



**SCHOOL OF HUMANITIES, SOCIAL SCIENCES AND MANAGEMENT
NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL**

NEWSLETTER

ISSUE 1

DECEMBER – MAY 2025



Newsletter



Message from HOD, SHSSM

Prof. Ritanjali Majhi

It gives me great pleasure to share the first edition of the SHSSM newsletter, which reflects the vibrant academic and research culture of the School of Humanities, Social Sciences, and Management at NITK Surathkal. Our department continues to thrive as an interdisciplinary space where ideas converge, innovation is encouraged, and students are empowered to become socially responsible leaders. This newsletter captures key highlights of our activities, achievements, and initiatives that contribute to the academic excellence and societal impact we strive for. I extend my sincere appreciation to our faculty, students, alumni, and well-wishers for their continued support in making SHSSM a dynamic and forward-looking academic community.

Editorial Note

As we turn the page on a new chapter with the launch of our school's official newsletter, we are reminded of how important it is to pause, reflect, and share. This platform isn't just about updates or announcements - it's about weaving together the stories, aspirations, and ideas that make our academic community what it is.

In management education, we often speak of agility, innovation, and leadership. But at the heart of all these concepts lies communication - honest, thoughtful, and forward-looking. This newsletter is our collective voice, carrying the insights of our faculty, the energy of our students, and the quiet dedication of everyone who keeps the wheels turning behind the scenes.

We hope this publication grows into something more than a routine release. Let it spark conversations, inspire questions, and remind us of the extraordinary work happening around us - sometimes in classrooms, sometimes in quiet corners, often unnoticed, but always significant.

To those reading: welcome. We're just getting started.

- Dr Dhishna P, Dr Anupriya, Muhammad Yaseen Misbah, Neeraj N Rao, Nelvita Pereira, Nikitha Ashok, Prathyusha J, Sneha Satish.

C o n t e n t s

Sl No.

Page No.

| | | |
|-----|---------------------------------------------------------------------|----|
| 01. | Fresh Perspectives | 1 |
| 02. | Bridging Borders in Business and Innovation | 2 |
| 03. | A Celebration of Legacy | 3 |
| 04. | Ignite Research: Building Foundations for Innovative Solutions | 4 |
| 05. | Unlocking the Potential of Circular Agri-Food Systems for Farmers | 5 |
| 06. | Workshop on Machine Learning and Big Data | 6 |
| 07. | Budget Unplugged | 7 |
| 08. | The Startup Story of Kumbhi Kagaz | 8 |
| 09. | Axion: Where Reality Meets Deception | 9 |
| 10 | Systematic Literature Review and Bibliometric Analysis Workshop | 10 |
| 11. | Strategy, Grit, and Growth: Lessons Beyond the Classroom | 11 |
| 12. | Celebrating Excellence in sports | 12 |
| 13. | Beyond the Books: Unveiling Management, Placement, and Social Clubs | 13 |
| 14. | A Three Day Workshop on Mastering Data visualization | 17 |
| 15. | Honoured for Collaborative Projects with NMPA | 18 |
| 16. | Champions of Excellence | 19 |
| 17. | Celebrating Scholarly Success | 21 |
| 18. | Internal Migration and Energy Poverty: Household Level Evidence | 23 |
| 19. | Why Language Deserves a Seat at Every Table | 24 |
| 20. | Exploring Composite AI and Its Impact on Data Analytics | 25 |
| 22. | How Neuromarketing is Reshaping Consumer Intelligence | 26 |
| 23. | Business Quiz | 27 |
| 24. | Student Diversity and Future Vision | 28 |

Meet SHSSM's New Faculty Members

Fresh Perspectives!



Dr. Sabiha Alam Choudhury

Psychology & Mental Health

- 14+ Years in teaching, research and Counselling
- Visiting Faculty, University of Parma, Italy
- InsPa Best Performance Award
- led numerous workshops and training programs both in India and abroad.
- Formerly an Assistant Professor at Mizoram University (a Central University)



Dr. Abhilasha Gusain

Visual Narratives & Literary Analysis

- The Sabin Award for Comics Scholarship
- Research Published in Reputed Journal's Including: *Journal of Graphic Novels and Comics*, *Visual Studies*, 3L.
- Presented her work at University of Cambridge
- PhD from IIT Roorkee



Dr. Anupriya

Linguistics & Cultural Heritage

- Formerly Served at NIT Jalandhar
- PhD from Jawaharlal Nehru University, New Delhi
- Active in cultural initiatives like SPIC MACAY
- Research Interests: Sociolinguistics, Psycholinguistics, Applied Linguistics

A Visit from Global Thought Leaders

Bridging Borders in Business & Innovation

Our department had the honor of hosting Prof. Niraj Kumar (Essex Business School) and Dr. Amitabh Anand (Excelia Business School, France), two globally recognized academics driving innovation in supply chain management, entrepreneurship, and digitalization.



