

**/// NEWSLETTER ///**

# CHRONICLE



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**TOP NEWS**

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## **/// ABOUT INSTITUTE**

It was founded in 2008 as a management institute within the framework of SAMAGARA SIKSHANA SAMITHI TRUST. ABBS have been ranked 5th best private B school in Karnataka, and it offers diverse courses across management, commerce, life science and communication. ABBS surrounded by 5 sprawling acres of greenery and sunshine.





## ABOUT DEPARTMENT

ABBSSM-PGDM is a highly respected 2-year program designed to develop leadership and business management skills it focuses on practical industry relevant education that prepares student for a successful career and its was approved by AICTE. ABBSSM stands in top 10 PGDM colleges in India.

## VISION

To develop contemporary management education necessary to adapt to a continuously changing business environment.

## MISSION

- Developing a technology driven dynamic andragogy that is relevant to today's businesses.
- To develop alliances and strategic partnerships with industry, centers of higher learning, social groups and governments.
- Integrate diversity and inclusion into the fabric of campus life, curriculum and administrative areas of the institution.
- To empower students to take ethical and socially responsible leadership roles in their endeavour's.
- To create an ecosystem that supports lifelong learning.



## **Director's Piece of Information**

Over the last decade ABBSSM has seen remarkable progress in promoting creativity among our students, faculty members and all our stakeholders. To achieve this, we are committed to excellence in everything we do.

We believe that teaching should be infused with eagerness and enthusiasm to create the passionate lifelong learner.

Research should draw inspiration from the surrounding community and an attitude of service should be the basis of all activities undertaken at ABBSSM. The spirit of discovery and collaboration is promoted through a commitment to diversity and opportunities for advancement for people from all walks of life.

Today's management graduates must be prepared to engage with the unexpected and ambiguity in an intelligent, compassionate and creative way. ABBSSM is committed to create this vibrant learning environment.



**Dr. Madhumita Chatterji**

Director

HR, Ethics, CSR & SM



**Dr. Kshitiz Sharma**

Professor

Entrepreneurship & Marketing



**Dr. Vijaya Bhaskar Kolar**

Professor

Finance



**Dr. E. M. Naresh Babu**

Professor

Finance & Operations



**Dr. Madhumathy K**

Professor

HR & Marketing



**Dr. Kamini Dhruva**

Professor

Marketing & HR



**Dr. Purushotham CV**

Professor

Finance



**Dr. Santhosh Kumar G**

Professor

Marketing & Operation



**Prof. Bhagyamma V**

Professor

Finance & Operations

## *Orientation of Batch*

*2024-2026*

The orientation for PGDM batch 2024-2026 was on 1st July 2024, which was held at BMR hall. The event started with lightning ceremony lighted by the us (juniors) followed by welcoming us with optimistic statement from Dr. Madhu Chatterji the Director of PGDM and most inspired words from the dignitaries. Followed to that teachers and seniors greeted us with warming introduction which both juniors and their parents were excited about it.



## *Industrial Visit*

The department took us for two different industrial visits namely “NTTF” is a technological learning center under government body and “HMT” a watch manufacturing company owned for many decades. The students encountered new technology which we never experienced. Some of the interesting activity noticed in NTTF, they had a separate learning section for the “Deaf and Dumb” students and for HMT.



## Seminar Rooms

### Nishkrit Jain

#### Seminarroom



The orientation session at ABBSSM, conducted by Nishkrit Jain from Seminar room on September 12, 2024, focused on career development and job market readiness. The session highlighted the importance of internships for hands-on experience, practical knowledge application, and attending workshops and webinars to stay updated. The session aimed to equip students with essential skills for career growth and industry success.

### Sampath AR

#### Assistant Manager- HR

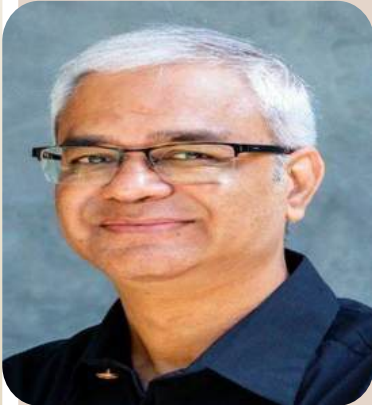
The HR Analytics workshop by Sampath A.R. focused on data-driven decision-making in human resources. It highlighted the importance of analytics in optimizing HR processes, improving talent management, and enhancing business performance. Key topics included workforce metrics, data collection techniques, and challenges in implementation. The conclusion emphasized the need for organizations to invest in data literacy and technology to fully leverage HR analytics.



