



PGDM CHRONICLE

NEWS OF MARCH 2026





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-PGD Mis 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 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 organizations 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.





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.



Dr. Madhumita Chatterji

Director

HR, Ethics, CSR & SM



Dr. Rama L
Professor

Decision Science & Analytics

Decision Science & Analytics



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. Santosh Kumar G

Professor

Marketing & Operation



Prof. Bhagyamma V

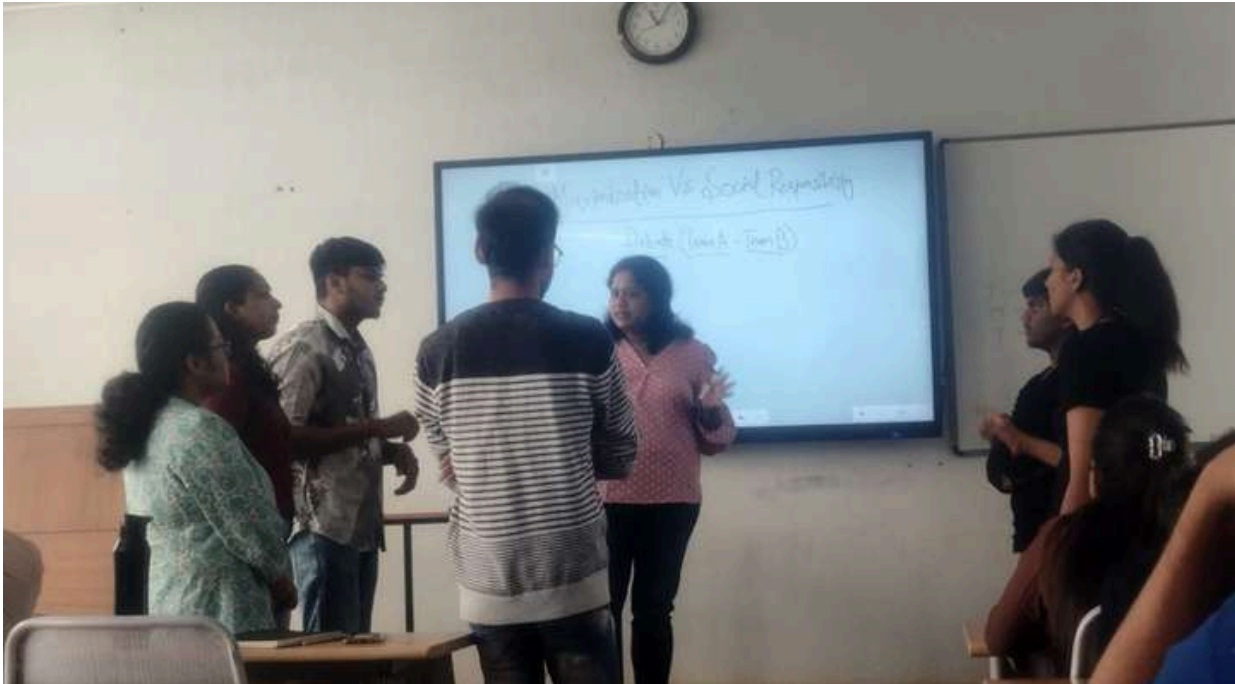
Professor

Finance & Operations



A virtual session was conducted with Laszlo Zsolnai, a renowned academic associated with the Corvinus University of Budapest and Blackfriars Hall, University of Oxford. He is well known for his work in business ethics and moral philosophy.

The session focused on how companies sometimes make unethical decisions even when they are aware that those actions are wrong. Drawing from the ideas of Albert Bandura, the speaker explained how individuals and organizations justify such actions through moral disengagement. It also highlighted how the pursuit of profit can lead businesses to ignore ethical values, affecting society and the environment, and questioning ideas like Adam Smith's "Invisible Hand."



A mock group discussion session was conducted in class, where students were introduced to the structure and dynamics of professional group discussions. The faculty explained how group discussions are conducted in corporate settings and highlighted important do's and don'ts to follow during such interactions.

Students actively participated in discussions on various topics, which helped them understand how to express their ideas clearly, listen to others, and engage confidently. The session provided valuable insights into communication skills, teamwork, and the overall approach required to perform effectively in group discussions.