Prof. Niraj Kumar

- Head of Strategy, Operations & Entrepreneurship, University of Essex, UK
- “Top 20 Most Cited Author” (International Journal of Production Research, 2020)
- Led major research projects (Horizon 2020, Newton Fund) on sustainable food systems
- Editorial board member of leading supply chain journals
- Worked with industries across aerospace, retail, IT, and waste management



Dr. Amitabh Anand

- Associate Professor, Excelia Business School, France
- “Top 50 World’s Best Professors” – Poets & Quants, 2018
- Award-winning researcher in leadership, ethics, and digitalization
- Published in FT50 journals like Journal of Business Venturing
- Outstanding Pedagogical Innovation Award (2020)

Their visit brought fresh perspectives and opportunities for international collaboration, reinforcing our commitment to global research excellence.

A Celebration of Legacy

RESONATE - 2025



The School of Humanities, Social Sciences, and Management (SHSSM), NITK, hosted Resonate 2025. Its first-ever alumni meet and a much-anticipated event. The occasion was a joyful blend of nostalgia and camaraderie, as alumni from near and far reunited on campus, filling it with laughter, familiar faces, and stories that bridged generations.



Resonate wasn't just a reunion, it was a celebration of legacy. Alumni shared their journeys beyond NITK, reflecting on how the foundation laid at SHSSM shaped their lives, careers, and perspectives. The atmosphere was electric with warmth, pride, and mutual admiration, as each attendee brought with them a piece of SHSSM's story.

Resonate 2025 served as a beautiful reminder that while time may pass, the connections forged at SHSSM remain timeless. As alumni bid farewell to familiar corridors and cherished memories, they carried with them a renewed sense of belonging and purpose. The event marked not an end, but the beginning of a deeper engagement with each other, and with the legacy they continue to shape together.

Ignite Research: Building Foundations for Innovative Solutions



Prof. Niraj Kumar from Essex University conducted a five-day capacity-building program titled “Ignite Research: Building Foundations for Innovative Solutions” for research scholars.

The CBP underscored the necessity of understanding the basics of research methods during the early days of research for making informed decisions throughout the research process.

He covered topics, such as choosing a broad research area, narrowing down to the specific research topic, literature review, research design, data collection, research reporting, academic writing and publishing.





International Symposium on Sustainable Farming Futures

Unlocking the potential of Circular Agri-Food Systems for Farmers

UPCAFSYS 2025

The School of HSSM at NITK Surathkal hosted UPCAFSYS 2025 (Jan 28–29), an international symposium on sustainable farming, focused on circular economy in agriculture.

Organized under a SPARC project led by Prof. Ritanjali Majhi (NITK) and Prof. Niraj Kumar (University of Essex), it aimed to explore solutions for farmers' socio-economic well-being.

Co-hosted by the University of Essex, IIT Bombay, and UAS Dharwad, with support from SPARC, MRPL, and MCF, the event focused on cultivating transformative ideas for the future of farming.



Key Highlights

• **Book Launch** – Natural Capital and Climate-Smart Agriculture, authored by Prof. Pradyot Ranjan Jena, Prof. Shunsuke Managi, and Prof. Ritanjali Majhi, was unveiled.

• **Plenary Discussions** – Experts deliberated on challenges, opportunities, and policy interventions in circular agri-food systems.

• **Industry-Academia Roundtable** – Led by Dr. Suprabha K R (NITK Surathkal), the session focused on bridging research and practical implementation in agritech.

• **Capacity-Building Program** – Held from January 20th - 24th, 2025, equipping research scholars with knowledge in sustainable agriculture.

Workshop on Machine Learning & Big Data

Our MBA students had an incredible opportunity to explore the world of Machine Learning and Big Data in an exclusive four-day workshop conducted by Prof. Niraj Kumar, Head of SOE at the University of Essex, UK.

The sessions covered key concepts such as Types of Analytics, Supervised and Unsupervised Learning, Classification, Clustering, Regression, and Data Governance, providing students with valuable insights into the evolving landscape of data-driven decision-making.

With industries increasingly relying on analytics for strategic growth, this workshop reinforced the importance of hands-on learning and global exposure. As part of our MBA Analytics specialization, such collaborations ensure that students gain industry-relevant skills, preparing them to excel in an ever-evolving business world.



