive to explore and analyze the transformative role of Artificial Intelligence in various domains. Through this article, I aim to provide insights into how AI is shaping the future and influencing industries globally.



Artificial Intelligence (AI) is revolutionizing industries, enhancing efficiency, and transforming daily life. Businesses leverage AI-driven analytics to optimize operations and improve customer experiences, while virtual assistants streamline communication.

In healthcare, AI aids in early disease detection, personalized treatments, and robotic surgeries, improving patient outcomes. Machine learning algorithms analyze vast medical data, enabling accurate diagnoses and better healthcare delivery.

Education is also evolving with AI-powered adaptive learning platforms that personalize content based on individual learning styles, making education more accessible and efficient.

However, AI's rapid advancement raises ethical concerns, including data privacy, job displacement, and bias in AI models. Addressing these challenges is crucial for responsible AI development.

Looking ahead, AI will drive innovations in smart cities, autonomous vehicles, and sustainability. By balancing progress with ethics, we can harness AI's potential to create a smarter, more inclusive, and technologically advanced future.

#### RESEARCH PAPER

### EMPIRICAL RESEARCH ON FINANCIAL LITERACY

I am Srikanth, a 2nd-year MBA student (D Section) with strong interest in financial research and business strategy. I have authored the research paper Empirical Research on Financial Literacy, which examines the impact of financial economic knowledge on stability and personal financial management. Myacademic journey is driven by a passion data-driven decisionmaking, financial analytics, and strategic management. Through my research, I aim to contribute valuable insights improving financial literacy and its role in fostering economic well-being.

The research article Empirical Research on Financial Literacy explores the critical role of financial literacy in personal financial management, economic stability, and overall well-being. It synthesizes empirical studies to examine the determinants, impacts, and interventions aimed at enhancing financial knowledge across different demographics.

The study identifies key factors influencing financial literacy, including education, income levels, and demographics. Findings highlight that higher financial literacy leads to improved budgeting, increased savings and investments, and better debt management.



Various interventions, such as educational programs and workplace seminars, show mixed effectiveness, with sustained and interactive initiatives proving more impactful.

The study emphasizes the need for targeted strategies to address financial literacy gaps and calls for future research on long-term intervention effectiveness.

Governments and institutions are encouraged to leverage technology and tailor financial literacy programs to diverse population needs to enhance economic well-being

## RESECUTOR ON BEHAVIOURAL FINANCE & CONSUMER DECISIONS

Nischala S, a 2nd-year MBA student at St. Francis College, presented her research paper, "Behavioural Finance and Consumer Purchase Decision Study" (Paper ID: ICMR-036). The study explores the intersection of psychology and finance, examining how cognitive biases, emotional influences, and psychological factors shape consumer purchase decisions. Traditional economic models assume decision-making. rational behavioural finance reveals that emotions. overconfidence. loss aversion, and herd mentality often guide financial choices.



The research highlights businesses use behavioural insights to design marketing strategies that influence consumer behaviour. Techniques like promotional framing and scarcity marketing can steer decisions, purchasing sometimes logical evaluation. bypassing Through surveys and real-world case studies, the study provides valuable insights into consumer tendencies and the ethical implications marketing tactics.

The paper also emphasizes the need for consumer awareness financial literacy to mitigate decision-making. irrational Businesses. policymakers, and leverage educators can these findings to create transparent marketing strategies, ethical business practices. and better education financial programs. Nischala's research contributes significantly to understanding how behavioural finance impacts purchasing patterns, offering recommendations practical businesses and consumers to make informed financial decisions.

#### **QUICK TIPS AND RESOURCES FOR MBA STUDENTS**



- Stay Organized Use a planner or apps like Google Calendar to track deadlines.
- Network More Connect with professors, alumni, and professionals on LinkedIn.
- Manage Time Well Focus on important tasks first, avoid distractions.
- Improve Communication Practice speaking and writing clearly for presentations and reports.
- Stay Updated Read business news from sources like Harvard Business Review and Bloomberg.
- Learn from Case Studies Study real business problems and solutions.

Gain Experience - Do internships and projects to apply what you learn.

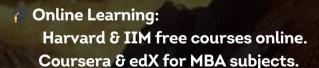
#### **Useful Resources**

Good Books to Read:

The Lean Startup" - Learn how businesses grow.

Blue Ocean Strategy" - Find new business ideas.

Good to Great" - Learn how companies succeed.





- Internships δ Jobs:
  Check LinkedIn, Internshala, and Glassdoor for opportunities.
- Business News & Trends:

  Read Harvard Business Review, Forbes, and Business Insider.