XLRI CENTRE FOR SPIRITUALITY

**SPIRITUALITY
PRE-CONFERENCE
CONCLAVE**

*Global Perspectives on Indian Spirituality and
Management: The Legacy of S.K. Chakraborty*



March 31, 2026

09:30 AM – 12:30 PM (IST)

Online (Zoom)



Special Guests of
Honour

**Prof. Madhumita
Chatterji**

Director, ABBS School of
Management, Bangalore



Distinguished Chief
Guest

**Prof. Debashis
Chatterjee**

Director, IIM Kozhikode



Special Guests of
Honour

**Prof. Sanjoy
Mukherjee**

IIM Shillong

*We kindly invite you to register now to
confirm your participation. Thanks!*



Email Address
spirituality@xlri.ac.in



Registration Here
xlri.link/scpc



Scan to Register

The session was graced by esteemed dignitaries including Prof. Madhumita Chatterji, Director of PGDM in ABBS School of Management, Bangalore, Prof. Debashis Chatterjee, Director of IIM Kozhikode, and Prof. Sanjoy Mukherjee from IIM Shillong.

The XLRI Centre for Spirituality successfully conducted the Spirituality Pre-Conference Conclave on March 31, 2026, through an online platform. The session focused on the theme “Global Perspectives on Indian Spirituality and Management: The Legacy of S.K. Chakraborty.”

The speakers highlighted the importance of integrating spirituality with management, emphasizing ethical leadership, inner balance, and purpose-driven decision-making. The session provided valuable insights and meaningful learning for participants.

Students Corner- Marathon

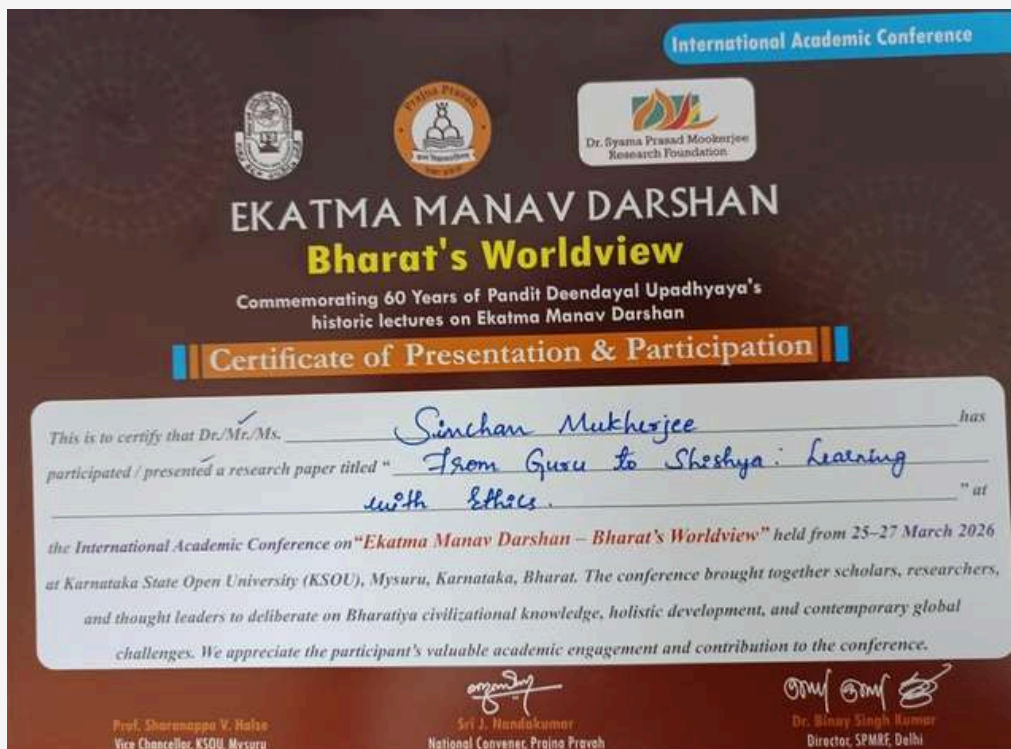
A PGDM student, Anmol Subba, successfully completed a 10 km marathon held at HSR Layout. The marathon was organized in celebration of International Women's Day, promoting awareness, fitness, and empowerment. His participation reflects enthusiasm towards health, social causes, and active engagement beyond academics.