Budget Unplugged

Colloquium on Union Budget 2025 – 26



Breaking Down India's Financial Plan

To simplify India's latest budget, the School of Humanities, Social Sciences and Management, NITK, Surathkal hosted an engaging session where students explored tax policies, government spending, economic growth, and sector-wise allocations.

Lively discussions and expert insights helped demystify how the budget shapes businesses, industries, and everyday life. The event fostered financial awareness and critical thinking, equipping students with a clearer view of the nation's economic direction.

Through such initiatives, SHSSM continues to shape future leaders by deepening their understanding of key economic decisions.



The Startup Story of Kumbhi Kagaz

School of Humanities, Social Sciences and Management, had the privilege of hosting an interactive online session with Mr. Rupankar Bhattacharjee (Founder of Kumbhi Kagaz Pvt Ltd.) on February 28th, 2025.

His journey is proof that inspiration can come from unexpected moments. While releasing a snake back into the wild, he was not able to capture the moment due to thick water hyacinth blocking his view. This frustration changed to curiosity leading to the creation of Kumbhi Kagaz Pvt Ltd, wherein they transformed invasive water hyacinth into handmade paper.

During his talk Mr. Bhattacharjee shared multiple insights on coming up with a startup and answered the queries of students related to water hyacinth, funding, etc.

This talk helped students understand Design Thinking, demonstrating how innovation drives ideation and how ideation, in turn, lays the foundation for a startup.



BIZWAVES 2025

AXION

WHERE REALITY MEETS DECEPTION

BizWaves 2025, the flagship national-level management fest of NITK Surathkal, organized by the School of Humanities, Social Sciences, and Management (SHSSM), brought together the brightest minds from across the country. Centered around the captivating theme "Where Reality Meets Deception," the fest became a vibrant showcase of intellect, strategy, and creativity, redefining management learning and setting new standards of academic and professional excellence.

Organizing BizWaves 2025 was no small feat, and its remarkable success stands as a testament to the unwavering dedication and hard work of the faculty, student organizers, and volunteers. For the first time, BizWaves was organized by SHSSM as an independent event, having previously been conducted under the larger umbrella of the fest Engineer. Every aspect of the event - from conceptualization to execution, was meticulously planned to create an engaging and transformative experience for participants.

The event began with a vibrant Inaugural Ceremony featuring Chief Guest Mr. Sandeep S.P., HR Leader at PW India, who spoke on personal branding, innovation, and people-centric leadership in today's corporate world. The ceremony was presided over by Prof. A.C. Hegde (Dean, Student Welfare), Prof. Ritanjali Majhi (Head, SHSSM), and Dr. Rahul Sivarajan (Faculty Advisor), along with other esteemed faculty. Student Coordinators Ms. Dielle Soans and Ms. Sunasa welcomed attendees and shared the fest's objectives.



The event lineup featured competitions across domains: Mandela (Marketing), Echelon (Finance), Shadow (HR), Roswell (PR), Bermuda (Business Quiz), Tesseract (Best Manager), Cabal (Best Management Team), and Area 51 (Reel Making), each testing domain-specific skills and creativity. A Fashion Brand Walk added flair, blending fashion with brand storytelling to reflect the fest's theme, "Where Reality Meets Deception."

The celebrations concluded with an inspiring Valedictory Ceremony, featuring Chief Guest Shri Prasanna Kumar T. (GM - HSE, MRPL), who spoke on ethical leadership and sustainable management. Prof. B. Ravi, Director of NITK Surathkal, presided and encouraged students to pursue excellence. Winners were felicitated, with AIMIT, Mangaluru claiming the overall championship and Poornaprajna College, Udupi as runners-up.

BizWaves 2025 was a dynamic showcase of knowledge, creativity, and competition, embodying NITK's commitment to managerial excellence. The collaborative efforts of faculty and students made the fest a resounding success and a benchmark for future editions.