## Seminar Rooms

### Jayesh Doshi

Managing Director, Manifest Investment Private Ltd



The seminar on Investment Portfolio Simulation by Mr. Jayesh Doshi covered key investment strategies, risk management, and asset allocation. It explored portfolio simulation, Monte Carlo simulations, and mean reversion concepts. Participants learned about portfolio rebalancing and how to optimize asset allocation for better risk-adjusted returns. The session emphasized bridging theoretical knowledge with practical applications in finance and investment.

### Sumedh Menon

Head of B2B and Influencer Marketing, Tradejini

The Derivative Trading Strategies seminar by Sumedh Menon covered key aspects of derivatives, including options, futures, and risk management. It emphasized technical analysis tools like RSI, moving averages, and candlestick patterns for market predictions. The session also differentiated between investing and trading, highlighting profit-loss scenarios in options trading. Discussions included market segments, financial bubbles, and trading strategies.





## Seminar Rooms

### Namish Gupta

Associate Director | CXO Advisor

The workshop on AI in marketing, conducted by Namish Gupta, explored AI's role in automation, personalization, and predictive analytics. It highlighted generative AI, machine learning, and AI-driven tools revolutionizing industries while addressing ethical concerns. AI's impact on jobs was discussed, emphasizing adaptability and upskilling to stay relevant. The conclusion stressed balancing AI advancements with human expertise to ensure ethical and inclusive



### Abhijeet Khater

Founder- Fishing Line

The workshop by Abhijeet Khater covered audience targeting, social media optimization, and business-aligned marketing. Participants engaged in hands-on exercises, including festive marketing and social media strategies. Key takeaways included creating viral content and leveraging analytics. The session bridged theory with real-world application, enhancing marketing skills.



### Rahul Singh

Founder of Arthachanakya

The workshop, led by Rahul Singh, covered fraud detection using behavioral and data analysis, predictive modeling, and forensic accounting. Tools like Excel functions and Benford's Law help identify anomalies. The session combined theory with hands-on techniques, equipping participants with fraud prevention skills.



## *Namma Bengaluru*

This is the first assignment given to us for exploring Bangalore as well as learning the culture. The entire students were segregated into various groups (each team 5) and allotted some places like Nandi Hills, Cubbon Park, Bannerghatta National Park, etc. And we made a report on the place we have visited, and each team shared their experience via presentation to the faculties after a week of travelling. Teachers initiated this activity to build a bridge among students to collaborate each other.



## *Wayanad Contribution*

Wayanad faced a huge landslide and human habitats were collapsed so our PGDM took an initiative to give a hand to needy for the people who were struggling in disaster. we have contributed almost Rs. 21,000 and handed over to the concern representative from waynad community on the auspicious day.



## *Out Bound Training*

All juniors of PGDM went on OBT to “Jungle Night” which is located at Vaddarapalya, Bangalore for 2 days. Section A on 30th Aug 2024 and Section B on 31st Aug 2024. It was a great experience as for many students this trip was completely new exposure. Day started with some breakfast and made a discrete group of 10 each as a team for the entire day. There were lots for activities beginning with trekking, mini zip ride, funny games and atlast it was rain dance. And the day ends with remarkable memories for all.



## *The Flavours of India*

The “Flavors of India” is an involvement given to all juniors of PGDM to cultivate the diversified cultures of india apart from their own native. Students were grouped into clusters and to be presented one state which was not their own language. The main purpose of this event is to nourish and understand different customs of India.

