

K L BUSINESS SCHOOL

D SSIER

Where tomorrow's Business Leaders are nurtured

VOLUME: 3

ISSUE: 3

Category 1, Deemed to be University



A PLACE FOR MULTI-DIMENSIONAL
LEARNING & GROWTH



KLBS: A place of creative learning

I have great pleasure in conveying my best wishes to KLBS releasing the fourth issue of newsletter “DOSSIER” which brings the students and teachers of various disciplines on a common platform to share and display their ideas and creative talents. I wish all the students who have involved in bringing out the magazine for their greater success and career ahead.

Er. K. Satyanarayana
President,
Koneru Lakshmaiah Education Foundation

KL Business School has been highly consistent in its yardstick of providing 100% student placements, besides being at the pinnacle of academics and pedagogy. K L B S has rich brand image with its highly placed alumni. Following the higher-end quality education systems and processes in higher education, this B-School achieved e-learning excellence by digitization of the teaching-learning process at every step. It earned laurels from industry and institutions by organizing National Level Management Fest EXPATICA-2.0 very recently.

HALLMARKS OF KLBS - 2022

- 100% Placements
- Alumni meetings presence in Industry
- High Industry Connect
- Guest Lectures – Industry Seminars, Expert Talks
- Sports laurels at KLBS
- Successfully organised National level Management Fest “EXPATICA 2.0” – The most awaited student event of the year
- KLBS Transforming to Digital



KLBS: The path of success and excel

I am exhilarated in establishing the Fourth issue of newsletter “DOSSIER” of our KLBS which is a reference of the most recent trends and activities in KLBS. I wish that this newsletter establishes to be a flint to fire the enthusiasm and excite for many intrusive entrepreneurial skills among the students and inspire passion among the members of the faculty of KLBS. My greeting to the editorial board to keep the good work.

Er. K. Raja Harin
Vice-President,
Koneru Lakshmaiah Education Foundation



Leadership Matters

Believes in doing the best is all that matters Dr. M. Kishore Babu has over two decades of experience in both academics and industry. He truly believes in teamwork and academic leadership. He served as head and principal of the prestigious klu business school from 2013 to 2018. He got his Ph. D from Acharya Nagarjuna University, M. Phil in 2001 from Andhra University. He published 7 books and guided 4 M. Phil. scholars and 4 Ph.d. scholars were awarded under his guidance. He organized 92 workshops independently as a resource person for corporate, non-profit organizations, Software Industry, Nabard, and Voluntary Organizations, National Banks, Ryla and APSRTC have visited many countries to expand KL University Horizons globally. He established linkages with 73 Universities including Stanford, Harvard Universities, to promote Academic Excellence and Global Exchange Programs. Under his leadership KL Business School ranked 46th among all business schools in India including IIMS, IITS, and NITS as per NIRF Rankings of MHRD, Govt. of India. He is instrumental in establishing many collaboration with Industries and Universities. His area of expertise is Marketing, Brand Management and Sales Management.

Dr. M. Kishore Babu
DEAN-MHS, DIRECTOR INTRENATIONAL RELATIONS
KONERU LAKSHMAIAH EDUCATION FOUNDATION



Experienced Associate Professor with a demonstrated history of working in the higher education industry. Skilled in Finance and Statistical Data Analysis in R and SPSS, Lecturing, Curriculum Development, Faculty Development, and. Strong education professional with a qualified NPTEL online course on Business Analytics for management decision and has done online certificate course on Excel for Finance corporate Professionals.

She believes in “Strength of team is each individual member .The strength of each member is the team” as coined by Phil Jackson.

Dr. K. Hema Divya,
Assoc. Professor-HOD MBA



Dr. U.S. Abbaraju is presently working as Associate Professor is having nearly two and half decades of teaching experience at the postgraduate level and two years of Industry experience. He produced Five doctorates from KL University. At present, he is guiding four Ph.D. scholars. He guided more than 200 projects at MBA and a few M.Phil. theses at various Universities. He is having thirty research papers in reputed journals to his credit. He has published three books. He is working on an ICSSR Major research project as the principal investigator. He is having three patents to his credit. He was associated with VIMS (Visakha Institute of Medical Sciences) Baseline study as a Team Coordinator which is a prestigious project of the Andhra Pradesh Government.

Dr. U.S. Abbaraju is presently Associate Professor and Professor in charge -Alumni, Internship, and Placement at KL University business school, KL University. He has been identified as a Research faculty and APEX member of the university Research team.

Dr. Udaya Shankar Abbaraju, Assoc. Professor



Dr. M V A L Narasimha Rao, is an eminent faculty in Management Studies, currently working with K L Business School, K L E F Deemed to be University. He has 24 years of academic experience and nearly 6 years of industry experience to his credit.

He received his Ph. D. in Commerce and Business Administration from Acharya Nagarjuna University. He has made his immense contribution as a member on the Board of Studies and designed courses for BBA and MBA programs in K L E F Deemed to be University. He has coordinated Internship programs for MBA and BBA students. He has 23 publications in leading international journals to his credit, including IEEE, Web of Science and SCOPUS indexed.

He has been recognized as an Innovation Ambassador by the Institute Innovation Council (IIC) of the Ministry of Education, Govt. Of India for completing a comprehensive training program conducted by Ministry of Education in association with AICTE. He has received several accolades from his superiors, peers, and students for his teaching abilities.

Dr. M V A L Narasimha Rao, Faculty in Management Studies
Asst. Registrar, KL Deemed to be University.

