

Paper Publication And Presentation By Faculty Members And Students

Sl. No.	Faculty Name	Title of the Paper	Year of Presentation / Publication	Journal in which published/conference in which presented ISBN / ISSN & Page No.
1	Dr. Mamatha J Chandan G S, Arun Ashokan, Vijay Kumar M R, Puneeth H	"A Study On Employee Retention Strategy In Metro Cash And Carry, Bengaluru"	20 th and 21 st April, 2018	Fisrt Place in National Conference on "Recent advances in Engineering and Management (NCRAEM-18)" held at Amruta Institute of Technology, Bidadi, Bengaluru
	Dr. Mamatha J Sandhya B, Aishwarya Pai U	"A Comprehensive Study on Employee Engagement Ecosystem"	20 th and 21 st April, 2018	Second Place in National Conference on "Recent advances in Engineering and Management (NCRAEM-18)" held at Amruta Institute of Technology, Bidadi, Bengaluru
	Dr. Mamatha J Naganandan, Lavanya,	"Virtual currency –A paradigm shift in transaction"	20 th and 21 st April, 2018	National Conference on on "Recent advances in Engineering and Management (NCRAEM-18)" held at Amruta Institute of Technology, Bidadi, Bengaluru
	Dr. Mamatha J, Nitish V, Vijay Kumar M R Sneha N	"Jio- A step towards digitalization"	27 th and 28 th April, 2018	National Conference "Skill Development and Entrepreneurship" held at SG Balekundri Institute of Technology, Belagavi
2	Ms. Girivasuki K, Mr. Chandan G S, Mr. Arun Ashokan, Mr. Puneeth H	"A study on Green Marketing Strategies and Its impact on customers"	27 th and 28 th April, 2018	National Conference "Skill Development and Entrepreneurship" held at SG Balekundri Institute of Technology, Belagavi
	Ms. Girivasuki K, Ms. Puttamma Noorendevarmath	A study on historical performance of Saket Interior Pvt. Ltd., Bangalore using DCF analysis	20 th and 21 st April, 2018	National Conference on on "Recent advances in Engineering and Management (NCRAEM-18)" held at Amruta Institute of Technology, Bidadi, Bengaluru
	Ms. Girivasuki K, Ms. Prarthana	A study on Risk & Return analysis of selected Stocks	20 th and 21 st April, 2018	National Conference on on "Recent advances in Engineering and Management (NCRAEM-18)" held at Amruta Institute of Technology, Bidadi, Bengaluru
3	Mrs. Roopa Karnam, Ms. Bhavana S	An Analytical study on the relationship between organisational Stress & Yoga	Feb 19 th 2018	First Place in Paper Presentation at National Science Exhibition "Jnana Vignana Tantrajnana " Exhibition held at BGS Institute of Technology, Adichunchanagiri.
4	Mr. Santhosh M	CRM Practices in Electrical Accessories Industry: A Study on Akaruti Green Energy Solution	June-2018	ICONIC RESEARCH AND ENGINEERING JOURNALS, Volume 1 Issue 12 ISSN: 2456-8880
		A Study on Service Quality Analysis for Various Services Offered By Innovative Film City	June-2018	ICONIC RESEARCH AND ENGINEERING JOURNALS, Volume 1 Issue 12 ISSN: 2456-8880
		A Study on Promotional Strategies Adopted By Indira Foods, Bangalore	June-2018	ICONIC RESEARCH AND ENGINEERING JOURNALS, Volume 1 Issue 12 ISSN: 2456-8880

Editorial Board

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SJB Institute of Technology

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DEPARTMENT OF MANAGEMENT STUDIES



Issue - 8 (Even Sem)

SUVARTHA

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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 Dr. Balagangadharanatha Mahaswamiji, the then pontiff of 'Sri Adichunchanagiri Mutt' guided and blessed by his holiness Sri Sri Sri Dr. Nirmalanandanatha Mahaswamiji, mentored by Sri Sri Dr. Prakashanatha 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 by NAAC, New Delhi with 'A' grade (CGPA-3.22).

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, Technology and Social responsibility so that they become sensible and contributing members of the society.



Sri Sri Dr. Prakashnatha Swamiji received 'Rangashree Kalasamsthe and Dayananda Sagara Prathisthana Sagar Award in 2018.

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, 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 ethical values, intelligent development in Management and Administration, apart from social responsibility, so that they become contributing members of the dynamic Business environment and Society".