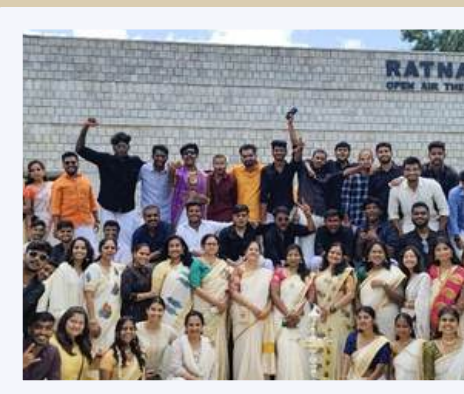
## *DJ Night*

DJ Night was common event for all students and faculties of ABBS which was on 31st Aug 2024. Event started by 6pm but students were informed to assemble by 5pm at Ratnam Theatre. The place filled with complete divergent colors of lights, apparels, music, mostly smile and excitement.



## *Onam Celebrations*

Juniors and Seniors of PDGM joined together initiated Onam festival on 13th September 2024 at Ratnam Theatre. the celebration was a blast as we had Thiruvathirai dance, boys power pack dance, ramp walk with teachers and solely. But the two main pages illuminated was “Mahabali Appearance and Chandamellam”. Chandamellam dance lasted more than 2 hours, where teachers also actively participated. Our celebration grasped other departments of our college which mesmerized them. Eventually the day end with game “Thug of War” among seniors and Juniors.



## *Navaratri and Saraswathi Pooja*



Devotional has always been a part of our PGDM department. We embrace Goddess Durga Devi to our ABBS and PGDM department in form of celebrating “Navaratri”. Poojas held at two places, one as department and other was common near dining area. There were lots of devotional performance from both undergraduate and postgraduate. And our PGDM performed a remarkable and spiritual dance dedicated to Goddess Durga, how she destructed evil and embarked peace, which was fascinating.

## *Teacher’s Day*

September 5th, 2024, Teacher’s day, there were two varied events celebration, one was common, held at Amphitheatre and another one conducted by department. Teachers were exuberantly participated in the events organized by our department. Funny games made teachers returned to their college days and themselves as students again.



## *Karnataka Rajyotsava*

“11th November 2024” the day PGDM worshiped as “Karnataka Rajyotsava”. The day was all about welcoming the formation of Karnataka as a state many years ago. Students organized events such as Pyramid Formation, culture dance and group dance. It was heartily and devoted moment for all when the students outlined the pyramid formation and flapping their own flag (combination of yellow and red). Indeed, non-kannadians also adored and got to know the culture of how this auspicious day celebrated.



## *Christmas Celebration*

One of the most desirable days is “Christmas” and intensely vital tradition game for Christmas is “Secret Santa”. All students were given their Chris child and Chris’s mom challenges by giving dares and tasks to get their gifts and to unmask their Chris mom. On the day of gift distribution most of the students found their Chris mom and the day ends with tones of gifts.



## 5K Marathon

“Run for Hunger” is the main theme for 5K marathon. To know the importance of hunger our ABBS organized this activity. The starting and ending point was inside the college and on the way through medical kit and refreshments were provided. Prize announced for both categories’ male and female, in which under male division 3rd prize conquered by “Mallikarjun Appa Gari Range Gowd” and awarded cash prize of Rs.1,000. Adding to that event concluded with some music made all the participants refresh and awaken their energy level.



## Yoga

Decathlon team occupied the Yoga day session. volunteers appeared and help the students to learn some basics in yoga. Faculties also actively participated. Also decathlon offered the students Rs.200 discount voucher. Staying fit always makes mind and body wellness.



## *PPL(PGDM Premier League)*

For juniors of PGDM, PPL was the first cricket league. We had loads of events under PPL constructed from auction to the field. And the part of PPL was sponsored by “Panjawani” (Manufactured packaged snack foods)

The Auction:

There were six teams formed for the play. “Rebel Challengers, Dare Devils, Supreme Knight Riders, Royal Mavericks, Elite Super Kings, Rising Titans”. Players were listed on the screen for auction and the respective team owners (PGDM faculties) and their managers bid the players needed. The Auction heated up when the owners combated each other to grasp the players team needed. It took more than 2 hours to pick the players and ultimately each team took 11 players in a team

Flash Mob:

For revealing the team players jersey and trophies, flash mob was composed. Combining seniors and juniors of 20 students performed in entrance of ABBS with warm and incredible performance. At the end Director madam inaugurated PPL and respective team owners along with captain and vice-captain they launched their logo printed team jerseys.