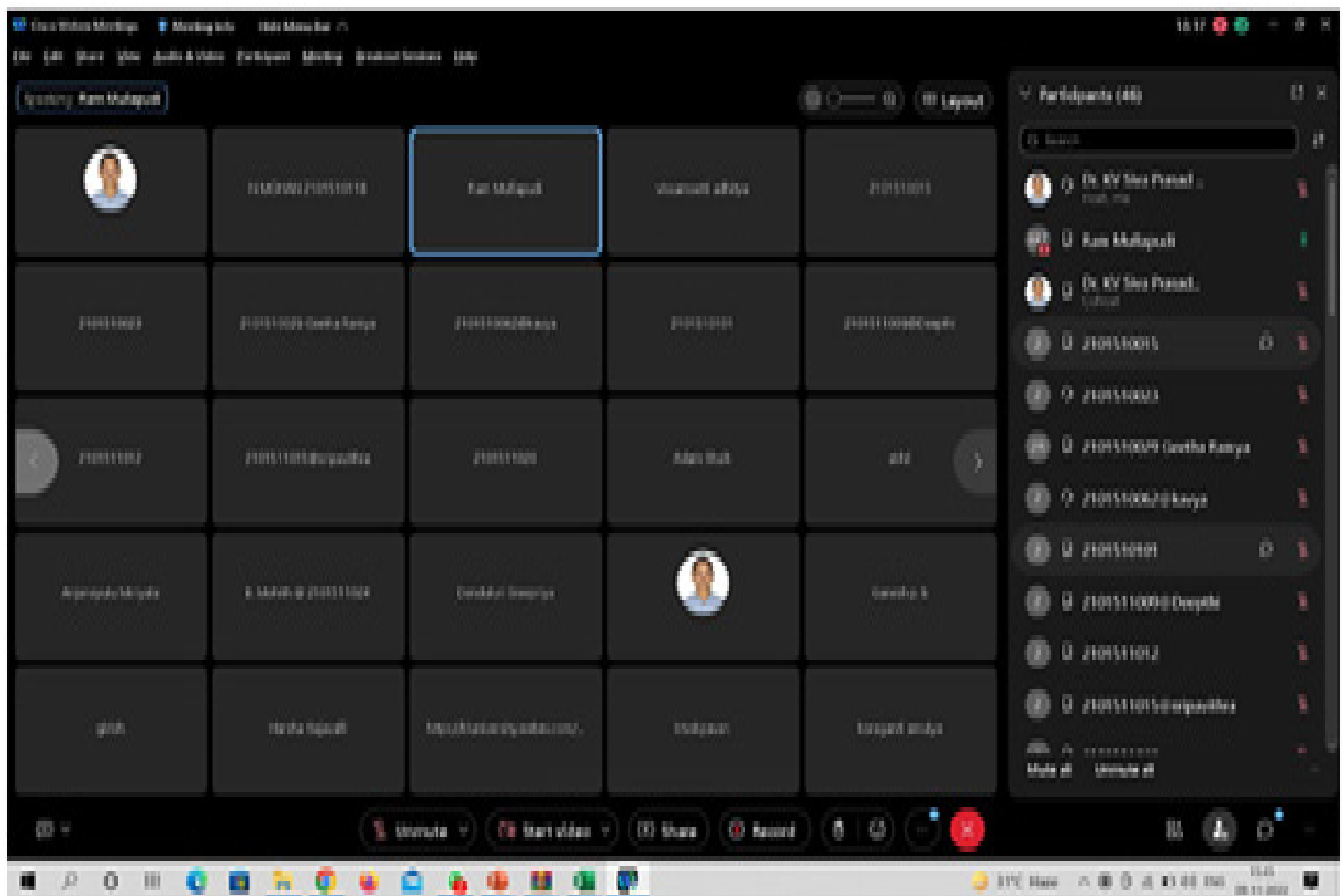
BACCALAUREATES - ALUMNI INTERACTION

Mr. Ramachandra Mullapudi, Research Analyst, Accenture, Hyderabad shared his experience with the MBA students on 27.10.2022 / 3:00 pm – 4:30 pm

During addressing students, the resource person emphasised that:

1. Career Guidance- Selection of Career Stream.
2. Preparing for the Corporate Challenges.
3. Personal SWOT analysis/GAP Analysis.
4. Skills sets required for the chosen stream.

Few of the questions from the audience were taken up by the speakers during the Q & A session. The variety and range of questions raised show that the participants took an active part in the programme.



LAUNCHING - MBA PROGRAM IN FIN TECH

KLU is proud to announce the launch of its new and innovative Master of Business Administration (MBA) program in Financial Technology (FINTECH). This cutting-edge program aims to equip students with the skills and knowledge required to excel in the rapidly evolving field of financial technology.

Financial technology, or FINTECH, has revolutionized the financial industry by leveraging technology to enhance financial services and improve efficiency. With the rise of digital payments, blockchain technology, robo-advisors, and alternative lending platforms, the demand for professionals well-versed in FINTECH has surged in recent years.

The FINTECH MBA program at [University Name] is designed to meet this growing demand and provide students with a comprehensive understanding of the intersection between finance, technology, and entrepreneurship. By integrating core business concepts with specialized FINTECH courses, the program offers a unique blend of academic rigor and practical industry knowledge.

Key Features of the FINTECH MBA Program:

- ✓ **Comprehensive Curriculum** ✓ **Industry-Driven Approach** ✓ **Fintech Lab**
- ✓ **Networking Opportunities** ✓ **Collaborative Learning Environment**

By launching the FINTECH MBA program, [University Name] reaffirms its commitment to delivering quality education that prepares students for the dynamic demands of the global financial industry. With this program, the university aims to produce future leaders and innovators who can drive positive change in the evolving world of financial technology.



SYNERGY 2022

As a part of Department day , Management students Association (NEXUS) is organizing an Event called SYNERGY 2022 where three experts are called from various segments and their experiences and knowledge are shared to the students.



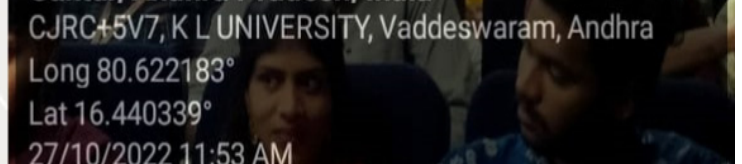
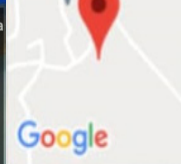
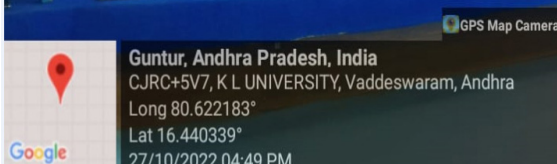
- **Pachipulusu Durga Srinivas**, Senior Director -Delivery at NTT DATA Inc, Hyderabad. - 10.00-11.30 am



- **Prazwal Kranth**, Team Leader - Content Operations - Alumni -11.00-12.30pm, Faceset, Hyderabad.



- **Prabal K. Sen**, Professor - 2.00-3.30 Economics Areas & Chairperson Entrepreneurship Development Center (EDC) at XLRI Jamshedpur



Dr. M. Kishore Babu, Dean - MHS & Director International Relations addressing the gathering



Dr. M. Kishore Babu, Dean – MHS & Director International Relations giving prizes to the winners

ENTHRONEMENT – INDUCTION PROGRAM

Department of MBA, K L Business School, MBA 2022 Induction Program on 08.08.2022

Induction programs are critical for welcoming and orienting MBA (Master of Business Administration) students to their academic journey.

Welcome and Introduction

Begin the program with a warm welcome and introduction to the MBA program, the faculty, and staff. Provide an overview of the program's goals, objectives, and expectations.

Program Overview:

Provide an in-depth overview of the MBA curriculum, including core courses, electives, concentrations, and any specializations offered. Discuss the academic requirements, credit hours, and grading policies.