ABOUT MANAGEMENT RESEARCH CENTRE

The Management Research Center has been primarily started to focus on theoretical as well as empirical research in the field of Management. In addition, the center would also promote and develop multidisciplinary research across all cognate disciplines of Management. The Centre encourages research activities and believes in the programs which harness research aptitude.

NATIONAL CONFERENCE - SAMVIT

SAMVIT 2018, 9th National Level Students Research Conference with the theme "Contemporary Management Practices in Digital Era" was conducted on May 3rd 2018 with an objective of creating awareness and desire for knowledge and also to create a platform for the students to share knowledge and stand update on the latest issues across the globe. Overall 140 Research papers were received from 170 students of 19 various colleges participated in the conference.



INDUSTRY VISIT

On 2nd March 2018, Industry Visit to Lazza Icecreams was coordinated by Mr. Bharath T.S. The Management of the college encourages industrial visits for the students in order to ensure that the students are updated about the latest developments in the corporate world.



CULTURAL EVENT-VARCHASVA 2018

The MBA department has the pride of receiving the first place in Fashion show with the theme White and Black in Intra-departmental competition at Varchasva on April 6th 2018. The prize was awarded by Sri Sri Sri Dr. Nirmalanandanatha Mahaswamiji, President of Sri Adichunchanagiri Shikshana Trust, Reverend Sri Sri Dr. Prakashnatha swamiji, Managing Director, BGS Group of Institutions and Dr. Puttaraju, the Principal of SJBIT. The event was co-ordinated by Dr. Anjanadevi S.C.



Institutional Social Responsibility - Community Service

In line with Institutional Social Responsibility (ISR), Community Service was held on March 7th 2018 at Amrutha Sagara Elder's paradise in Ullal Upanagar, Bangalore was visited by HOD, faculty members and the students of 2nd semester. This was the 10th community service conducted under the theme "Asare - Nammindanda Nimagaagi". A small step to understand the feelings of Senior Citizens, Cultural programs were organized by the students to entertain the residents along with cake cutting. The elders shared their experience with the faculties and students along with suggestions for the young students. Lunch was arranged for all. The event was co-ordinated by Dr. Anjanadevi S.C.



PLACEMENT DETAILS

Department of MBA in association with HRD and placement cell of SJB Institute of Technology has become one of the preferred academic institutes for a large number of organizations for recruiting our management post graduates. The biggest names in the corporate world visit the campus on a regular basis, with enviable recruitment offers. There is tremendous competition amongst companies to visit the campus to recruit the best talents of the institution. For the year 2018, a good number of offers were rolled out to our MBA students from companies of national and international repute. The companies such as Pinclick, Innovative Film city, Ethnus solutions, Global Automations Ltd, Naukri.com, Snap fitness, Aris Global and Bank Edge were amongst many who partnered With SJB Institute of Technology, MBA for hiring their prospective employees. The placement coordination is done by Mr. Santhosh M, Associate Professor, Department of MBA.



ACTIVITIES OF SJBIT-ED CELL

With the blessings of Poojya Reverend Sri Sri Dr. Prakashnatha Swamiji and guidance from respected Principal Dr. Puttaraju, the following events have been conducted under ED Cell for the even semester 2018. The activities was co-ordinated by Dr. Mamatha J.

1. Workshop on "Goal setting and Financial budgeting" by Ms. Mary Shalini , Manager, ANZ Banking Groups was organized for all the branches of Engineering , MBA and M.Tech students on 15th June, 2018 at CSE Seminar Hall.
2. An Alumni from MBA department Mr. Pradeep Kumar, who is an Entrepreneur delivered a Guest lecture on "Challenges of being a 21st century Entrepreneur" in MBA Seminar Hall on 21st April, 2018.



SJBIT-MBA Industry Institute Interaction Events

Six students performed Live Project at MECH MASTERS IND, an ISO 9001 certified company in HR Chapter. Students gained experience and knowledge on Production process, Quality Management and Maintenance in the Manufacturing sector. The Event and report of the live project was coordinated by Mrs. Roopa Karnam under the initiative of HOD.



Guest Lecture was conducted for the students of 4th semester Marketing & HR on 23.06.2018 on the topic Marketing Analytics in current industrial trends by Mr. R Shashank Choudhary in Marketing Chapter.