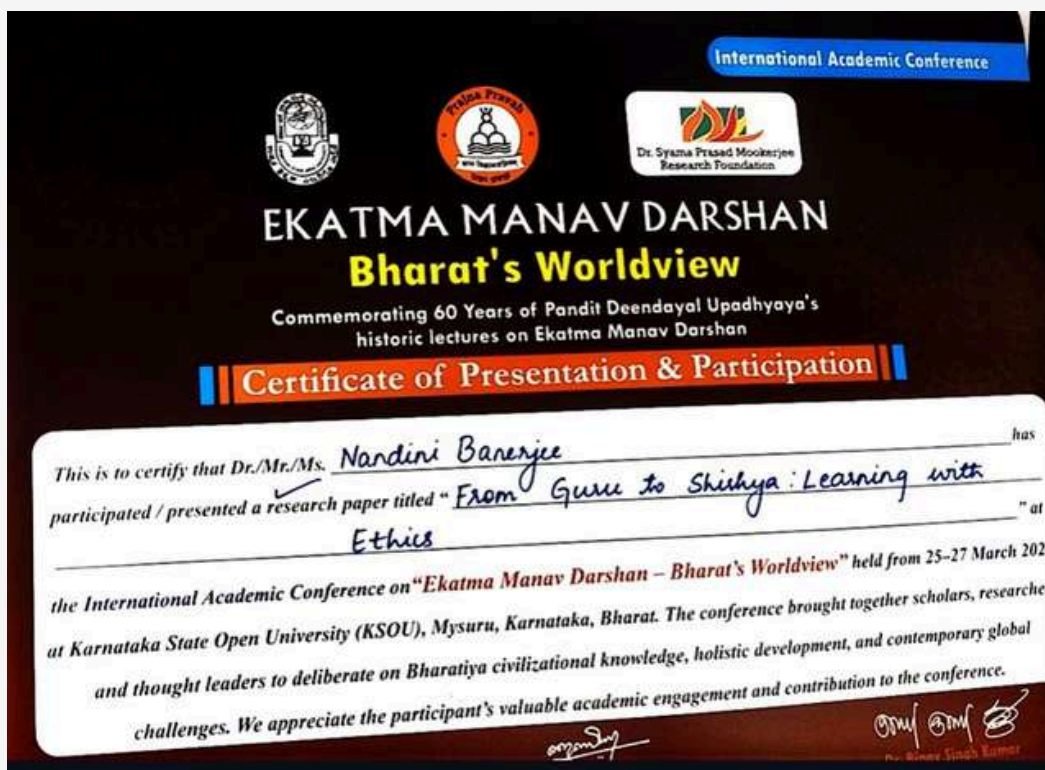


Anmol Subba
PGDM 2025-2027

Students Corner- Certifications

Sinchan Mukherjee and Nandini Banerjee, PGDM students, presented research papers at Jain College, Bengaluru and at the Ekatma Manav Darshan event in Mysuru, showcasing their academic excellence and research capabilities.





**Sinchan
Mukherjee
PGDM 2025-2027**



**Nandini Banerjee
PGDM 2025-2027**

Abstract of Jain College Research Paper

62. *Sinchan Mukherjee, Nandini Banerjee and Sourav Saha*

Smart Marketing: The Rise of AI in the Digital Age

Problem/Context: The twenty-first-century digital marketing landscape has become increasingly data-intensive, rendering traditional models based on broad segmentation and managerial intuition less effective. As organizations struggle to process unprecedented volumes of consumer data from smartphones and e-commerce ecosystems, there is a critical need for a structured integration of advanced technologies to sustain competitive advantage.

Purpose/Objective: This research examines the evolution of "Smart Marketing"—the strategic integration of Artificial Intelligence (AI) into digital marketing frameworks. The study explores how tools such as machine learning, predictive analytics, and natural language processing contribute to improved operational efficiency, customer personalization, and measurable business outcomes.

Design/Methodology: The study adopts a descriptive research design, utilizing a qualitative analysis of secondary data from peer-reviewed academic literature and authoritative industry sources. Purposive sampling was employed to select approximately fifteen high-impact scholarly works based on citation impact and relevance. Thematic synthesis was applied to analyze key concepts including automation, predictive intelligence, and ethical governance.