Campus and Facilities

Familiarize students with the campus facilities, including classrooms, libraries, computer labs, student lounges, and other relevant facilities. Provide information about student services, such as academic advising, career services, counseling, and health services.

Faculty Introductions

Introduce the faculty members who will be teaching the MBA courses. Share their

credentials, expertise, and research interests to help students get to know their professors.

Networking and Team Building:

Conduct team-building activities to help students connect with each other and build a sense of community. Encourage networking among students and provide opportunities for them to interact with alumni, industry professionals, and guest speakers.

Academic Expectations:

Set clear expectations regarding academic standards, class attendance, participation, assignments, exams, and other academic requirements. Discuss academic integrity and plagiarism policies.

Career Development:

Provide information about career development resources, including internship opportunities, job placement services, and alumni networking events. Discuss the importance of career planning and the role of the MBA program in preparing students for their professional careers.

Time Management and Study Skills:

Share strategies for effective time management, study skills, and stress management to help students balance their academic, personal, and professional commitments.

Campus Life:

Provide information about extracurricular activities, clubs, organizations, and events on campus. Encourage students to get involved in campus life to enhance their overall MBA experience.

Q&A and Conclusion:

Allow time for students to ask questions and clarify any doubts they may have. Summarize the key points covered in the induction program and conclude with a motivating message to inspire students for their MBA journey.

Remember to adapt the induction program to the specific needs and requirements of your MBA program and institution. Also, consider incorporating feedback from previous MBA students to continuously improve and enhance the induction program for future cohorts.

SYMPOSIUM – INTERNATIONAL CONFERENCE



Department of
MBA

**CATEGORY 1
UNIVERSITY**
BY MHRD, Govt. of India

**KL ACCREDITED BY
NAAC WITH A++
GRADE**

nirf
2022
NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK

RANKED 27
AMONG ALL
UNIVERSITIES

**42 YEARS OF
EDUCATIONAL
LEADERSHIP**

CORDIALLY INVITES YOU TO
INTERNATIONAL CONFERENCE
ON
**EMERGING
TECHNOLOGICAL
TRENDS IN BUSINESS**

DATE & TIME:
16TH & 17TH DECEMBER, 2022
10:00 AM - 12:00 PM

CHIEF PATRON

ER. K. SATYANARAYANA
PRESIDENT, KLEF

PATRON

DR. G. P. SARADHI VARMA
VICE CHANCELLOR, KLEF

CONFERENCE CHAIRMAN

DR. M. KISHORE BABU
DEAN –MHS, KLEF

DR. JAYAKUMAR SINGH
DEAN R&D, KLEF

CONVENOR

DR. K HEMA DIVYA
HOD & ASSOCIATE PROFESSOR,
MBA KLBS

CO-CONVENORS

DR. BALAJI CHINTALA
ASSISTANT PROFESSOR, MBA-KLBS

DR. SHYAMASUNDAR TRIPATHY
ASSISTANT PROFESSOR, MBA-KLBS

CONFABULATION– INTERNATIONAL CONFERENCE ON EMERGING TECHNOLOGICAL TRENDS IN BUSINESS ON 16TH & 17TH DECEMBER-2022.

The banner for the International Conference on Emerging Technological Trends in Business (ICETTB 2022) is presented. It features the KL University Department of MBA logo on the top left. The main title 'International Conference On Emerging Technological Trends in Business' is displayed in a red and white box on the top right, with 'ICETTB 2022' written vertically to its left. Below the title, it specifies 'Day: 1 Inaugural' and '16th Dec, December 2022'. The central section is titled 'Guests' and contains ten circular portraits of speakers, each with their name and affiliation listed below. At the bottom left, a black box provides a Webex link to join the conference.

Department of MBA

ICETTB 2022 International Conference
On Emerging Technological Trends in Business
Day: 1 Inaugural
16th Dec, December 2022

Guests

Prof. Tania Hussain
Professor, Waseda University, Tokyo, Japan

Dr. G Partha Saradhi Varma
Vice Chancellor, KJ Somaiya Institute of Technology

Prof. Jose G Vargas Hernandez
University of Guadalajara, Mexico

Prof. Dilip Mutum
Professor of Marketing, School of Business, Monash University, Malaysia

Dr. N. Panchanatham
Former Vice-Chancellor, Tamil Nadu Teachers Education University, Tamil Nadu, India

Prof. Saiful Islam
Professor of Department of Management, Jermia University, Kuala Lumpur, Malaysia

Dr Hema Divya
Convener, IIM, NAG, KLUG

Dr M Kishor Babu
Dean MHS, KLEF Deemed to be University

Dr Shyamasundar Tripathy
Co-Convenor of the International Conference

Webex Link to Join : <https://kluniversity.webex.com/kluniversity/j.php?MTID=ml12490202a7254494bb3cb501a6ad>

Day-1 (Inaugural)

KL Business School of KL University conducted 1st day of international conference on 16/12/2022. The inaugural session started with welcome address by Dr. K. Hema Divya, HOD, MBA and she emphasized the need and objective of this conference and welcomed all speakers.

Dr. M. Kishore Babu, Dean MHS addressed the gathering and explain the theme of the conference and welcomed all the speakers.

Dr. Tania Hussain, Professor, Waseda University, Tokyo, Japan emphasized on relevance of Artificial Intelligence in the present business world.

Dr. Jose G Vargas, Hernandez, University of Guadalajara, Mexico given 21 applications of technologies in business.

Dr. Dilip Mutum, professor of Monash Univesity, Malaysia explained the need of technology in business from marketing perspective.

Dr. N. Panchanatam, former Vice Chancellor of Tamilnadu Teacher Education university, Tamilnadu emphasized on emerging trends in technology and its adoption by business organizations.



Prof. (Dr.) Zaid Ahmad Ansari
Professor of Marketing, Director of Postgraduate Studies Unit, College of
Business and Economics, Jouf University, Saudi Arabia



Prof. (Dr.) Hasham Bin Ozakiria
Professor, School of Education &
Modern Languages College of
Arts and Sciences University Utara, Malaysia



Prof. (Dr.) Indranil Bose
Vice President (Academics)/Office of
Chancellor, Ganges University, Kolkata, West Bengal, India



Prof. (Dr.) Zbyslaw Debrowski
Professor - All India, Jagiellonian University, Poland



Dr. Dhanonjoy Kumar
Associate Professor, Department of Management
Islamic University, Kathia, Bangladesh



Dr. Sambit Kumar Mishra
Deputy Director, The Institute of
Chartered Accountants of India, New Delhi, India

Webex Link to Join : <https://kluniversity.webex.com/kluniversity/j.php?MTID=ml124182260be7254d846b3cb501a9ed>

Day-2: (Technical & Valedictory Sessions)

In 2nd day of online international conference in Emerging technological trends in Business organised K L Business School, K L University. Day started with Technical session where a series of papers were presented by academicians, research scholars across the globe. .