Systematic Literature Review and Bibliometric Analysis Workshop

The School of Humanities, Social Sciences, and Management successfully conducted a two-day workshop on "Systematic Literature Review and Bibliometric Analysis" by Prof. Amitabh Anand, Full Professor at Excelia Business School, La Rochelle, France

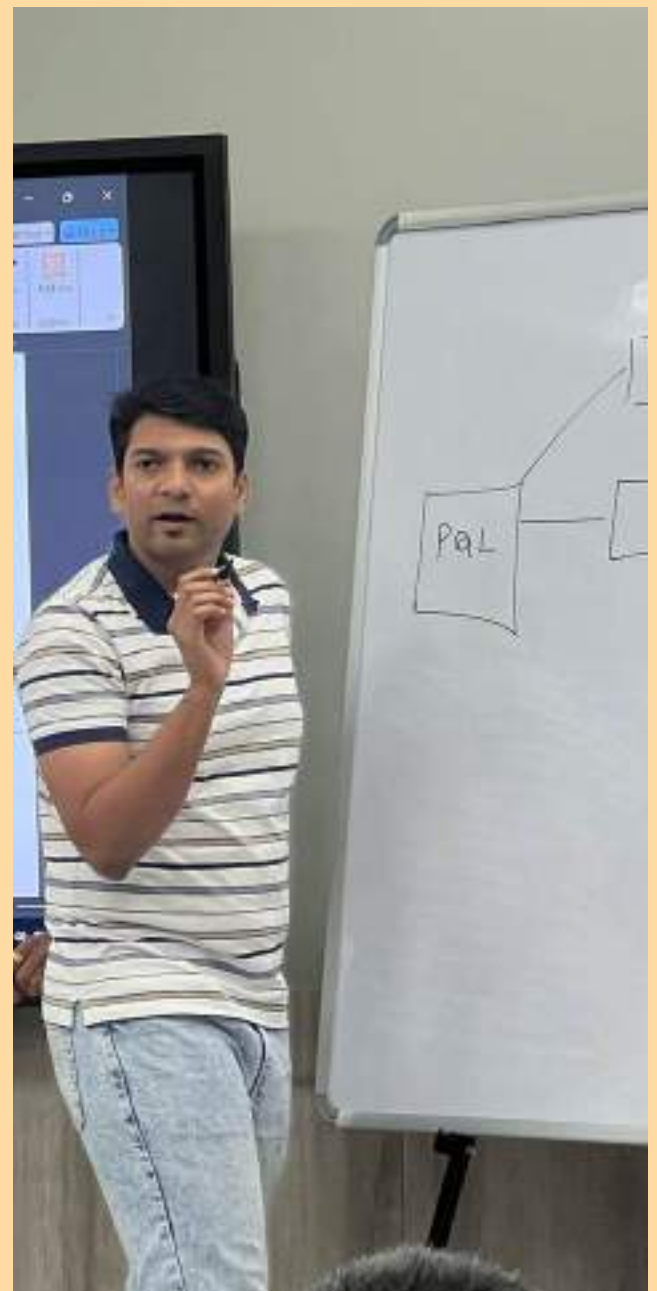
Every research scholar aims to select the right thesis topic, but identifying a research gap can be overwhelming. This workshop provided a scientific approach to discover knowledge gaps using VOSviewer.

Unlike conventional workshops that focused on what to do, Prof. Amitabh's hands-on approach allowed participants to find out gaps in real time, changing their research perspectives.

Key takeaways from the workshop were:

1. Formulating and articulating research gaps within hours using effective techniques.
2. Uncovering research gaps from different angles.
3. Leveraging wide range of tools beyond simple graph generation.

It was an insightful and transformative experience for our researchers!.





Strategy, Grit, and Growth: Lessons Beyond the Classroom

Our first year MBA students had the privilege of experiencing an insightful session on strategy and determination by Prof. Amitabh Anand, a full professor at Excelia Business School, La Rochelle, France.

The session began with an intriguing research story about toilet paper usage in Brazil, a clever illustration showing that true innovation often comes from exploring what others overlook or dare to not explore. The message was clear. Sometimes, what society deems taboo can be the very spark of creativity. By challenging conventional wisdom and thinking outside the box, great innovations can be unearthed.

The determination part of the session highlighted the power of perseverance. It was a reminder that success isn't always measured by academic scores, but by relentless perseverance, learning from setbacks, and continuously carving out one's own path.

Key takeaways from the session included:

- **Have Humility:** Learn to accept mistakes, admit defeat, and under any circumstances, be patient and never aggressive.
- **Be a Lifelong student:** Stay curious, as learning happens at every step of life. Experience is the best teacher that can make you strong and wise.
- **Be Generous:** Greatness comes not from a position but from helping build a better future for others.
- **Be Creative:** Take challenges head on, never back down, and take control of your mind and heart when making decisions.
- **Be Determined:** Say these words: "Why not?" "So what?" "Let me try." "I can do this."

This session wasn't just about theories of strategy and determination, it was a call to action. It reminded us that success is a journey of constant learning, resilience, and the courage to embrace failure as a vital part of growth.

