

FACULTY AND STUDENT PUBLICATIONS (AUG 2017 to JAN 2018)

Sl. No	Faculty Name	Title of the Paper	Year of Publication	Journal in which published/conference in which presented ISBN / ISSN & Page No.
1	Prof. Pushpalatha V	A study on Competancy Mapping at SPML Technologies Ltd. Bangalore	JAN 2018	BIMS International Journal of Social Sciences Research Vol-3, Issue-1, ISSN- 2445-4839
	Prof. Pushpalatha V, Dr.Buvaneswari P, Nikhil S D, Swetha HR, Suhas N and Vinod K	Modi's Make in India for Youths Employment Generation	AUG 2017	International Journal in Management and Social Science, Vol -5, Issue 8, Impact Factor -6.178 ISSN-2321-1784
2	Dr. R S Ramesh Puneeta Goel	Sustainability Reporting in India: Exploring Sectoral Differences and Linkages with Financial Performance	AUG 2017	Vision, The Journal of Business Perspective, Vol. 21 No. 2 ISSN: 0972:2629
3	Dr. R S Ramesh Puneeta Goel	Impact of Ethical Practices on Corporate Performance: Evidence from India	OCT 2017	Research Journal of Commerce and Behavioural Science (RJCBS), ISSN-2251-1547, Vol. 06 (12) Pp 1-15 UGC:63258
4	Dr. R S Ramesh Puneeta Goel	Do Ethics Pay? A Study of Indian Companies	SEP 2017	International Journal of Business Ethics in Developing Economies, Vol 6 (1), Pp 29-40
5	Dr. R S Ramesh Puneeta Goel	Rising Standards of Sustainability Reporting in India: A Study of Impact of Reforms in Disclosure Norms	NOV 2-3, 2017	Global Business strategy for sustainability (Conference Proceedings), ISBN:9789386608-18-5, pp-3-12
6	Dr. R S Ramesh Puneeta Goel	Linking Corporate Social Responsibility Reporting with Corporate Performance: Evidence from Selected Companies in India	NOV 9-10, 2017	Corporate Social Responsibility Driving Sustainable future (Edited Book), ISBN: 9789332704114, 167-178 (Chapter 11)
7	Dr. R S Ramesh Mamatha Hegde	The Impact Of Transformational and Transactional Leadership On Organizational Performance	JULY 2017	Paripex - Indian Journal Of Research(Pijr), Impact Factor : 5.761 (SJIF) IC Value : 79.96 Print ISSN Number : 2250 – 199
8	Dr. R S Ramesh Mamatha Hegde	A Study on Factors Influencing Effectiveness of Leadership in Private and Public Sector Organizations	JAN 2018	Global Journal For Research Analysis , Impact factor of 4.547 ISSN No 2277 - 8160 Index CCopernicus, Value 80.26.UGC Sr.No.49177
9	Dr. R S Ramesh Shruthi Patel	IMC Preferences at Super Specialty Hospitals	JULY 2017	International Journal of Advanced Scientific Research and Management, ISSN 2455-6378 Vol. 2 Issue 5
10	Dr. R S Ramesh Lathamani B	Assessment of Profitability of Small and Medium Food Processing Enterprises listed in BSE, India with reference to MSMED Act, 2006	23 AUG 2017	International Journal of Academic Research, ISSN: 2348 -7666, Vol:4
11	Dr. R S Ramesh Lathamani B	Application of Du-Pont Model for Measuring Financial Performance of BSE Listed Select Food Processing Industries in India	NOV 2017	Journal ob Banking, Finance and Insurance Management, issue/830/917, Vol 1, pg. 1 – 25
12	Dr. Mamatha J	A study on customer loyalty towards retail stores in India	AUG 2017	Shanlax International Journal of Management-Vol-5,Special Issue 2 ISSN-2321-4643 UGC APPROVED J.No-44278 Impact Factor-2.082
13	Dr. Roopa Temkar V	Attrition and Causes of Attrition of B-school Faculty Members at Bangalore- An Empirical Study	AUG 2017	Journal of Research in Management, Vol. 3(1), ISSN -23948787.
14	Mr. Bharath TS	A Study on Client Gratification at ESS Info Media Pvt. Ltd	AUG 2017	Shanlax International Journal of Management-Vol-5,Special Issue 2 ISSN-2321-4643 UGC APPROVED J.No-44278 Impact Factor-2.082
15	Mrs. Roopa Balavenu	Co-integration of Indian Capital Market with the Global Stock Markets	AUG 2017	Shanlax International Journal of Management-Vol-5,Special Issue 2 ISSN-2321-4643 UGC APPROVED J.No-44278 Impact Factor-2.082
16	Ms.GiriVasuki K	A study on customer loyalty towards retail stores in India	AUG 2017	Shanlax International Journal of Management-Vol-5,Special Issue 2 ISSN-2321-4643 UGC APPROVED J.No-44278 Impact Factor-2.082
17	Mrs. Roopa Karnam	An Innovative Study on Employee Awareness towards Organizational Welfare Measures	AUG 2017	Shanlax International Journal of Management-Vol-5,Special Issue 2 ISSN-2321-4643 UGC APPROVED J.No-44278 Impact Factor-2.082
18	Anjana Devi S C	Impact of Business Ethics, Operational Efficiency and Customer Orientation on Organizational Values of Banking Industry.	AUG 2017	Research Journal of Social Science and Management.Vol -7,Issue-4 ISSN 2251 1571 Impact factor-5.38