The session is chaired by Prof. Dr. Pradeepta Banerjee Dean School of Commerce and Management Sidho-khana-Birsha university West Bengal , Prof, Kinnarry Thakkar

Chairperson of the Session



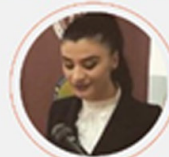
Prof.(Dr.) Pradipta Banerjee
Dean, Department of Commerce,
Sidho-Khana-Birsha University, West Bengal, India

Co-chairperson of the Session



Prof. (Dr.) Kinnarry Thakkar
Professor, Department of Commerce
University of Mumbai,
Mumbai, India

Co-chairperson of the Session



Prof (Dr.) Enkeleda Lulaj
Asst. Professor, Faculty of Management in Tourism,
Hospitality and Environment, University "Iskuli Zeka"
Peja State of Kosovo

Key note Speaker of the Session

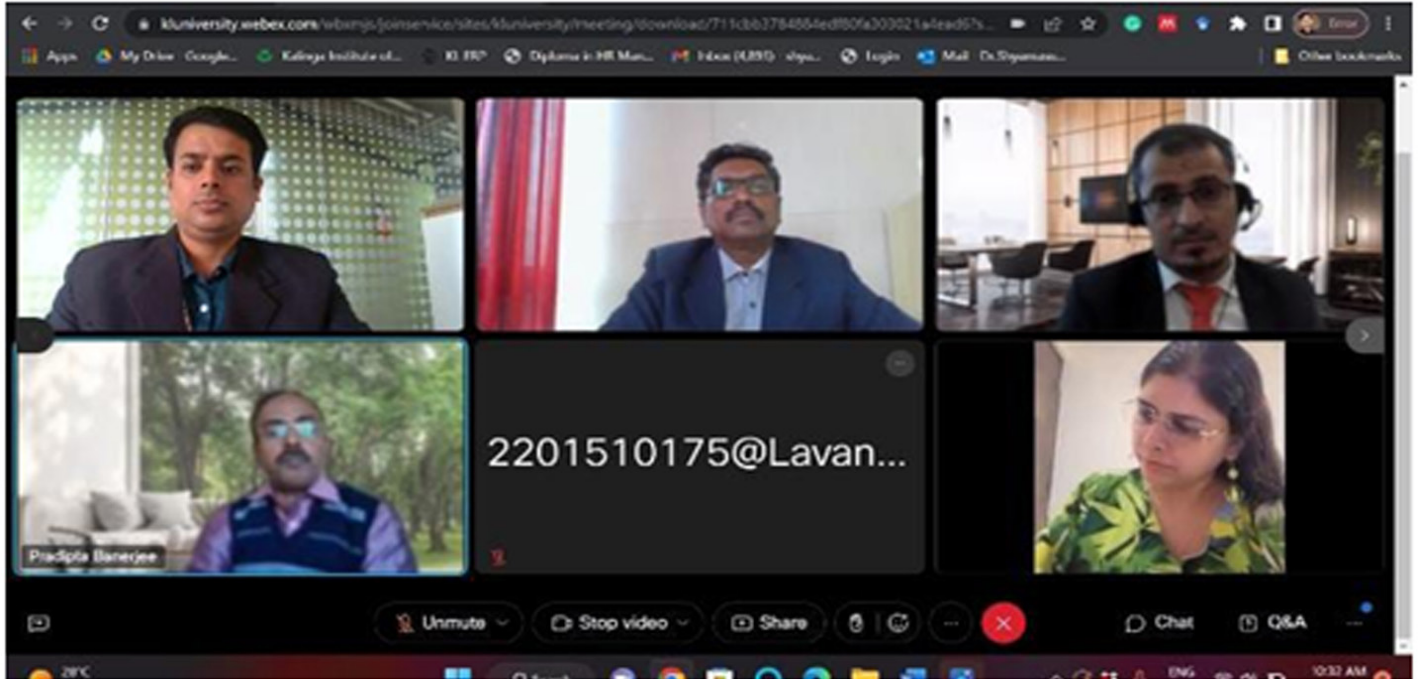


Dr. Faozi A. Almagtari
Senior Lecturer at the University of
Malaysia Terengganu, Malaysia.

Webex Link to Join : <https://kluniversity.webex.com/kluniversity/j.php?MTID=ml124182260be7254d846b3cb501a9ed>

University of Mumbai acted as co-chairperson, Prof. Enkeleda Lulaj ,University “Haxhi Zeka” Pejo state of Kosovo, acted as co-hair person, Prof, Dr. Faozi A. Almaqtari , University of Malaysia, Terengganu, Malaysia as keynote speaker.

The session is coordinated by Dr. Daniel Pilli, Assistant Professor, K L University and Vote of thanks presented by Dr. Shyamasundar Tripathy, coconvener of the International Conference.



Valedictory Session started with welcome address by Dr .Hema Divya Convenor and HoD –Department of MBA, K L Business School. The chief quest of the valedictory session Prof. Sanjay kumar Satpathy Vice chancellor Kalahandi University, Orissa. He expressed the importance of mind management and its relevance in the current context.



Department of MBA

International Conference
On Emerging Technological Trends in Business
 Day-2: Valedictory Session
 17th, December 2022

Guest of Honour



Prof. Dr. J.K.S. Jagannatha Rao
 Pro-Chancellor at KL University, Vallabharam AP, India

Guest of Honour



Prof. (Dr.) Rajnish Ratna
 Professor, Gels College of Business Studies, Gels, Dindur (Khar), India

Guest of Honour



Prof. Sulakshana Sen
 Professor, Bellvue-Cookman University, Fort Orange, Florida, US

Guest of Honour



Prof. K.S. Chandrasekar
 Computer Assistant, Senior Professor and Head Institute of Management at Keshav, University of Kerala, Thiruvananthapuram, India

Chief Guest



Dr. Sanjay Kumar Satapathy
 Vice-Chancellor at Kalahandi University, Bhubaneswar, India

Guest of Honour



Dr. Ch. Balaji
 Co-Chairman International Conference

Webex Link to Join : <https://kluniversity.webex.com/kluniversity/j.php?MTID=mf32490260be7254d9465cb5010d0ed>

Prof. Rajani Ratna Gedu college of Business Studies, Bhutan addressed the impact of technology in higher education and its dimensions. Prof. K.S. Chandrasekhar campus Director, Institute of management, Kerela University addressed on business and technology and their benefits to society at large. Prof. Sulakshana Sen Bothuncookman University Florida USA expressed the intervention of technology in higher education research with data science and its impact. Dr. Ch. Balaji Coconvenor of International Conference proposed the vote of thanks in the valedictory session.