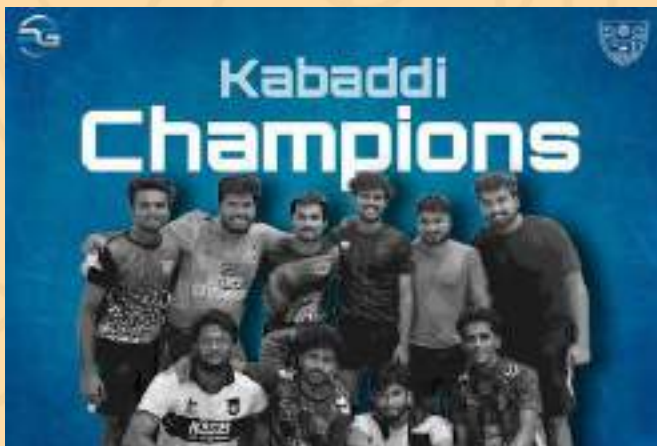
Let's take this inspiration forward, dream big, work hard, and remember failures are merely the foundations of future success.



PG Cup 2025

Celebrating Excellence In Sports

Our students dominated the 2024 - 25 edition of the PG Cup competition, bringing home championship titles in three major events. These victories showcased not only our students' athletic prowess, but also their commitment to teamwork, discipline, and competitive spirit



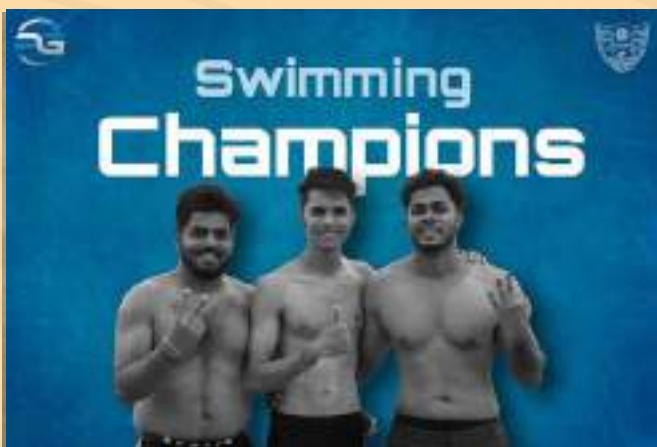
left to right (Standing):

Vyshnav, Swaraj, Drushya, Sarath, Nesar, Sowrav
(Kneeling): Sourav, Dwijesh, Yougesh, Darshan



From left to right

Samyuktha B, Deepika, Meghana Pai, Poorvi,
Kavana, Prajna, Reenesha



Left to Right: Vignesh, Nikhil, Vishal



3rd Place – 400m: Vivek Bhardwaj

Beyond the Books: Unveiling Management, Placement, and Social Clubs

Featuring STRIDE, Career Nexus, and BRIDGE

SAMPARK represents an initiative launched by our department this semester to bridge the gap between classroom education and industry demands. Through these student-driven clubs, we aim to equip students with the practical skills that complement theoretical learning and prepare them for professional success,

The clubs were inaugurated by Ms. Padma Parthasarathy, an Independent Director with over 35 years of leadership in consulting, technology, and strategy.



- Former Senior Vice President and Head of Global Consulting & Digital at Tech Mahindra, where she led major initiatives like the Tech Mahindra - Satyam integration and launched new global service offerings.
- Board and advisory roles at TNS India Foundation, MaDeIT Innovation Foundation, and IIM Udaipur's Centre for Digital Enterprise.
- Industry contributions as a Governing Council member of CII's Centre for Digital Transformation and former member of CII's National Committee on Telecom & Broadband.
- Recognized among India's leading women professionals, featured in Forbes India's Women Power list and the "She Is: 75 Women in STEAM" list by the Government of India.



Our Clubs at a Glance

STRIDE

- Strategy & Entrepreneurship
- Tech & Analytics
- Risk and Capital
- Innovation & Marketing
- Distribution & Strategy
- Employee Experience & HR

Career Nexus

- Aptitude & Technical Skills
- Group Discussion & Interview
- Communication & Networking

BRIDGE (Social Outreach)

Building Relationships, Inclusion, Development, Giving and Empowerment



STRIDE (Strategy & Entrepreneurship, Tech & Analytics, Risk & Capital, Innovation & Marketing, Distribution & Operations, Employee Experience & HR) is a student-led platform that bridges academic learning with real-world business challenges. Built for MBA students, STRIDE nurtures leadership, practical skills, and industry exposure through six specialized clubs: Strategy & Entrepreneurship, Tech & Analytics, Resources & Finance, Industry & Marketing, Development & Operations, and Employability & HR Strategy.