Results/Findings: Findings indicate that smart marketing facilitates a strategic transition from intuition-based decisions to data-driven predictive intelligence. AI enhances targeting accuracy, optimizes advertising expenditure, and enables real-time customer engagement through hyper-personalization and programmatic advertising. However, significant challenges remain regarding data privacy,

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algorithmic bias, and the need for workforce adaptation.

Research Implications/Limitations: The study underscores that AI integration represents both a technological opportunity and a managerial responsibility. While providing a comprehensive qualitative overview, the research is limited by its reliance on secondary data. Future research should focus on the quantitative measurement of AI performance across various industries and explore cross-cultural adoption patterns.

Practical Implications: Managers are encouraged to establish robust data governance frameworks and align AI tools with clearly defined marketing objectives. Successful implementation requires cross-functional collaboration between marketing and IT departments, alongside continuous employee training to enhance digital literacy.

Originality/Value: This research contributes to academic discourse by integrating established marketing theories, such as "Marketing 5.0," with contemporary technological developments. It defines smart marketing not merely as a technological advancement, but as a structural redefinition of value creation and relationship building in the digital age.

Keywords: Artificial Intelligence, Smart Marketing, Digital Marketing, Machine Learning, Predictive Analytics, Personalization, Marketing Automation, Consumer Behavior.

Abstract of Ekatma Manav Darshan event Research Paper

EKATMA MANAV DARSHAN

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Author 1: Sinchan Mukherjee, 1st Year PGDM, ABBSSM

Author 2: Nandini Banerjee, 1st Year PGDM, ABBSSM

Author 3: Sourav Saha, 1st Year PGDM, ABBSSM

Mentored by Dr. Kamini Dhruva, Professor ABBS School of Management

From Guru to Shishya : Learning with Ethics

The guru–shishya tradition is an ancient model of mentorship in Indian education that focuses on both knowledge and ethical values. In this system, the guru (teacher) guides the shishya (student) not only academically but also morally and personally. Learning takes place through close interaction, respect, discipline, and continuous guidance.