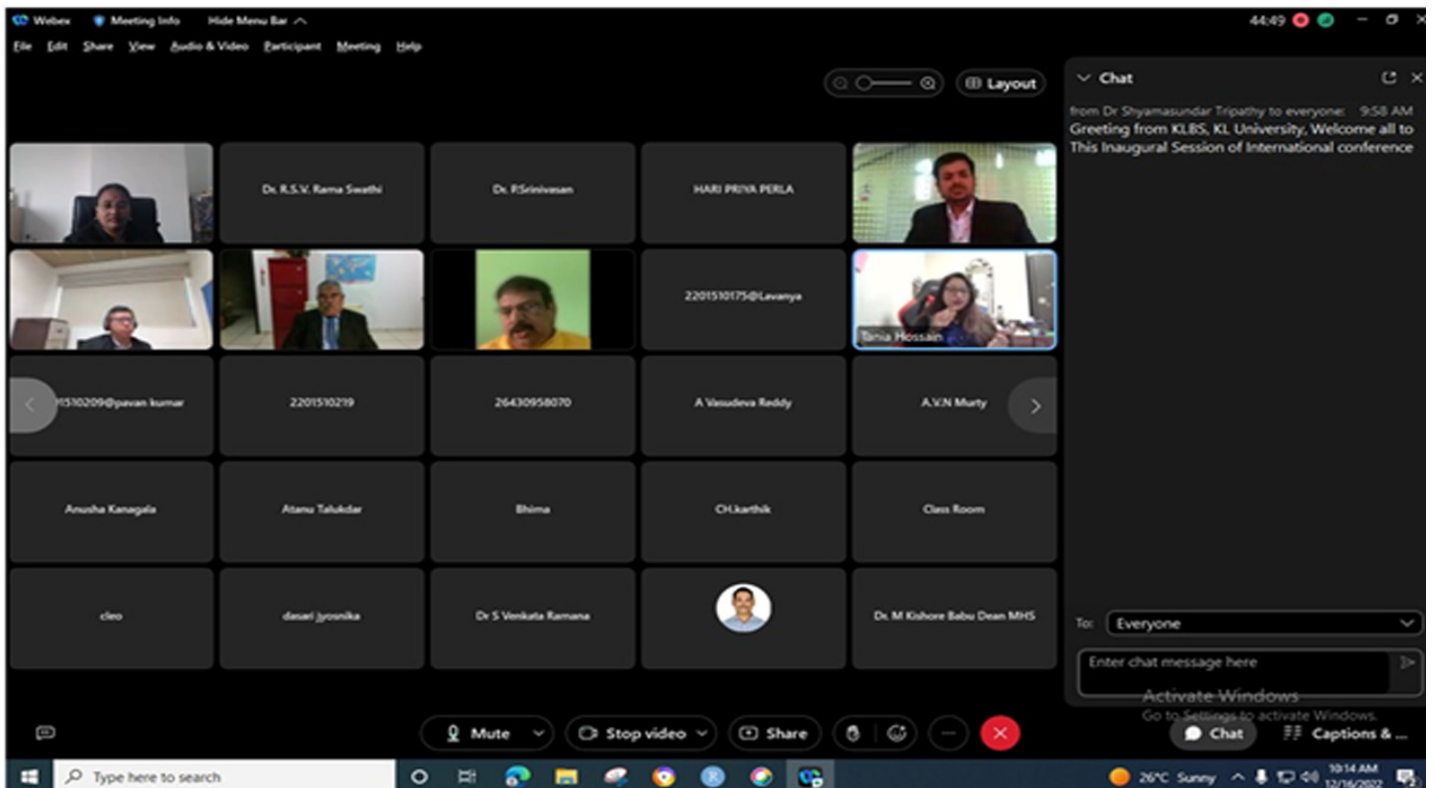
In 2nd day of online international conference in Emerging technological trends in Business organised KLBUS, KL University. Day started with Technical session where a series of papers were presented by academicians, research scholars across the globe. The session is chaired by Prof. Dr. Pradeepta Banerjee Dean School of Commerce and Management Sidho-khana-Birsha university West Bengal, Prof, Kinnarry Thakkar University of Mumbai acted as co-chairperson, Prof. Enkeleda Lulaj, University "Haxhi Zeka" Pejo state of Kosovo, acted as co-hair person, Prof, Dr. Faozi A. Almaqtari, University of Malaysia, Terengganu, Malaysia as keynote speaker. The session is coordinated by Dr. Daniel Pilli, Assistant Professor, K L University and Vote of thanks presented by Dr. Shyamasundar Tripathy, coconvenor of the International Conference.



ముగిసిన ఎంబిఎ అంతర్జాతీయ సదస్సు

ప్రజాశక్తి-తాడేపల్లి చూరల్

అంతర్జాతీయ ఆన్ లైన్ సదస్సులో పలువురు ఆర్థిక శాస్త్రవేత్తలు పాల్గొని ప్రసంగించారు. శనివారం జరిగిన ముగింపు సభలో వ్యాపారంలో టెక్నాలజీని అనుసంధానం చేయడం పలన కలిగే లాభాల గురించి వక్తలు చర్చించారు. కెల్ యు ఎంబీఎ కళాశాల ఆధ్వర్యంలో జరిగిన ఈ సదస్సులో ప్రపంచవ్యాప్తంగా ఉన్న విద్యార్థులు, పరిశోధన విద్యార్థులు పాల్గొని వరుస పేపర్లను సమర్పించే సాంకేతికతతో సభ ప్రారంభమైంది. ఈ సభకు ఆచార్య డా. ప్రదీప్త బెనర్జీ డీన్ స్కూల్ ఆఫ్ కామర్స్ అండ్ మేనేజ్మెంట్, సిద్ధో-ఖానా-బిర్షా యూనివర్సిటీ వెస్ట్ బెంగాల్ అధ్యక్షత వహించారు. కిన్నార్ కర్కర్ యూనివర్సిటీ ఆఫ్ ముంబై కో-చైర్పర్సన్ గా వ్యవహరించారు. కెఎల్ విశ్వవిద్యాలయం వైస్ ఛాన్సలర్ డాక్టర్ జి.పార్వసారదేవర్, ప్రొ.వి.సి.డాక్టర్ ఎన్.వెంకటరామ్, రిజిస్ట్రార్ డాక్టరు ఎ.జగదీష్ పాల్గొన్నారు.