Each club hosts hands-on activities like case competitions, stock simulations, and mock interviews, guided by faculty mentors and student leaders. With structured weekly sessions and strong alumni involvement, STRIDE helps students build a strong professional network and prepares them for the demands of the corporate world.

Stride Activity Highlights

Strategy & Entrepreneurship

- Week 1 – Business Quiz
- Week 2 – Entrepreneurial Debate
- Week 3 – Pitch Deck

Tech & Analytics

- Week 1 – Python from Scratch
- Week 2 – The Data-Driven Murder Mystery

Risk & Capital

- Week 1 – Financial Quiz
- Week 2 – Budget Allocation
- Week 3 – Expense/Income Estimation
- Week 4 – Bidding

Innovation & Marketing

- Week 1 – MAD Ad-Making
- Week 2 – Marketing Strategy

Distribution & Operations

- Week 1 – Resource War
- Week 2 – Operations Strategy

Employee Experience & HR

- Week 1 – Debate Showdown
- Week 2 – Bollywood Talent War





Career Nexus serves as a vital bridge between academic learning and professional development. Designed to equip students for the evolving demands of the job market, the club offers a dynamic platform for networking, skill-building, and career exploration. These engagements not only foster industry readiness but also help students build long-term professional relationships.

To ensure focused development, Career Nexus is structured into three sub-clubs: Aptitude & Technical Skills, Communication & Networking, and Group Discussion & Interview. These sub-clubs collectively enhance analytical thinking, communication skills, and interview readiness through regular practice sessions, mock evaluations, and skill-building activities - offering a comprehensive approach to placement preparation.

Together, these sub-clubs ensure a holistic and practical approach to career preparation, empowering students to transition confidently from campus to corporate life.

Career Nexus in Action

Aptitude & Technical Skills

- Logical Reasoning
- Aptitude Challenge
- Verbal Ability Quiz

Communication & Networking

- Guess Who!
- Human Bingo

Group Discussion & Interview

- Group Discussion
- Case Study & Presentation





BRIDGE

BRIDGE club was Founded with a vision to instill a sense of social responsibility in future leaders, BRIDGE encourages students to step outside the classroom and into the community, bringing with them empathy, energy, and a desire to drive change.

At its core, BRIDGE is built on five foundational values:

- **Building Relationships:** Strengthening bonds between students and society.
- **Inclusion:** Ensuring every individual feels seen and valued, regardless of background.
- **Development:** Fostering personal and professional growth through hands-on experiences.
- **Giving:** Promoting a culture of generosity and service.
- **Empowerment:** Creating opportunities for students and communities to thrive.

As the BRIDGE team continues to plan new projects – like awareness campaigns, plantation drives, and more, they carry with them a strong belief: when people unite for a cause, growth and impact are inevitable.

In a world often divided, BRIDGE stands as a reminder that real change begins with building meaningful connections and that even the smallest act of service can ripple outward in powerful ways.

Nurturing Young Talent

- Quiz
- Painting



A Three Day Workshop on Mastering Data Visualization:

Over three days, our students underwent rigorous Tableau training led by Dr. Rahul Thangeda, Assistant Professor School of Management NIT-Warangal. The workshop bridged the gap between theory and practice, equipping them to turn complex data into meaningful visual stories through hands-on learning and expert guidance.

Day 1,

Focused on essential visualization techniques, discussing how various charts, like histograms and bar charts can transform raw data into compelling narratives. The session highlighted three pillars: Data, Strategic Insights, and Storytelling, while stressing the value of analog planning with pen and paper.

On Day 2,

The workshop shifted to crafting data stories by addressing customer pain points, introducing Gartner's matrix to emphasize Tableau's corporate

relevance and user-friendliness. Attendees learned to install Tableau, connect to multiple data sources, and distinguish data types and visualization components such as dashboards versus storyboards. Practical sessions featured dimensions, measures, and the "Show Me" function using the sample – Superstore dataset.