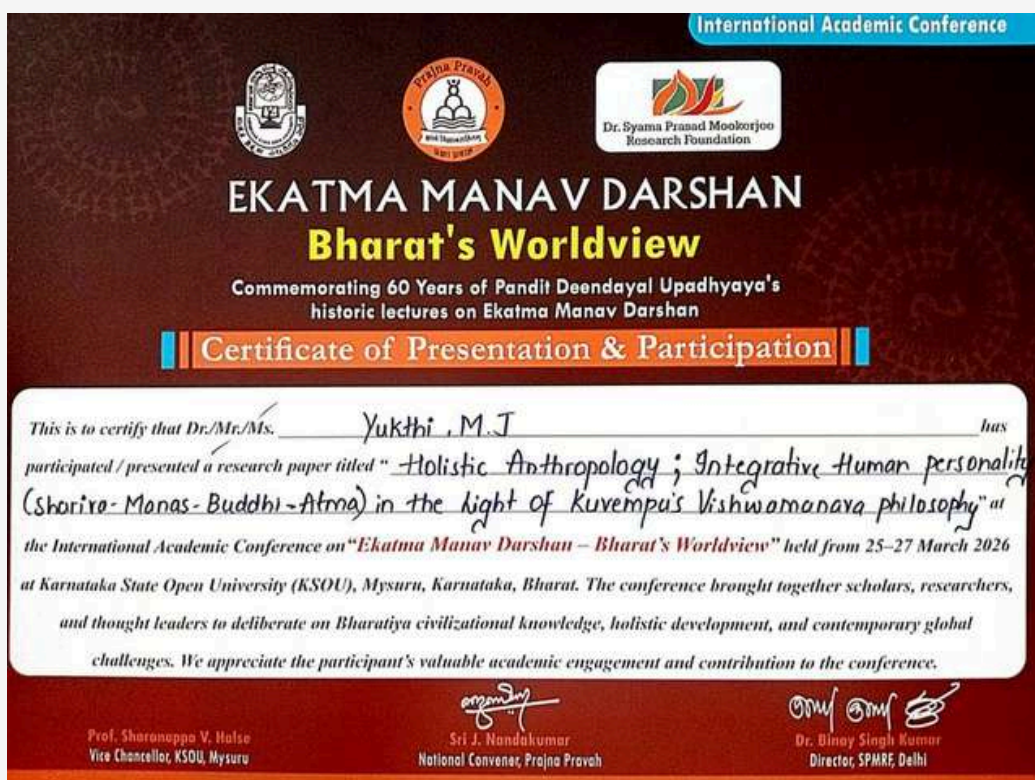
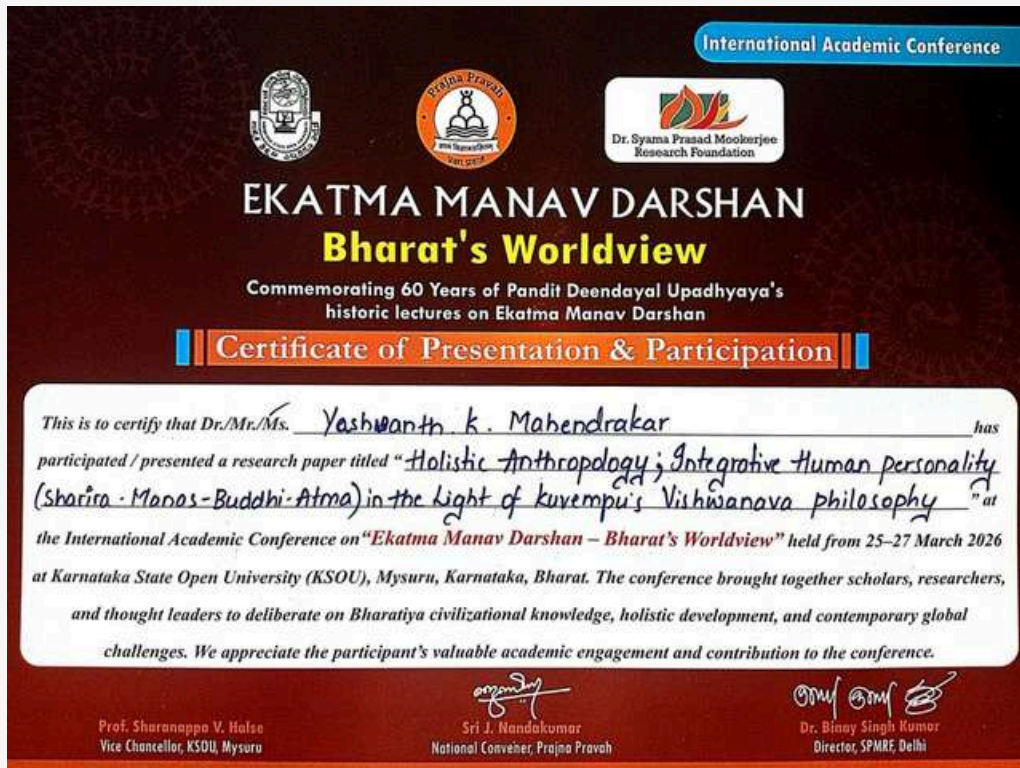
This paper explores how the guru–shishya relationship works as a model of ethical pedagogy. Unlike many modern education systems that focus mainly on exams and grades, this traditional approach encourages holistic learning, character development, and strong mentor–student bonds. The study highlights key values such as trust, respect, responsibility, and dedication to learning.

The research also discusses how elements of the guru–shishya tradition can still be relevant in modern education. By integrating these ethical and mentorship-based practices, educators can build more meaningful and value-based learning environments. Revisiting this traditional model may help strengthen teacher–student relationships and promote ethical learning in today’s educational system.

Keywords : Guru–Shishya Tradition, Ethical Pedagogy, Traditional Mentorship, Teacher–Student Relationship, Value-Based Education, Holistic Learning, Indian Education

Students Corner- Certifications

Yashwanth K Mahendrakar and Yukthi MJ, PGDM students, presented research paper at the Ekatma Manav Darshan event in Mysuru, showcasing their academic excellence and research capabilities.



Abstract of Ekatma Manav Darshan event Research Paper

Looking beyond the physical aspects of life and recognizing the deeper dimensions that shape human existence is necessary for understanding human nature.