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DEPARTMENT OF MANAGEMENT STUDIES



Issue - 7 (Odd Sem)

SUVARTHA

January 2018

ABOUT SJBIT



SJB Institute of Technology (SJBIT) was started in the year 2001 by Sri Adichunchanagiri Shikshana Trust under the leadership of his holiness Padmabhushana Paramapoojya Jagadguru Sri Sri Sri Balagangadharanatha Mahaswamiji, then the pontiff of 'Sri Adichunchanagiri Mutt' Guided and blessed by his holiness Sri Sri Sri Dr. Nirmalanandanatha Mahaswamiji, mentored by Sri Sri Prakashanath Swamiji, the Managing Director and led by Dr. Puttaraju, the Principal we commit to benchmark with best practices in teaching- learning processes towards holistic development of the institution and continuously strive to meet or exceed the expectations of all stake holders. It is proud to announce to all the stakeholders that SJBIT has been accredited on 30-10-2017 by NAAC, New Delhi with 'A' grade (CGPA-3.22)



Sri Sri Prakashnath Swamiji received Lifetime Achievement Award by Bangalore Management Association in 2017

VISION: To become a recognized Technical Education Centre with a global perspective.

MISSION: To provide learning opportunities that fosters students ethical values, intelligent development in Science and Technology and Social responsibility so that they become sensible and contributing members of the society.

ABOUT THE DEPARTMENT



The Department is successfully headed by Prof. Pushpalatha V. The Department of Management Studies was established at SJBIT in the year 2008, a recognized center for MBA education in the country offers a 2 year full time MBA programme approved by AICTE & affiliated to Visvesvaraya Technological University, Belagavi, and Karnataka with an intake of 120 students.

The course is designed to provide Quality Management Education and acquire skills, attributes and capabilities, to reach responsible Global Positions in Management. The department of Management Studies has achieved 9th rank in the VTU 2016 Exams and 5th rank in the VTU 2017 Exams.

VISION : "To become the recognized Management Education center of par excellence, with a global perspective".

MISSION : "To foster continuous learning with intelligent development in Management and Administration, apart from social responsibility, so that they become contributing members of the dynamic Business environment and Society".

MBA-VTU RESEARCH CENTRE

The Department of MBA is glad to mention that the



much awaited research Centre has been sanctioned by the VTU on 31st Oct 2017. The Research Centre is coordinated by Dr. R.S.Ramesh, Professor from MBA Department. The research centre has been primarily started to focus on theoretical as well as empirical research in the field of Management. In addition, the centre would also promote and develop multidisciplinary research across all cognate disciplines of management.

Research scholars from various streams have already started registering for Ph.D. The Centre has recognized guides to facilitate the research process. Those research scholars working under the recognized research guides are expected to transfer to the new Research Centre, Department of MBA, SJBIT.

The centre is soon to launch a brand new Journal SAMRUDDHI, exclusively meant for publishing high quality research on business / management topics / issues. Currently, the proposed Journal has been referred to NCL, New Delhi for the allotment of ISSN. The centre is also contemplating to undertake few funded projects from Government and private agencies. Besides, the centre is also proposed to organize a one day workshop on recent trends in contemporary management research for the benefit of upcoming researchers.