#### **AICTE 21-DAY PG STUDENT INDUCTION PROGRAM 2025**

#### HIGHLIGHTS

- Inauguration Ceremony: Marking the commencement of the program.
- Parent Interaction Sessions: Engaging with parents to align expectations and support mechanisms.
- **Diagnostic Tests**: Assessing students' foundational knowledge to tailor subsequent learning modules.
- **Placement, Internship, and Project Orientation**s: Preparing students for future career opportunities.
- **Ice-Breaking Sessions**: Facilitating peer-to-peer interaction to build camaraderie.
- Local Area Visits to Heritage Sites: Introducing students to local culture and history.
- **Mentoring and Universal Human Values Discussions**: Fostering ethical and moral development.
- Guest Lectures (e.g., The Art of Living, Artificial Intelligence & Machine Learning): Providing insights from experts in various fields.
- **Library Orientation**: Familiarizing students with library resources and digital tools.
- Literary Activities (e.g., Debate Competitions, E-Book Reading): Enhancing communication and critical thinking skills.
- Proficiency Modules in Basic English: Improving language proficiency.
- Creative Arts and Culture Workshops (e.g., Music, Theatre, Art & Crafts): Encouraging artistic expression.
- Physical Activities (e.g., Yoga, Zumba, Sports): Promoting physical well-being.
- Community Outreach Programs (e.g., Old Age Home Visits): Instilling social responsibility.
- Alumni Talks and Talent Hunts: Connecting with alumni and showcasing student talents.



Inauguration Ceremony:



REPORT ON PARENT INTERACTION



DIAGNOSTIC TEST

Jan 2 2025



Orientation on Placement, Internship & Projects Jan 3



Local Area Visit -Heritage Site Jan
4
2030



Creative Arts and Culture - Workshop on Music & Theatre Jan
O
2030

#### **CLOSING NOTE**

**Orchestrating Success, Elevating Excellence** embodies the inspiring journey of our students, faculty, and stakeholders. Each story, achievement, and milestone shared here is a testament to the unwavering dedication, perseverance, and collaborative spirit that drive our community forward. Success is not achieved overnight; it is meticulously crafted through strategic planning, teamwork, and the relentless pursuit of excellence.

May this edition ignite fresh ideas, encourage meaningful collaboration, and inspire everyone to strive for greater heights. Together, let us continue to orchestrate success and elevate excellence in all our endeavors.

We extend our heartfelt gratitude to everyone who contributed their time, insights, and efforts to make this newsletter a meaningful reflection of our shared aspirations.

We would like to express our sincere gratitude to our esteemed Director **Rev. Bro. Pete**r, for his visionary leadership and unwavering support in fostering academic excellence and innovation.

A special thanks to our **Deputy Director Rev. Bro. Dr. Titus Anto**, for his invaluable guidance and constant encouragement throughout the preparation of this newsletter.

We also extend our appreciation to **Dr. R N Subbarao**, **our respected Principa**l, for his continued dedication to enriching the learning experience at our institution.

Lastly, heartfelt thanks to the faculty members, students, and contributors whose remarkable efforts have brought this edition to life. Your dedication to knowledge-sharing and storytelling continues to inspire and empower our community.

Let us keep moving forward with passion, purpose, and persistence. Together, we will continue to orchestrate success and elevate excellence.

Kevin Rozario Coordinator Management Chronicles Department of MBA

#### Contact Information and Submission Invitation

#### Call for Contributions – The Management Chronicles

We invite faculty, students, alumni, and industry experts to contribute to our newsletter, Management Chronicles, under the theme "Orchestrating Success, Elevating Excellence."

#### Who Can Contribute?

- Faculty: Academic insights, research, and achievements
- Students: Project highlights, innovations, and extracurriculars
- Alumni: Career journeys and entrepreneurial experiences
- ✓ Industry Experts: Insights on trends and best practices

#### What We Accept?

- √ Management articles, leadership strategies, and innovations
- ✓ Case studies, research findings, and achievements
- ✓ Event reports, awards, and recognitions
- √ Creative content (poems, quotes, messages)

#### Submission Guidelines

- Content should be original, clear, and aligned with the theme
- Visuals (images/infographics) are encouraged

#### **How to Submit?**

- **i** Email: kevin.r@stfranciscollege.edu.in
- Contact: 8660846094
- m Drop-off: MBA Dept., St. Francis College, Koramangala

Join us in sharing knowledge and celebrating success!



#### KALLURI DIWAKAR SOUJANYAA J

JOEL JUSTIN K

#### ENOCH JOUSHUA & BHUMIKA

E KALLURI DIWAKAR