### Match Day:

First Day: The matches were sported for 2 continuous days at MEI Layout Stadium at Vigneshwara Layout. Each team were experienced 2 chances. On the first day it went on qualifier match where out of 6, 4 teams were promoted to semifinals “Rebel Challengers, Supreme Knight Riders, Elite Super Kings, Rising Titans.

Second Day: On the second day it was knock out matches, where “Supreme Knight Riders” directly lifted to finals and the rest of the teams had continuous knock outs. Out of which “Rebel Challengers” played their game and got into head-to-head match for finals. After thundercap execution “Rebel Challengers” conquered their first trophy under the supremacy of “Captain Dhanush (2nd year PGDM), Vice-Captain Adarsh (1st year PGDM) and pillar teammates.



## Student Participation

### *Nali-Kali*



“Nali Kali” a spoken language class for non-kannadians to learn Kannada launched exclusively this year. Analyzing respective state language is an essential for communicating and exploring new things. So, PGDM made this class only for the students and teachers who are willing to learn “Kannada”. The classes were taken after the college hours and the teachers extend their work, initiate their spend time for students and teachers to understand the language.



## Decoding the Indian Budget: A Student's Perspective

The 2024 Union Budget, presented by Finance Minister Nirmala Sitharaman, is not just a financial statement, it's a roadmap for India's future. There has been a lot of backlashes on this year's budget along with few good points and initiatives. As a college student, here are some key take aways and insights that I found to be interesting.

- Infrastructure Development
- Taxation
- Focus on Education and Skill Development
- Investment In Healthcare
- Promotion of Green Energy and Sustainability
- Support for Digital Economy and Startups
- Social Welfare

According to The Hindu the Budget has allocated a whopping ₹11 lakh crore for capital expenditure. This substantial investment is directed towards enhancing infrastructure, including roads, public transport, and urban development. For students, this means better connectivity and improved living conditions, which can significantly enhance our daily commute and overall quality of life.

The Budget also placed a strong emphasis on education, with increased investments in digital learning and skill development programs. This includes expanding e-learning platforms and providing more opportunities for upskilling. For us, this translates to better access to educational resources and improved readiness for the modern job market.

It has observed that important funding has been directed towards healthcare infrastructure and medical research. This is particularly beneficial for students in medical and healthcare fields, offering better training facilities and research opportunities.

Green Energy and Sustainability is yet another dimension the Budget speaks about. Emphasis is on increased funding for renewable energy projects and initiatives to promote electric vehicles to pave the way for a Greener Future. This not only opens research and career opportunities in sustainable technologies but also ensures a cleaner environment for all. This supports the growth of the digital economy, fintech, and startup ecosystems. This is exciting news for young entrepreneurs and tech enthusiasts, as it creates a fertile ground for innovation and business development.

The Budget continues to support social welfare schemes like MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act) and PMAY (Pradhan Mantri Awas Yojana), ensuring that economic benefits reach the large amount of people. There are also few new initiatives aimed at empowering women and marginalized communities promote a more inclusive society, providing equal opportunities for all and fostering social harmony.

In conclusion, the 2024 Union Budget is a comprehensive plan that addresses the immediate economic needs while investing in the future with its own drawbacks. For us as students, it offers numerous opportunities for growth, learning, and contribution to the country's progress. By understanding these key aspects, we can better appreciate the economic landscape and prepare ourselves to engage more meaningfully with the world around us.

As the youth of today and leaders of tomorrow let's forge forward towards building the India of the future! Thank you ABBSSM supporting us in our endeavor to "Aspire, Accelerate, and Achieve!"



**Kintada Vinay**

PGDM 2024-2026

# Unpacking Pringles: The Science Behind the Perfect Chip

“Once you pop, the fun can’t stop.” But what if I told you that Pringles aren’t real potato chips...?