Valedictory Session started with welcome address by Dr .Hema Divya Convenor and HoD -Department of MBA, K L Business School. The chief quest of the valedictory session Prof. Sanjay kumar Satpathy Vice chancellor Kalahandi University, Orissa. He expressed the importance of mind management and its relevance in the current context.

Prof. Rajani Ratna Gedu college of Business Studies, Bhutan addressed the impact of technology in higher education and its dimensions. Prof. K.S. Chandrasekhar campus Director, Institute of management ,Kerala University addressed on business and technology and their benefits to society at large. Prof. Sulakshana Sen Bothuno-cookman University Florida USA expressed the intervention of technology in higher education research with data science and its impact.

Dr. Ch. Balaji Coconvenor of International Conference proposed the vote of thanks in the valedictory session.

LEXICON – STUDENTS’ ACHIEVEMENTS

S. No	University ID number	Name of the Scholar/ Student	Name of the Awards/Recognitions / fellowships	Awarded by	International / National / State / University / District Level
1	2201510099	M Deva Raju	II Prize in HR Event at Magnalite 2k24	Andhra Loyola College, Vijayawada	National
2		B Mani Chandana	II Prize in HR Event at Magnalite 2k24	Andhra Loyola College, Vijayawada	National
3		Arshiya	II Prize in HR Event at Magnalite 2k24	Andhra Loyola College, Vijayawada	National
4	2201510038	N Bhavana	II Prize in HR Event at Magnalite 2k24	Andhra Loyola College, Vijayawada	National
5	2201510101	Pitchuka. Harshavardan	Dialogue Contest	KL CINE CARNIVAL	National

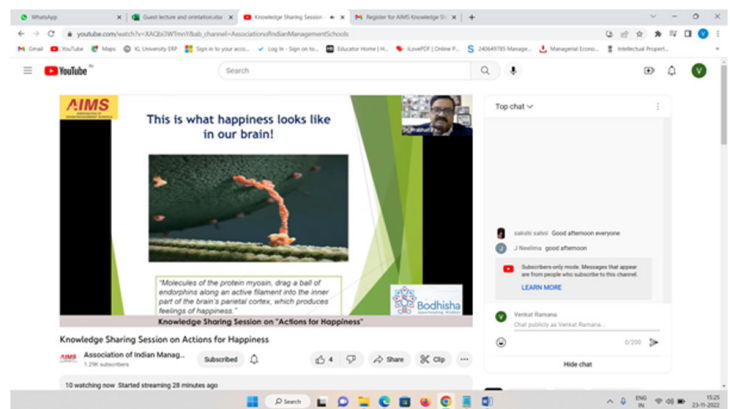
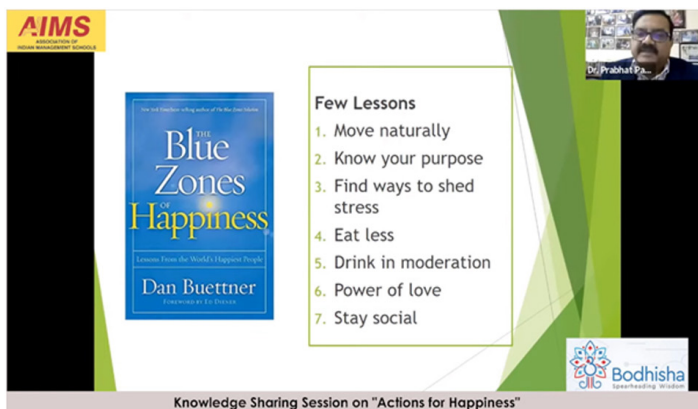
WEBINARS @ KLBS

“A Guest Lecture on Actions for Happiness”

KLBS, MBA department organised ONLINE GUEST LECTURE on Actions for Happiness for all the students of I MBA on 23.11.2022 / 3.00 am – 4.00 pm. The Resource persons Dr. Prabhat Pankaj, Director, Jaipuria Institute of Management, Jaipur, Rajasthan and Prof. Mohit Sati, Assistant Professor, Master School of Management Meerut, Uttar Pradesh.

Addressed the faculty members and emphasised on Actions for Happiness. They enlightened with their lectures in the areas of Giving – Do kind things for others.

- Relating – Connect with people.
- Exercising – Take care of your body.
- Awareness – Live life mindfully.
- Trying Out – Keep learning new things.
- Direction – Have goals to look forward to.
- Resilience – Find ways to bounce back.



“New Management Mantra”

KLBS, MBA department organised ONLINE GUEST LECTURE on Art of Reversing the Enemy for all the students of MBA along with faculty members on 25.11.2022 / 3.00 am – 4.00 pm. The Resource persons Prof Mohd Masood Ahmed

Former President, AIMS, Dr K Maran, Chairman, Tamil Nadu and Pondicherry Chapter, AIMS and Prof. & Director, Sri Sairam Institute of Management Studies, Tamil Nadu addressed the faculty members and MBA students on Art of Reversing the Enemy. They enlightened with their lectures in the areas of

- A sense of not just financial comfort but also a pleasant environment to work with.
- created a friendly environment for them
- Give a chance for their talents to blossom
- Give an opportunity to their concerns about the company anytime they need.

“Online Webinar By Industry And Academic Experts”

KLBS, MBA department organised ONLINE GUEST LECTURE on Magnetic Storytelling for Business Leaders for all the students of MBA along with faculty members on 09.12.2022 / 3.00 pm – 4:30 pm. The Resource persons Mr. Sivakumar Palaniappan, Founder and Director, Thinkfluence Global and Dr. Jitendra Kumar Mishra, Board Member, AIMS and Director, MATS Institute of Management and Entrepreneurship (MIME), Bengaluru addressed the faculty members and MBA students on Magnetic Storytelling for Business Leaders. They enlightened with their lectures.

Your brand is the stories people share about you when you're not in the room. Whether a small, one or two-person company or a large multinational; a not for profit or a Government organisation; a start-up entrepreneur or a corporate institution; a school or a sporting team; a religious institution or a political party; a local café or a global franchise everyone has a brand and everyone has a story. The reality is people are already sharing stories, both the good and the bad.

Magnetic Stories will walk you through how to develop and communicate your own brand stories, focusing on the five types of stories you need in business to connect and engage people with your brand. You'll learn how to:

- Connect with your customers in a more authentic way
- Increase the engagement of your employees
- Make decisions based on your company values and purpose
- Have a stronger presence online by sharing great stories
- Take control of your brand and reputation for greater success

Magnetic Stories delivers a unique and timely message which is perfect for any business, regardless of size or industry.