QUIZ COMMITTEE

Business Quiz was conducted on 16.05.2018 for the students of SJBIT. Mr. Nikhil & Mr. Elmi Oliver were the winners of the event. The entire event was conducted under the support of HOD Prof . Pushpalatha V & co-ordinated by Mrs. Roopa Karnam.



STUDENT ACHIEVEMENTS

Bhavana S, from 2nd semester MBA bagged 1st place in intercollegiate competition held at Jhana Vignana Tantragnana Exhibition at Adichunchanagiri Mutt on Feb. 19th 2018. The prize included Rs. 10,000 cash, trophy & certificate. The student was guided by Mrs. Roopa Karnam, Asst. prof, Department of MBA.



Awarded **First Place** in National Conference held at Amruta Institute of Technology, Bidadi, Bengaluru on 20th and 21st April, 2018 for the Paper titled "A Study On Employee Retention Strategy In Metro Cash And Carry, Bengaluru" by the students Chandan G S, Arun Ashokan, Vijay Kumar M R, Puneeth H of 4th sem under the guidance of Dr. Mamatha J, Associate Professor, MBA.



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On 28th April 2018, 4th semester students from HR specialisation Sandhya K B and Chaya N won the 1st prize in the HR event conducted at BNMIT, Bangalore guided by Dr. Anjana Devi S.C.

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. 14 alumni from different batches had interacted and three Alumni Guest Lectures were conducted in 2018 and provided guidance regarding internships, projects, communication skills, interview skills and so on. The activities was co-ordinated by Dr. Mamatha J.



GUEST LECTURES

With the tremendous support of our HOD, Prof. Pushpalatha V, Guest Lecture was conducted for 2nd & 4th semester Students of Department of MBA. Students & Staff members were the beneficiaries, the session were co-ordinated by Mrs. Roopa Karnam.

1. Challenges of being 21st century entrepreneur on 21.04.2018 by Mr. Pradeep Kumar M., Entrepreneur of B.M. Enterprises.
2. Global Taxation on 21.04.2018 by Mr. Romeo , Tax Analyst at Ernst Young



3. Financial Planning By Mr. M K Krishna, Advisor, Geojit BNP Paribas & SBIMF on 28.05.2018
4. Marketing Analytics in current industrial trends on 23.06.2018 by Shashank Choudhary

WORKSHOPS

The following workshops were coordinated by Dr. Mamatha.J with the direction of our HOD, Prof. Pushpalatha V.

1. Three days workshop on VBA by Ethno Tech Academic solutions by Mr Gurav Kumar and Mr. Mohammed Arif from 19th to 21st Feb 2018.
2. Three days workshop and Corporate Training on Digital Marketing, Financial Management System-SAP and Human Capital Management by Ethno Tech Academic solutions by Mr. Ranjan Jenan and Mr. Ramnath Iyer from 9th to 11st April 2018.
3. Workshop on Internship by Mr. Santhosh M on 18th May 2018.



STUDENT SEMINAR

Student seminar is a unique and innovative teaching methodology adopted in the department of MBA co-ordinated by Dr. Anjana Devi S C, Assistant Professor. Seminars have provided the students an academic platform to mutually share the information on the contemporary trends and management practices. Students get an opportunity to enhance their knowledge in various domains of management. Interactive seminars were conducted for the 2nd and 4th semester students.



NENAPU-2018

"NENAPU"- farewell for 4th semester students was arranged at "ELIM Resorts" on 27.06.2018. HOD, Prof. Pushpalatha V addressed the students & emphasized on building their employability skills & preparing for the future. All faculties wished the outgoing students a very bright future. Mrs. Roopa Karnam, Asst. Prof., Department of MBA coordinated the event along with the students.



STUDENT CLUB:

Student Club had conducted " Drawing/ Painting competition " on 13.06.2018 under the leadership of HOD Prof. Pushpalatha V & co-ordinated by Mrs. Roopa Karnam with Environment, Save Rivers and Global warming as themes for competition.

STAFF PICNIC

The Department of MBA had organized a fun filled and memorable picnic for the teaching staff on 11th July, 2018 for one day to Kengal Anjaneya Temple, Madhya Ranga Temple, Prasanna Meenakshi Temple, Vaidyanatheshwara Temple at Talakadu and Barachukki Falls. Apart from relaxation and enjoyment, the picnic also aimed at building up team spirit among the members of the staff. The staff picnic was co-ordinated by Mr. Bharath T. S.