Holistic anthropology offers such a perspective by viewing the human being as an integrated personality composed of Sharira (body), Manas (mind), Buddhi (intellect), and Atma (soul). This framework highlights that human development is not merely biological or social but also emotional, intellectual, and spiritual.

This comprehensive understanding of humanity is meaningfully extended by Kuvempu's philosophy, particularly his concept of Vishwamanava Tatva.

Kuvempu envisioned the ideal human being as a “Vishwamanava” or universal human who transcends narrow identities such as caste, religion, and nationality, and recognizes the unity of all life. His works of literature and philosophical thought emphasize harmony among people, society, nature, and the universe.

The integrated human personality model and Kuvempu's universal humanism are the focus of this study, which looks at how the development of the body, mind, intellect, and soul contributes to the emergence of a universal human consciousness. The paper argues that a balanced development of these dimensions can foster ethical living, social harmony, and ecological responsibility by examining anthropological perspectives alongside Kuvempu's humanistic philosophy.

In the end, the findings suggest that incorporating Kuvempu's conception of Vishwamanava and holistic anthropology creates a useful framework for comprehending human potential and dealing with contemporary social and cultural issues.



Yashwanth M
PGDM 2025-2027



Yukthi MJ
PGDM 2025-2027

Students Corner- Certifications



ARISE FOR YOU (Aspire. Rise. Inspire. Skill. Excel.) is a prestigious national-level initiative aimed at fostering entrepreneurship among students, supported by the Director of PGDM Department, Dr. Madhumita Chatterji, and Dr. Kamini Dhruva.

Led by HCLTech and Pearson, the program provides a dynamic platform for innovation, skill development, and industry engagement. It enables students to transform their ideas into practical business solutions through mentorship, training, and real-world exposure.

The initiative offered students hands-on experience in problem-solving and pitching, enhancing their professional competencies. Our institution's participation was recognized with a certificate of appreciation, showcasing its strong commitment to nurturing innovation and an entrepreneurial mindset among students.

Students Corner- Article

Reliance Revives Campa: A ₹22 Crore Masterstroke

- Acquired Campa Cola in 2022 for just ₹22 crore
- Leveraged old brand recall, not starting from scratch
- ₹1,000+ crore revenue within 1–2 years!

Nostalgia as a Strategic Weapon

- India's iconic cola after Coke's exit in 1977
- Deep emotional connect with consumers

Why Campa Died the First Time

- Coke & Pepsi returned in 1991
- Celebrity endorsements & price wars
- Campa faded by early 2000s