Mr. Sivakumar Palaniappan

Founder and Director,
Thinkfluence Global



Dr. Jitendra Kumar Mishra

Board Member, AIMS and Director,
MATS Institute of Management and
Entrepreneurship (MIME), Bengaluru

Zoom Meeting

Participants (60)

Dr. S. Venkata Ramana (M)	Association of Indian Man... (Host)	Dr. Jitendra Mishra (Co-host)	Shikumar Palaniappan (Co-host)	ABHIRAJ MEENA
Anil	Anmol Lalchandani	Bhavadharini	bmousami@gmail.com	Debosmita Majumder
Dhruv Gupta	Disha	Dr. Durga Prasad VISM	Dr. Mahesh Chandra Joshi	Dr. Shantanu Kumar Sahu
Dr. Siddhi K.B.				

Zoom Meeting

Participants (70)

Association of Indian Management...	Devaki S	Shaik Tanveera	Dr. Durga Prasad VISM	Ravi Varma
Dr. Tripti Bisawa	Nitesh Garg	ABHIRAJ MEENA	MIME PGDM	Rakesh Kumar Pandey
Imaan Nahila A...	Debosmita Majumder	Nupur Veshne	George Joseph Kalayil	Sowmya D S
GOWTHAMAN...	BALASUBRAMA...	Dr. Mahesh Cha...	Suman Pathak	Disha
Dhruv Gupta	Usha Mishra			

Zoom Meeting

Participants (82)

Dr. Yogita S. Garwal	Vasuki R	Dr. Shantanu Ku...	Jaswandi Kulkarni	Surya Laxmi Pa...
USER	Rupesh	dhanushree	R.Amsaveni	Prity Kumari
Mousami Chatt...	iPhone	bmousami@gm...	FIROSE DEEN	Poonam Jain Ko...
Anmol lalchand...	Rakesh Vishnu	Edwin Vijay	Saurav Jaiswal	Vijay Kumar
Gargi Verma	Rahul Hari	Dulla sai anoop	Prasad	Kiran Kumar

Meeting Chat

Suman Pathak to Everyone
Good afternoon everyone
YES

Me to Everyone
Good afternoon everyone

“Online Knowledge Sharing Session’s By Industry And Academic Experts”

KLBS, MBA department organised ONLINE GUEST LECTURE on FUTURE OF WORK for all the faculty members on 07.12.2022 / 3.00 pm – 4:30 pm. The Resource persons Dr. Vijayalakshmi Shrinivas, Director, Modern Institute of Business Management and Mr. Vinod Bidwaik, VP and CHRO, Alfa Laval addressed the faculty members on FUTURE OF WORK. They enlightened with their lectures in the areas of

1. The future of work is a projection of how work, workers and the workplace will evolve in the years ahead.
2. While much focus is placed on technology in future-of-work discussions
3. Factors, such as remote employment and the gig economy, play a large role in not only how work will be done, but who will be doing it and from where.
4. Focuses on employees collaborating with automation and artificial intelligence to get work done efficiently and innovatively. Tools can range from analytic software and chatbots to robotics with the power to learn and adapt using AI, natural language processing and machine learning. Rather than focus on replacing workers, forward-thinking employers will harness the power of this man-machine relationship to improve productivity, engagement and creativity among their employees.
5. The future of work encompasses the need for traditional full- and part-time workers alongside leased employees, gig workers and even crowd sourced contributors. The movement of workers into, within and out of an organization due to changing skills requirements caused by advances in technology must be anticipated to meet future needs. Employers must prepare for new jobs and career paths through ongoing job analysis, advanced training and reskilling of the domestic workforce, and utilizing foreign labor where applicable.

TOPIC: “FUTURE OF WORK”

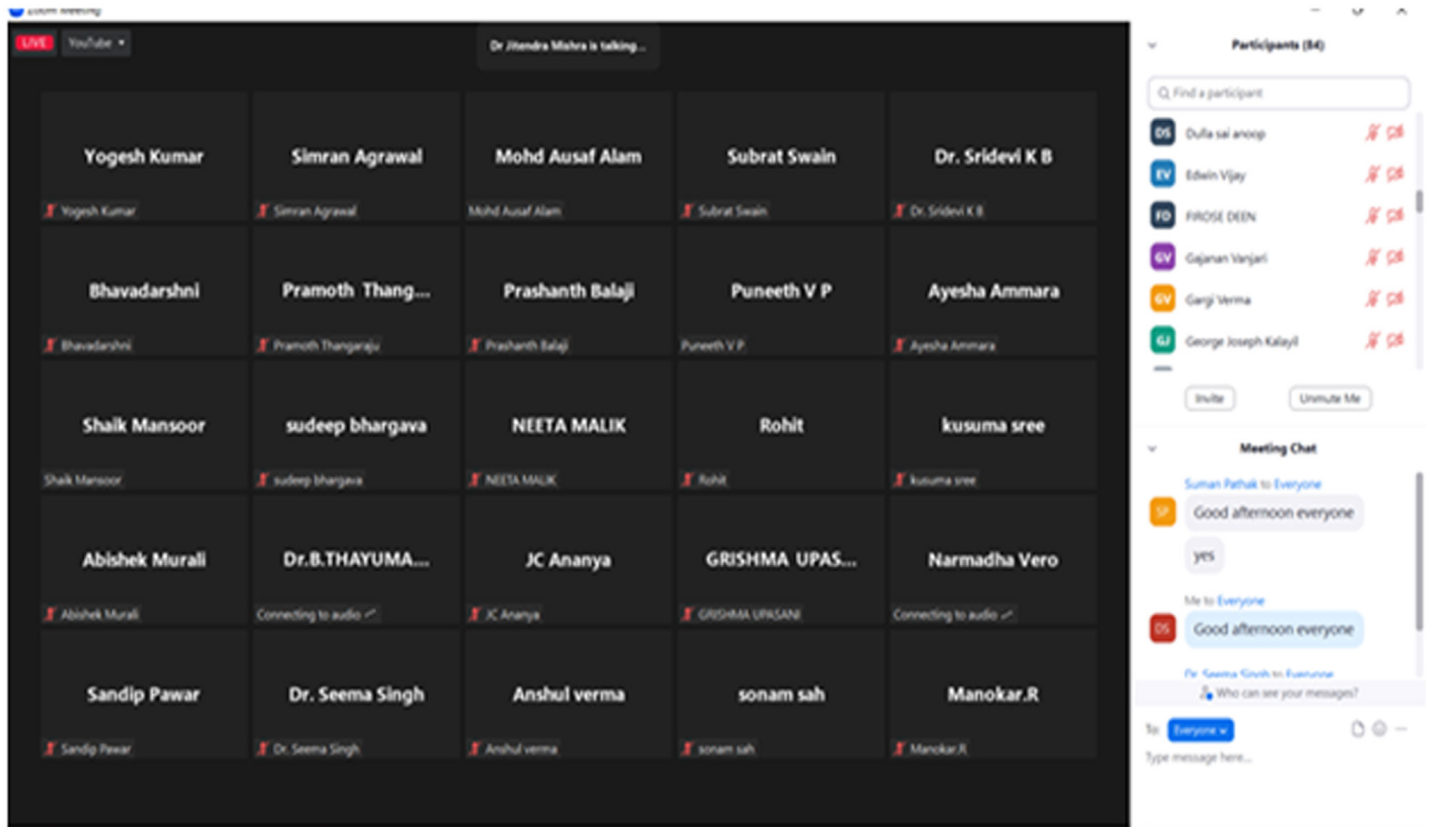
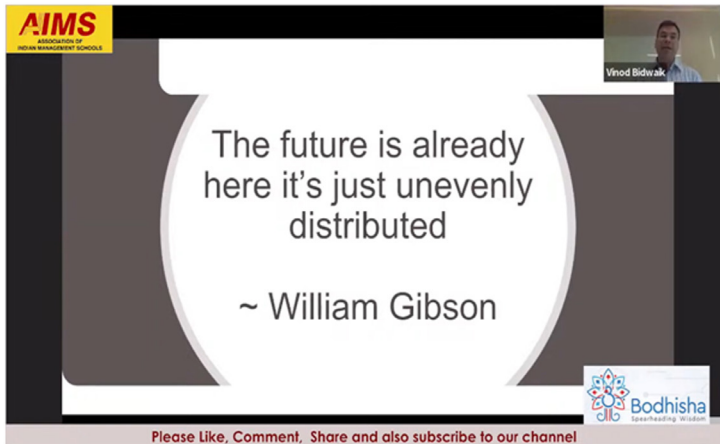