ETHNIC DAY THEME- KARNATAKA VAIBHAV

On 13th Nov. 2017, "Karnataka Vaibhava" was the theme reflected on Ethnic Day celebration by MBA department showcasing Mysore Dasara, Suggi, Deepavali and Ganesha festival. The MBA students were in different attires of Karnataka like Jai BuvaneshwariMatha, Mysore Maharaja, Maharani, Yuvaraja, Viswesvariah, Kitturu Rani Chennamma, OnakeObavva, Kempe Gowda, Raaj Kumar etc. This depicted the myriad of cultures and diverse flavors of



INDUSTRY VISIT - UNIBIC

On Saturday 25th November, 2017 organized an industrial visit to UNIBIC India Limited. This visit was for the awareness of the students on the production process as well as the packaging of the company. The visit was under the guidance of Mr.Bharath T.S who coordinated with the management for conducting this event.



In order to have a thorough understanding of the Industrial Modus – operandi, an Industrial Visit was organized on 27th November 2017 to 'HINDUSTAN COCA-COLA BEVERAGE PRIVATE LIMITED' plant in Bidadi. This visit was an enriching experience for students in getting live exposure of manufacturing which can help them in their internships and further career enhancements.



INDUSTRY VISIT- COCA COLA

MBA DEPARTMENT ACHIEVEMENT

Ms. Kavya S has bagged 5th rank in MBA- VTU Exam 2017..

SJBIT-MBA INDUSTRY INSTITUTE INTERACTION EVENTS

- The Finance Chapter of Industry Institute Interface conducted Guest Lecture on 'How to become a Business Leader?' by Mrs. Sri Tulasi Edpuganti, Tech lead at Payjo India Pvt. Ltd. for the students of MBA on 23-09-2017 and the event was coordinated by Mrs. Roopa Balavenu and Dr. Buvareshwari P.



5th Rank in MBA VTU Exam 2017



GUEST LECTURE BY PAYJO INDIA PVT. LTD.

- The HR chapter of Industry Institute Interface program conducted guest lectures & internships for the benefit of the students. Mr. Siddaram Kumbar of Global Edge delivered a guest lecture on "Technology Assisted Talent Development" & the event was co-ordinated by Mrs. Roopa Karnam. Mrs. Triveni Chandan of People Success, Orcapad Consulting delivered a guest lecture on "E-Recruitment: Opportunities & challenges for 21st Century" & the event was co-ordinated by Mrs. Anjanadevi & overall event co-ordination was done by Dr. Mamatha J., Arun Ashokan & Tejaswini of 3rd semester successfully completed Internships at Global Edge as a part of Industry Institute Interface Program.

INTRA DEPARTMENT BUSINESS QUIZ

Business quiz was conducted for MBA students on 13.12.2017 & 28.10.2017 respectively. There were various rounds such as Bidding round, Treasure-hunt Round, Rapid Fire round etc. Students enthusiastically participated in the events & winners were given Prizes. The event was conducted under the guidance of HOD Mam & coordinated by Mrs. Roopa Karnam.



INTRA DEPARTMENT BUSINESS QUIZ

FACULTY ACHIEVEMENT

Dr. ROOPA TEMKAR V., Assistant Professor, MBA was conferred the Degree, Doctor of Philosophy in Faculty of Management on 9th January 2018 by VTU, Belagavi.



Dr. Roopa Temkar V -Ph.D. Award by VTU

FINANCE CLUB ACTIVITIES

Finance Club of MBA had conducted 'Virtual Trading, IPL Bidding, Documentary Competition' on 06-09-2017 with a participation of more than 20 teams. Cooking without Fire was also conducted for the 1st and 3rd semester students on 4th November 2017 with a participation of 13 teams as Intradepartmental Competition. The events were coordinated by Mrs. Roopa Balavenu and the prizes were distributed by the HOD for winners.



COOKING WITHOUT FIRE COMPETITION

GUEST LECTURES

- Guest lecture on How to become a business leader? on 23rd September, 2017 by Mrs. Sri Tulasi Edpuganti, working as Tech Lead at Payjo India Pvt. Ltd., Bangalore
- Guest lecture on was conducted Introduction to Stock Market and Financial Planning on 4th September, 2017 by Mr. Sunil Naik and Mr. Ganapathi Naik, working as cluster managers at Karvy Stock Broking Ltd., Bangalore.

WORKSHOPS

The following workshops were coordinated by Mrs. Laxmi M with the direction of our HOD, Professor Pushpalatha V.

- Two days workshop on "Basic Excel & VBA" for 1stsem students on 26th, 27th October, 2017 by Ethnotech IT Solutions
- One day workshop on "Barclays Training-Campus to corporate" for 3rdsem students by Mr. Damodhar J on 30st Oct 2017
- Two days workshop on "Corporate training on VBA" for 3rdsem students on 31st October and 2nd November, 2017 by Ethnotech IT Solutions.