While traditional chips crumble and grease up your fingers, Pringles defy convention with their saddle-like shape. But it’s not as simple as it seems. In this article, we’ll explore the secrets behind Pringles’ iconic design, their addictive crunch sound, and the marketing magic that keeps us reaching for that cylindrical can which is easily available in more than 140 countries with more than 30 varieties and flavors of chips.

**The Hyperbolic Paraboloid Shape and the Crunch Sound**  
Alexander Liepa, the chemist behind Pringles, concocted a chip that defied greasiness and breakage. Pringles typically contain around 42% potato content. Pringles’ hyperbolic paraboloid shape isn’t just for aesthetics. It prevents chips at the bottom from cracking under the weight of their stacked brethren. Pringles’ signature crunch isn’t accidental. It’s engineered for auditory satisfaction of the consumer.

## Fun with Flavours

Pringles has a large variety of flavours, with over 187 different options available globally. The number of flavours can vary depending on the country and market, but Pringles offers an assorted range from classic options like Original, Sour Cream & Onion, and Cheddar Cheese to more adventurous flavours like Spicy Chicken, Pizza, and even Seaweed. To keep snack lovers excited, Pringles constantly introduces new and limited-edition flavours. Personally, I like Pringles’ pizza flavour, what about yours...?

## P’s Logo

‘The man on the can’ popularly known as ‘Mr. P’ has changed his appearances many times from the year 1967 till the present date. His smile turned into moustache, his hair turned into eyebrows and the logo turned into a brand which became the only answer for fun and innovation in snacking.

## Price or Perfection

Have you ever thought, why pringles are more expensive than other snacks...? While many people prefer affordable snacks, Pringles intentionally chose to position itself as a premium product. This decision was likely driven by a combination of factors like the unique manufacturing process, the brand’s emphasis on quality and innovation, and to earn higher profits.

## Marketing Magic

The Pringles’ marketing strategies like its slogan “Once you pop, the fun can’t stop” had left its lasting impact on consumers’ mind. The advertisements like Superbowl commercials, limited edition designs, special collaborations etc.... The brand has also successfully positioned itself as a premium product, justifying its higher price point.

## Rise and fall of Pringles’ Rivals

Pringles has faced rigid competition from major snack brands. Lay’s is known for its potato chips, and Doritos, tortilla chip brand, have been key rivals. Ruffles, with its distinctive ridges has also challenged Pringles. Despite competition, Pringles has maintained its top position through its unique shape, flavour innovation, and effective marketing.

## Legal Battles

Pringles have fought legal battles like: “Are Pringles real potato chips?!” Which is one of the most notable cases that debated whether Pringles should be classified as potato chips for tax purposes in UK. The court ultimately ruled that Pringles are not potato chips.... in 2008 due to their unique shape, and low potato content. Later, this decision inverted on appeal in 2009. Additionally, Pringles has been involved in patent disputes over its unique packaging and chip design.

Pringles are more than just a snack; they are a genius of food engineering and marketing mastermind. From their unique hyperbolic paraboloid shape to their engineered crunch, Pringles have carved out a place in the snack world that is both fascinating and controversial. Their wide collection of flavours and the ever-evolving Mr. P logo keep consumers engaged and coming back to them for more. Despite their higher price point and the legal battles over their classification, Pringles have maintained their status as a premium product and beloved by many around the world.

## Conclusion

The fact that Pringles says that “Once you pop, the fun can’t stop” Was not just a slogan it’s the way of them saying once you start to munch on these irresistible and tasty snacks there is no way of stopping until you complete the can. So... what do you think “Is pringles Worth it?!!” Sh.... Did you hear that crack sound...?



**Busi Rishitha Sree**

PGDM 2024-2026



**Kintada Vinay**

PGDM 2024-2026

## LIFE IS A GAME

“Life is like a game  
Either you win or lose  
So, play it with a smile.  
It challenges all around  
But never give up  
Face it bravely  
Get the best experience from it  
You never lose  
Either you win or learn  
A dream, an ambition and goal it is all attainable  
All you need to do is believe  
A hope and faith will find its way  
So, play your game  
Go ahead and make your name.”