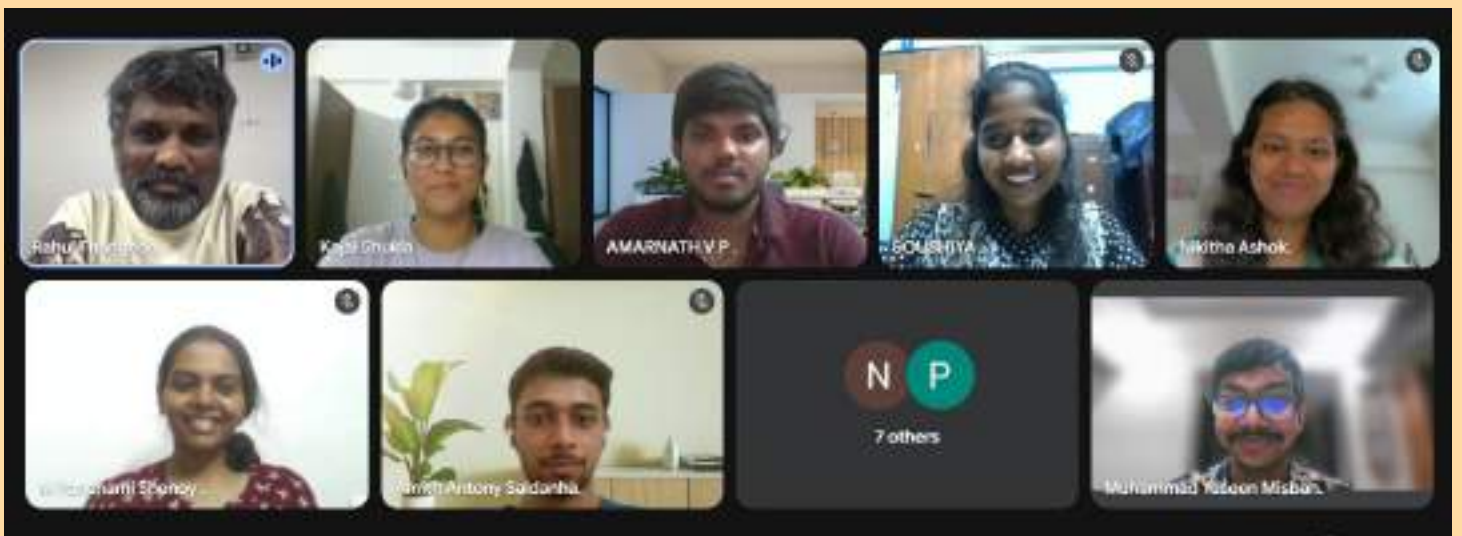
Before logging off the students were given an assignment to

1. Pick a dataset
2. Define problems that you want to solve using the dataset
3. Plan in analog
4. Develop dashboards
5. Write interpretations from each dashboard as to how they might be useful

Which they had to present on day 3

On Day 3,

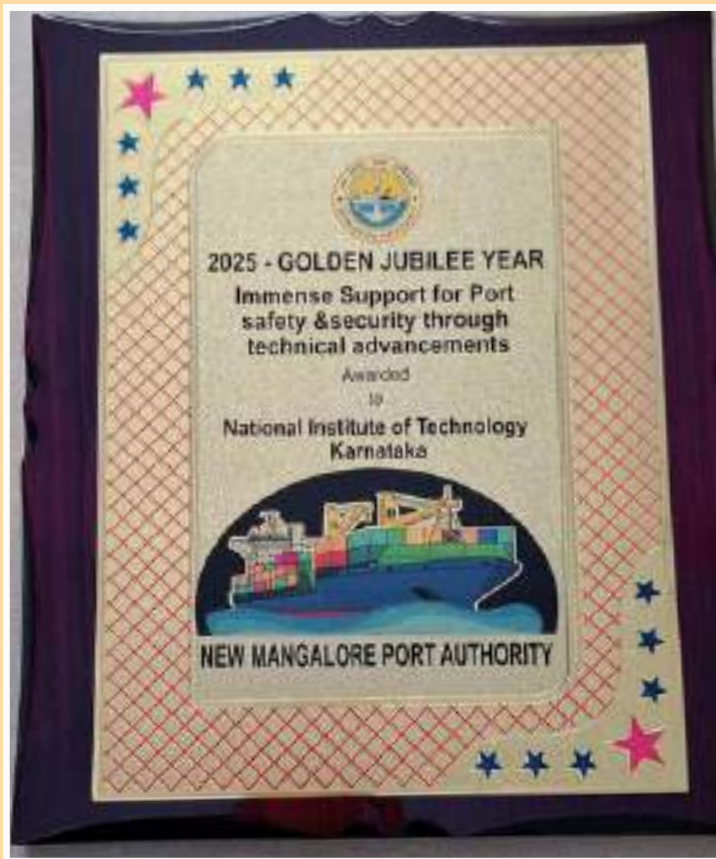
Students presented their assignments, ending the workshop with hands-on exercises in data joining, blending, and calculated fields to integrate and sort complex datasets.