- One day workshop on "HR Interview for fresher's" for 3rdsem HR students by Prof. Pushpalatha V, HOD on 8th Nov 2017
- One day workshop on "Project Work Modalities for 3rd semester A & B section students, By Mr. Santhosh on 29th November 2017.
- One day workshop on "Research Methodology" ifor 1stsem students by Dr. Buvareshwari on 3rd of January 2018.
- One day workshop on "Exam Etiquettes and Group Discussion" for 1stsem students by Mrs. Roopakarnam on 11th of January 2018.

STUDENT CLUB ACTIVITY

Student club department MBA conducted "Art through waste" on 20th December, 2017, 10 teams actively participated in the event, and the event was coordinated by Mrs. Laxmi M and Ms. Krupa M

SPORTS DAY

Intra Department Sports Day was held on 17th November 2017 with diverse events like Cricket, Volley Ball, Kabbadi, Throw ball, Tug of War to encourage the sportsman spirit among MBA students.



INTRA DEPARTMENT SPORTS DAY

STUDENT ACHIEVEMENTS

Nagbhushan of 3rd sem has bagged 2nd prize in Management Fest for the event Best Entrepreneurship held at CMS Jain University on 27th Nov 2017. Nagbhushan received Best Entrepreneurship Award.

INSTITUTIONAL SOCIAL RESPONSIBILITY- COMMUNITY SERVICE

To care for those who once cared for us is one of the Highest Honours under "Asare – Naminda Nimagagi". The department of MBA conducted 9th community service at "Amrutha Sagar old age Paradise" on 22nd September 2017 under the guidance of and whole hearted support from HOD madam Professor Pushpalatha. V, coordinated by Assistant Professor Anjana Devi S. C.



COMMUNITY SERVICE- "AASARE-NAMMINDA NIMAGAGI" SARASWATHI POOJA BY MARKETING & HR CLUB

This festival celebrated every year in our MBA department with the support of our beloved HOD Prof. Pushpalatha V and faculty coordinators Mr. Bharath T.S & Dr. Mamatha J on 28th Sep. 2017. The puja was started by our HOD Pushpalatha V followed by all the rituals and the prayer song was sung by students. After the puja arti was given to all and prasad was distributed. By conducting this puja we can get success and gain knowledge.

ALUMNI

The institution's alumni are its lasting legacy and strongest voice. Alumni interactions create and maintain a connection between the Institute and its alumni. In this regard many of our alumni frequently interact and assist their fellow juniors. 21 alumni from different batches had interacted in the last odd semester 2017 and provided guidance regarding internships, projects, communication skills, interview skills and so on. Interactions are coordinated by Dr. Mamatha J.

HR CLUB

Teachers Day was celebrated on 5/9/2017 at MBA seminar Hall under HR club with the able guidance of our beloved HOD, Prof. Pushpalatha V. The theme for the day's celebration was 'Go Green'. Students used ecofriendly items to decorate the venue and also they totally limited the use of plastic anywhere during the celebrations. The event was coordinated by Dr. Mamatha J, HR club coordinator.



TEACHER'S DAY CELEBRATION

ACTIVITIES OF SJBIT-ED CELL

- Two Days Technical Talk on Patents by Ms. Neha Balekundri and Mr. Karthik Puttaiah of InvnTree IP Services Pvt. Ltd. on 22nd and 23rd of August 2017.
- A Guest lecture on Idea Generation and Idea Validation by Mr. Hemanth Kumar, Managing Director, Educraftech on 06/9/2017



Guest Lecture on Idea Generation & Idea Validation

- Guest Lecture on Entrepreneurial Competencies in current Industrial Trends on 3rd January, 2018, by Mr. Vidyadhar, CEO and Director, SPECKBIT Exploratories, Bangalore.

INTERDEPARTMENTAL COMPETITION- COOKING WITHOUT FIRE

Cooking without Fire, an interdepartmental competition was organized for the students of SJBIT on 30th August 2017, in Electronic and Communication seminar hall. The duration was one hour. 11 teams have participated. Each team comprised of 3 members. All the three prizes were grabbed by MBA Department.

The names of the winners are as follows

- I Prize-Sneha, Meghana and Sushmitha Gowda (MBA)
- II prize-Chaya, Aishwarya Pai, Sandhya (MBA)
- III prize-Ashwini Gowda, Sowmya, Divya M (MBA)