**Shristy Dubey**

PGDM 2024-2026



**Sandhya Shete**  
PGDM 2024-2026

## Faculty Achievements



Book published in January 2025-"Conflict Prevention and Peace Management" Volume 34 of the series "CCMPED: Contributions to Conflict Management, Peace, Economics and Development" ed. By Dr. Madhumita Chatterji and Dr. Kshitiz Sharma, Emerald publisher.

"The "Invisible" Contributor- Understanding the Importance of "Specially Abled" Individuals" in its current form for publication in the Economic Peace Series of Sage Business Cases. Will be published in January 2025.



### **Research topic**

Achieving sustainable business through AI technology education and computer science- Unveiling Integrity: Navigating Ethical Practices in the Realm of Indian Pharmaceutical Marketing Ventures.

### **Workshop/ FDP:**

Exploring the influence of cause related brand partnerships on consumer attitudes and purchase decisions.

Financial Inclusion and Social Entrepreneurship- Empowering Karnataka-skill Development



Presented paper on the topic " A study on perceptual difference on Green Marketing with respect to the Gender, on 3rd Dec 2024 in National Conference at AIMSRS.

Paper Presentation on "Perception of AI in the workplace : A Cross - Industry Analysis", on 7th December 2024 in National Conference at Sambhram Institute of management studies.

Published an article on topic "DEALER PERCEPTION AND SATISFACTION IN THE CEMENT INDUSTRY: A COMPREHENSIVE ANALYSIS OF SELECT DISTRICTS OF UTTAR PRADESH" in Industrial Engineering Journal ISSN: 0970-2555 Volume : 53, Issue 12, No.2, December : 2024

## Faculty Achievements



### Research Paper

Published a research paper titled "Work Resilience And Talent Management In The Era Of Radical Digital Change - A Sustainable Approach In IT Companies, Bangalore" in Scopus - Library Progress International Journal on 31st July 2024

"Interactive Device for Insurance Policy Management & Policy Servicing using Artificial Intelligence" patent, Design Number 6384000, is published



### Paper Presentations

Presented and Paper published at National Conference on "Sustainability: Paradigm Shift in Global Business Practices conducted by Aditya institute of Management Studies & Research in December 2024. Title - Examining the Relationship between Operational Sustainability and Financial Sustainability of Nifty 50 Companies."

### Publications

Financial Performance or Market Sentiment: What Really Drives Investors' Interest towards Indian IPOs? RESEARCH REVIEW International Journal of Multidisciplinary, 9(11), 192-203, December-2024.



### Research & Publications

Ghulam, Y., Dhruva, K (2024), 'Banking Sector Reforms in a challenging

Environment: An Emerging Financial Market Experience', International Review of

Economics & Finance, Vol 92, April 2024, Pages 1074-1096. (Q1 Journal)

Issues and Challenges of Saudi Female Labor Force and the Role of Vision 2030 – A Working Paper.

The Interaction of Borrower and Loan Characteristics in Predicting Risks of Subprime Automobile Loans.



## Faculty Achievements



### **Presentations and conferences attended:**

Presented a paper titled "Perceptions of Artificial Intelligence in the workplace: A Cross-Industry analysis" in National conference on Recent Trends in Business, management & Computer Applications conducted by Sambhram Academy of Management Studies on 07December 2024

### **Publications in books :**

"Skilling India Through CSR", in good Corporate Governance in India and Challenges, Allied Publishers Pvt. Ltd, New Delhi



### **The Research and Publication Projects**

Sweata Gurung, Swati Sharma, Kshitiz Sharma (2024)  
"Exploring the Drive for Success: Uncovering Motivational Forces and Key Success Factors Among Rural Women Entrepreneurs in Sikkim's Hospitality and Tourism Sector".  
Library Progress International, 44(3), 18527-18539

### **Paper Presentations**

Presented a paper "Emerging Trends Of Wine Pairing with Indian Cuisines", in the national Conference on New Age Dimensions Of Hospitality & Tourism Industry, held at All-IHM, Mumbai, Nov 28, 2024.

## Editorial Board - Faculty



**Dr. Madhumathy K**

## Chief Editors - Students



**Kishan Hugar**

PGDM 2024-2026



**Reena S**

PGDM 2024-2026