Mr. Vinod Bidwaik
 VP and CHRO, Alfa Laval



Dr. Vijayalakshmi Shrinivas
 Director,
 Modern Institute of Business Management

- Although the global coronavirus pandemic pushed forward the large-scale need for employees to function successfully outside of a collocated workspace, the shift toward increased workplace flexibility has been ongoing for decades. The workforce will likely grow more dispersed as geographic and technological boundaries diminish.
- Employers need to build an infrastructure that supports the future of work now, with HR leading the way in helping organizations identify and develop the types of workers they will need in the decade to come and beyond.



“Online Webinar By Industry and Academic Experts”

KLBS, MBA department organised ONLINE GUEST LECTURE on Recent Trends in Finance Research for all the faculty members on 14.12.2022 / 3.00 pm – 4:30 pm. The Resource persons Prof. (Ms.) M. Thenmozhi, Professor and Head, Dept. Of Management Studies, IIT,

Madras and Dr P Sadhasivam, Vice-Chairman, Tamil Nadu and Pondicherry Chapter, AIMS and Director, GRG School of Management Studies, Coimbatore addressed the faculty members on Recent Trends in Finance Research. They enlightened with their lectures in the areas of

1. Growing investment in private markets is likely to take place in the future of finance
2. Mergers and acquisitions with special reference to banking Industry in India
3. AI and machine learning are the future of finance
4. Foreign exchange rate and its impact on Indian economy
5. Block chain in the future of finance
6. Valuation methods of stock, stock market, and Mutual fund
7. Recent trends of research in Derivative
8. Rise of Financial Technology (FinTech) Companies
9. Reporting and Data Analytics
10. Reporting is faster and more easily accessible with recent digital tools. Technological ad.
11. Blockchain and Cryptocurrency
12. Another trend emerging is the growing number of corporations and consumers moving towards blockchain-based transactions and financial services, also known as cryptocurrency.
13. Digital Transformation
14. Finance professionals will have to consider the significant role technology now plays in the financial industry. As banks and financial institutions strive to become more technologically agile, they will need to examine the value of their operations as customer preferences and lifestyles change. vances are enabling investors to gain real-time access to data, thanks to advanced analytics.

TOPIC: “RECENT TRENDS IN FINANCE RESEARCH”



Prof. (Ms.) M. Thenmozhi

Professor and Head, Dept. of Management Studies, IIT, Madras



Dr P Sadhasivam

Vice-Chairman, Tamil Nadu and Pondicherry Chapter, AIMS and Director, GRG School of Management Studies, Coimbatore



Financial research - scope

- **Accounting and Finance**
 - Financial reporting, EVA, Employee stock options, Human resource accounting
 - Strategic costing- value chain analysis, brand valuation
 - Impact of regulations
- **Corporate Finance**
 - Capital structure Policies & Practices
 - Dividend policy & Practices
 - Mergers and acquisition/ corporate restructuring
 - Corporate governance
 - Valuation of securities-Asset Pricing , Signalling, IPOs, Trading systems, bid-ask spread
 - Impact of regulations

M.Themmozi



Knowledge Sharing Session on "Recent trends in Finance Research"



Future Directions for Research

- Huge data- Customer analytics, financial analytics, market analytics, firm level analytics
- Predictive and deductive research - customers, markets, countries, products
- IT and mobile linked business models
- B2C, B2B, C2C
- New theories in product life cycle
- Integration of markets- cross country impact
- Regulated economy- strong regulations – capital market, debt market, commodity market, mutual funds, market infrastructure institutions,
- Financial planning, wealth management
- Real estate financing and models
- Foreign direct investment – State level, industry level
- Corporate governance
- Fintech impact on firms, markets, economy
- Cyber security, surveillance in finance, banking
- Bank mergers



Knowledge Sharing Session on "Recent trends in Finance Research"



Knowledge Sharing Session on "Recent trends in Finance Research"

Participant Name	Participant Name	Participant Name	Participant Name	Participant Name
Dr. Yogita S. Gar...	Vasuki R	Dr. Shantanu Ku...	Jaswandi Kulkarni	Surya Laxmi Pa...
USER	Rupesh	dhanushree	R.Amsaveni	Prity Kumari
Mousami Chatt...	iPhone	bmousami@gm...	FIROSE DEEN	Poonam Jain Ko...
Anmol lalchand...	Rakesh Vishnu	Edwin Vijay	Saurav Jaiswal	Vijay Kumar
Gargi Verma	Rahul Hari	Dulla sai anoop	Prasad	Kiran Kumar



KL | BUSINESS
SCHOOL

K L BUSINESS SCHOOL - DOSSIER

Vaddeswaram, Guntur Dist. A.P. 522502.

✉ : bschool@kluniversity.in

☎ : 0863 2399718 (Extn: 1853)

☎ : 0863 2399999 (Extn: 1848)

☎ : 8125424236

📧 : businessschool.kl@gmail.com

🌐 : <http://twitter.com/KLUniversity>

Inclusive organizations, for a better society”