Reliance's ₹40,000 Crore FMCG Bet

- ₹6,000–8,000 crore for beverages
- Infrastructure to rival Coke & Pepsi

Breaking the Beverage Monopoly

- 20%+ margins offered to retailers
- Incentivized to push Campa

Aggressive Multi-Product Launch

- ₹5 for 250 ml, ₹15 for 1L
- Undercuts Bisleri prices

Campa Water: The Silent Disruptor

- ₹5 for 250 ml, ₹15 for 1L
- Undercuts Bisleri prices

The Big Takeaway

RAHUL HN
1st YEAR PGDM



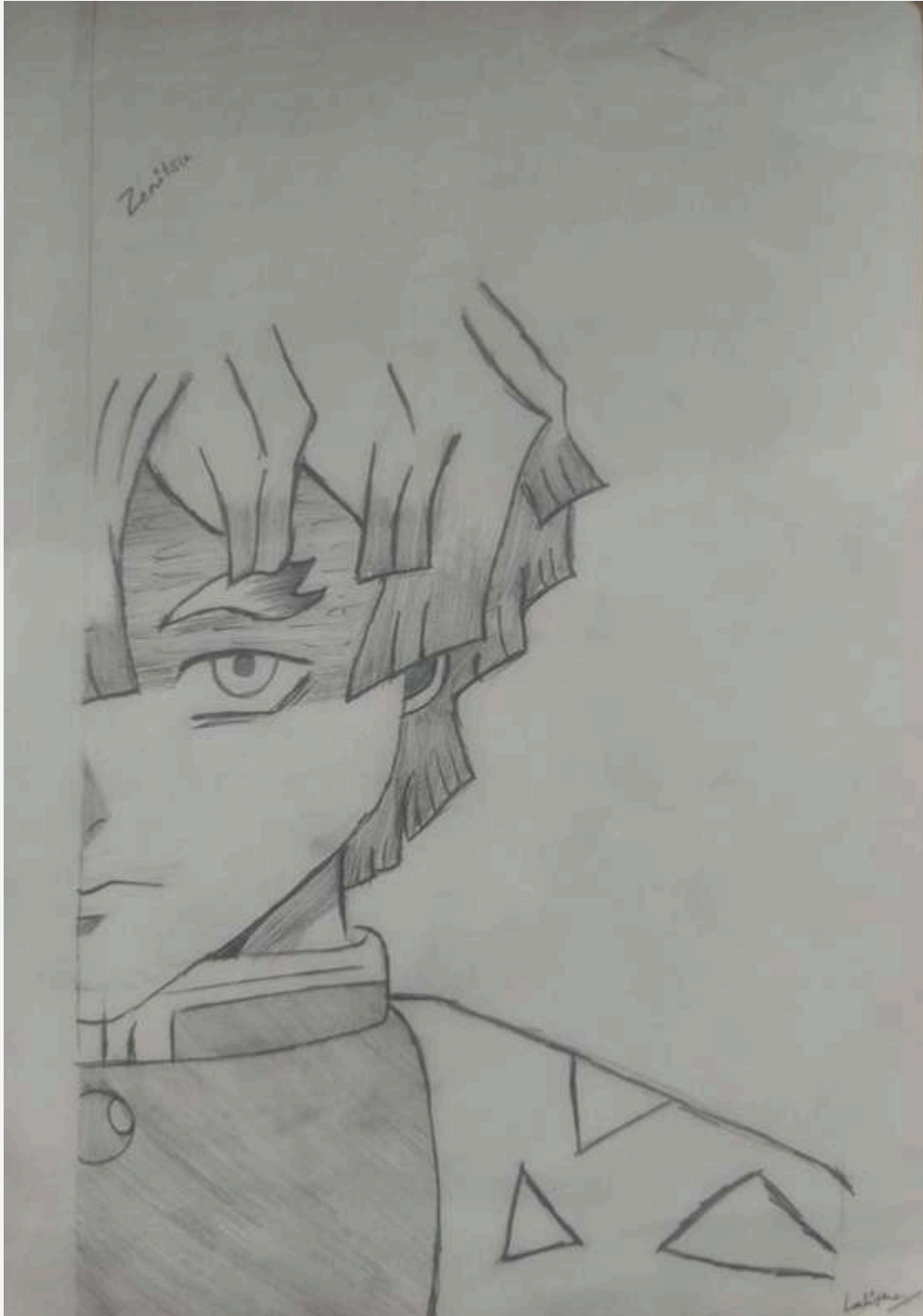
Rahul H N
PGDM 2025-2027

Students Corner- Photography



Krishnendu KA
PGDM 2025-2027

Students Corner- Drawing



Lalitha Devi
PGDM 2025-2027

Faculty Achievements



Professor Mrs. Kamini Dhruva received certificates in recognition of her valuable contribution in mentoring students in research. The research work was based on the topic “From Runways to Reels: How Social Media is Redefining Fashion Trends.”

Her guidance and support played a key role in helping students explore how digital platforms are transforming the fashion industry, influencing trends, and shaping consumer behavior in the modern era.

