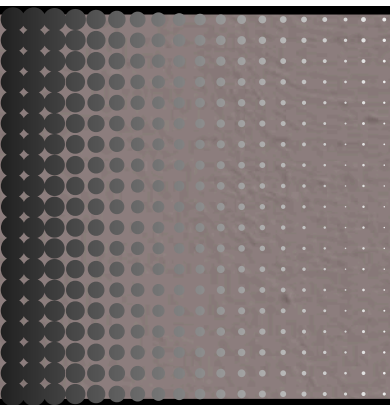


NEWS OF APRIL 2025



CHRONICLE





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.



Director's Message

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.

VISION

"To Transform lives through contemporary management education rooted in integrity, sustainability and holistic leadership."

MISSION

"To empower ethical, inclusive and purpose driven leaders who make a positive impact on their organisations and communities. We aspire to achieve this by leveraging a global curriculum, international exposure, embedding technology, industry interface, experiential learning and state of the art infrastructure."



Dr. Madhumita Chatterji
Director

HR, Ethics, CSR & SM



Dr. Kshitiz Sharma
Professor

Entrepreneurship & Marketing



Dr. Vijaya Bhaskar Kolur
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 and Operation



Prof. Bhagyamma V
Professor

Finance & Operations

Editorial Board - Faculty



Dr. Madhumathy K

Chief Editors - Students



Kishan Hugar

PGDM 2024-2026



Reena S

PGDM 2024-2026

Business Analytics Class

Empowering Future Analysts with Practical Excel Mastery

In today's rapidly evolving business landscape, data is no longer just a support function — it's the backbone of strategy, innovation, and competitive advantage. The ability to harness data effectively can set future business leaders apart. Recognizing this, ABBS School of Management designed and delivered a comprehensive Business Analytics Excel Workshop for its PGDM students, aiming to build not just technical skills but also analytical thinking and real-world problem-solving capabilities.

The workshop, conducted over several immersive sessions, was led by Mr. Vikram Rao, a seasoned industry professional celebrated for his engaging, student-centric teaching methodology. With a unique blend of conceptual clarity and practical application, Mr. Rao guided students through the vast landscape of Microsoft Excel, positioning it as more than just a spreadsheet tool — but rather a powerful analytics platform used in professional environments across industries.

From Basics to Business Intelligence

The training began with an introduction to the core principles of Business Analytics, enabling students to appreciate the "why" before diving into the "how." They were introduced to the three pillars of analytics — Descriptive, Predictive, and Prescriptive — and shown how each plays a role in transforming raw data into strategic action. From retail inventory forecasting to financial performance analysis and HR insights, students explored how analytics shapes decisions in the real world.



Young Indians (Yi)-YUVA Inter-College Event

ABBS Hosts Yi-YUVA Inter-College Conclave

A Day of Leadership, Collaboration, and Student Empowerment

April 4th, 2025 marked a milestone of inspiration, leadership, and collaboration as ABBS School of Management had the proud privilege of hosting the Young Indians (Yi)-YUVA Inter-College Event as the official Institute Partner. The event brought together a dynamic cohort from over 18 colleges, each represented by their Nodal Officers and YUVA Executive Committee (EC) Members.

The day was graced by the presence of Mr. Ruthuparna Sharma, a renowned TEDx speaker and Josh Talks personality, who delivered an insightful and motivational address to the attendees. His words sparked curiosity, encouraged bold thinking, and left a lasting impression on young minds determined to lead change.

The event focused on vertical and project-wise planning activities for the upcoming academic year. Under the guidance of the Yi-YUVA leadership, students explored themes of active citizenship, entrepreneurial innovation, social responsibility, and personal growth. The interactive format allowed for open discussions, idea exchanges, and the collaborative development of strategic action plans for impactful youth-led initiatives.

The day was educational, interactive, and above all, empowering. It created a platform where young change makers could align their purpose with practical actions, gain exposure to real-world challenges, and learn how to be agents of transformation in their spheres of influence.



ABBS Joins Global DRR Leadership: Dr. Madhumita Chatterji on ANSO-DRR Steering Committee

We are proud to share that Dr. Madhumita Chatterji, Director of ABBS School of Management, was invited to Beijing this April to join the Steering Committee of the prestigious Alliance of National Science Organizations – Disaster Risk Reduction (ANSO-DRR). She was nominated by esteemed scholars Professor CUI Peng and Professor Gretchen Kalonji.

ABBS is the only management institute from India represented on the committee, alongside IIT Roorkee—an acknowledgment of its rising global stature in education-driven disaster resilience.

The ANSO-DRR initiative promotes global collaboration in disaster risk research, bridges academia with civil society and industry, and complements existing international DRR efforts. Dr. Chatterji's reappointment reflects her impactful contributions and dedication to integrating sustainability and disaster management into education.

This marks a significant step for ABBS toward nurturing leaders who are both business-ready and socially responsible. We congratulate Dr. Chatterji and thank ANSO-DRR for recognizing ABBS as a key voice in global disaster education.