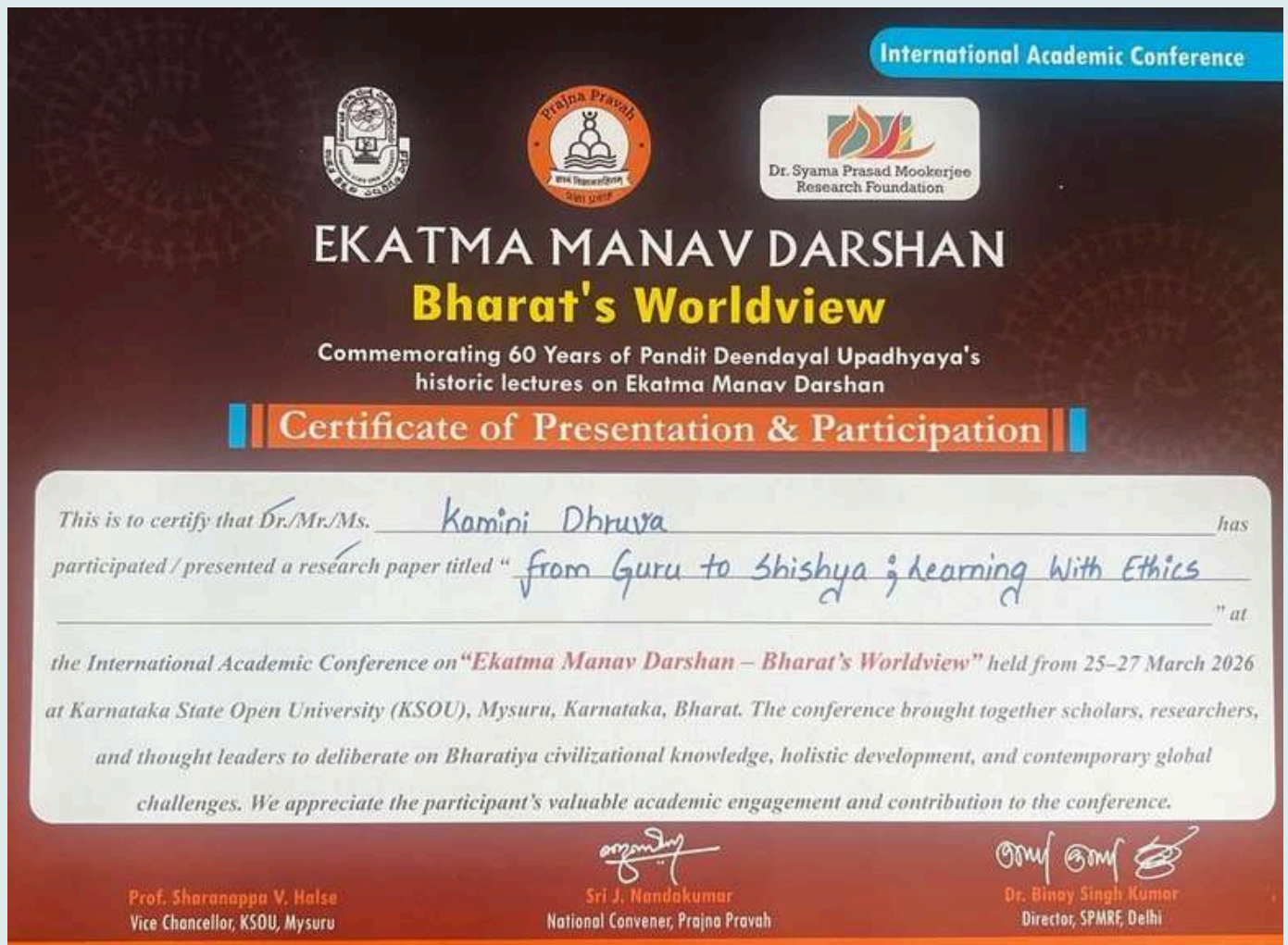
Click here to view the article:-

https://docs.google.com/document/d/12Y2nQ_uctpaRIgO0_AUBfvCKnK5_cqU1U/edit?usp=drivesdk&oid=101981214064542975525&rtpof=true&sd=true

By:- Dr.Kamini Dhruva
Professor



Faculty Achievements



Professor Mrs. Kamini Dhruva has successfully completed a research paper titled “From Guru to Shishya: Learning with Ethics.” The paper emphasizes the importance of ethical values in the teaching–learning process, inspired by the traditional guru–shishya relationship.

This achievement reflects her commitment to academic excellence and her contribution to value-based education.

By:- Dr.Kamini Dhruva
Professor



Faculty Achievements



Prof. Madhumita Chatterji, Director of PGDM in ABBS School of Management, Bangalore had the honour of meeting Shri Dharmendra Pradhan, Union Minister for Education. The interaction highlighted the importance of strengthening the education system through collaboration, innovation, and policy support. This moment reflects the institution's continuous engagement with national leaders and its commitment to contributing towards the development of quality education in India.

Editorial Board - Faculty



Dr. Madhumathy K

Chief Editors - Students



Vaibhav K.B
PGDM 2025-2026



Khaspa Venkata Sai Meghana
PGDM 2025-2026