Implementing the 17 SDGs in India: A Concise Guide

The Sustainable Development Goals (SDGs)—adopted by the UN in 2015—are a global framework to eradicate poverty, protect the planet, and promote prosperity. India, with its vast population and diverse challenges, plays a vital role in achieving these 17 goals by 2030. The Indian government, through NITI Aayog, integrates SDGs with national initiatives like Swachh Bharat, Jan Dhan Yojana, Ayushman Bharat, and Jal Jeevan Mission. However, success also hinges on individual and community efforts.

Why SDGs Matter for India

India's development vision aligns with SDGs through “Sabka Saath, Sabka Vikas.” These goals help balance economic growth, social equity, and environmental protection. India's young population, if mobilized, can drive grassroots change.

Progress & Challenges:

Strengths: Improvements in health, education, sanitation.

Gaps: Persistent poverty, gender inequality, water access, and climate vulnerability.

Individual Actions That Make a Difference

Daily lifestyle choices directly impact SDGs. Examples include:

Reduce Waste (SDG 12): Avoid single-use plastics, compost, recycle e-waste.

Save Water (SDG 6): Fix leaks, reuse water, support water-saving schemes.

Use Clean Energy (SDG 7): Switch to LED bulbs, conserve electricity, install solar.

Choose Local Foods (SDG 2): Buy seasonal produce, grow at home, avoid waste.

Support Gender Equality (SDG 5): Share responsibilities, support women-led initiatives.

Sustainable Transport (SDG 13): Walk, cycle, or use public transit to cut emissions.

Community & Institutional Roles

Schools and workplaces can integrate SDGs through:

Curricular innovation

Green campuses

Volunteer programs like EFI and WWF-India

Collective action magnifies personal efforts, creating resilient, sustainable communities.

Track Your Impact

Use tools like:

SDG Impact Assessment Tool (online self-check)

SDG Lab App (India-specific student app)

Carbon & Water Footprint Calculators (e.g., Tata Sustainability, Water Footprint Network)

Conclusion

Achieving the SDGs by 2030 depends not only on policies but also on everyday decisions. Whether it's minimizing food waste or promoting equality, each action contributes to India's sustainable future. Small, consistent efforts by individuals, supported by institutions, can transform national development and global well-being.

D Akhil Veerendra Chowdary
2024-2026



Dr. Madhumathy K Recognized by Wadhvani Foundation:

- Awarded the Certificate of Applied Proficiency for her dedication to experiential learning and innovative teaching.
- Highlights her efforts in promoting entrepreneurial thinking and aligns with ABBS's mission of skill-based, industry-ready education.
- Received a Certificate of Appreciation for their impactful research presentation.
- Presented at the International Conference on Business and Technology (April 12–13, 2025) hosted by the University of Edinburgh, UK.



Dr. Madhumathy K
ABBS School of Management

Dr. Kamini Dhruva's International Recognition

- Awarded a Certificate of Appreciation as third author of the paper:
- "An Exploratory Analysis of Neuromarketing Techniques and their Impact on Consumer Purchase Decisions."
- Presented at the International Conference on Business and Technology (ICBT Edinburgh 2025), organized by the EuroMid Academy of Business and Technology.
- Highlights ABBS's commitment to global research and faculty engagement on international platforms.
- Congratulations to Dr. Kamini for representing ABBS on a prestigious global stage.



Dr. Kamini Dhruva
ABBS School of Management

Dr. Vijaya Bhaskar Appointed BFSI Subject Expert:

- In March 2025, Dr. Bhaskar was appointed by Alliance University to guide Ph.D. research in the BFSI domain, recognizing her expertise in finance, regulation, and digital transformation.
- Leadership in CosSphere 2025:

As chief organizer, she led ABBS's flagship fest to success, securing ₹2 lakh sponsorship from ICMAI and strengthening industry-academia collaboration.

- Professional Program Integration:

From 2023 to 2025, she coordinated ICMAI Foundation and other certification programs, equipping students with industry-relevant skills and real-world exposure.

- Global Research Recognition:

An ABBS research team earned a Certificate of Appreciation at ICBT Edinburgh 2025 for their impactful presentation at the University of Edinburgh.



Dr. Vijaya Bhaskar Kolar
ABBS School of Management



CERTIFICATE

OF APPRECIATION

EuroMid Academy of Business and Technology
Certifies that:

Azharshaheen S.S, Vijaya Bhaskar Kolur , Madhumathy K K,
Komal A Dave, Kotigari Reddi Swaroop, Syed Kazim, Jaheer
Mukthar K.P

Presented Paper Titled:
An Exploratory Analysis of Neuromarketing Techniques and
their Impact on Consumer Purchase Decisions

The International Conference on Business and Technology
(ICBT Edinburgh' 2025)

April 12-13, 2025
The University of Edinburgh - United
Kingdom

15/04/2025

Date

Dr. Bahaaeddin Alareeni



Dr. Madhumathy K
ABBS School of Management



Dr. Vijaya Bhaskar Kolur
ABBS School of Management