The workshop ended with the students being equipped with both technical Tableau skills and a strategic approach to data storytelling. We sincerely thank Dr. Rahul Thangeda for his expert guidance, which greatly enriched the learning experience and inspired students throughout the sessions.

NITK Surathkal Recognized for Public Impact

Honoured for collaborative projects with NMPA



NITK Surathkal was recognized for its outstanding contributions to various projects undertaken by the Centre for System Design (CSD) in collaboration with the New Mangalore Port Authority (NMPA), particularly in the areas of media and public outreach, cruise tourism, and port automation.

The initiative was jointly led by Prof. Gangadharan (CSD) and Dr. Bijuna C Mohan, Associate Professor and Professor-In-Charge (Cultural Clubs & Events) at the School of Humanities, Social Sciences and Management (SHSSM), NITK.

Their visionary leadership, coupled with the dynamic involvement of research scholars from SHSSM, as well as MBA and B.Tech students, has been instrumental in driving these impactful projects forward.

This recognition is a testament to the power of interdisciplinary collaboration, showcasing how engineering and management can collaborate to address real-world challenges.

It highlights the commitment of NITK's faculty, researchers, and students to making meaningful contributions beyond the classroom, fostering innovation, strengthening industry-academia ties, and delivering tangible value to society.



Champions of Excellence

Alvas Institute of Engineering and Technology – PG Department of Business Administration

AGON – IGNIS AQUA

Our Students secured the 1st Prize in *Fiscal Inferno* (Finance), *Alchemy of Elements* (HR), and *Inferno IQ* (Business Quiz) and a 2nd Prize in the *Synergy Surge* (BMT) event. Their outstanding performance earned them the Overall Championship Trophy at the fest.

BUDGET MASTERS – UNION BUDGET 2025

They also participated in *Budget Masters - Union Budget 2025* and won the 1st prize in the *Mock Parliament* Event and the second prize in the *Budget Reallocation* Event.

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD)

NAISSANCE 2K25

At NAISSANCE 2K25, hosted by SDMIMD, our students secured the 2nd Runner Up position in the Business Quiz event, displaying commendable knowledge and quick thinking.

Mangalore Institute of Technology and Engineering – Department of Management Studies

SENTIA 2025

Our students excelled at SENTIA 2025 organized by Mangalore Institute of Technology and Engineering. They won 1st prize in "*Master Minds*" (BMT) event.

Shree Devi Institute of Technology – Department of Master of Business Administration

ECHELON '25

in ECHELON'25 hosted by Shree Devi Institute of Technology, our students won both the 1st and the 2nd prize in *Eco Quest* (Business Quiz) and also won the 2nd prize in *Eco Finovate* (Finance) events.

Manel Srinivasa Nayak Institute of Management (MSNIM)

EDIFY

Our students performed strongly at the EDIFY fest conducted by Manel Srinivasa Nayak Institute of Management, they secured both the 1st and the 2nd prize in *Prashnavali* (Business Quiz) event, showcasing their dept of business knowledge and competitive spirit.



MBA Students Shine in Management Fests



Celebrating Scholarly Success

Our PhD scholars have made notable strides in research, presenting their work at premier conferences, publishing in esteemed journals, and receiving prestigious awards. Their contributions span sustainability, technology, health, and management, reflecting the department's dynamic research environment.

At the POMS International Conference 2024, a paper titled “Enhancing Sustainable Performance in Indian MSMEs through Knowledge Management Processes: The Mediating Role of Dynamic Capabilities” explored how knowledge management and dynamic capabilities support sustainability in MSMEs. This theme continued at the 4th International Annual Research Conference and Doctoral Workshop at IIM Lucknow, where a related study examined the role of entrepreneurial orientation in driving sustainability.



A major highlight was the Best Paper Award at the IEEE International Conference on Recent Advances in Information Technology for Sustainable Development 2024 at MAHE Manipal. The awarded paper focused on using robust machine learning methods to predict childhood anemia in India's Empowered Action Group states.

At IIT Bhubaneswar's ICSF 2024, scholars presented a bibliometric analysis on sustainability trends in cryptocurrency research. Their publications include papers in the Asia-Pacific Journal of Business Administration and Asia Pacific Journal of Tourism Research, and a book chapter on sustainable entrepreneurship.

Additionally, scholars enhanced their skills at a workshop on Panel Data Econometrics using STATA at NIT Rourkela.

We congratulate our PhD scholars for their exemplary achievements and their commitment to addressing real-world challenges through rigorous research.



Honoring Our Doctoral Graduates

This semester marks a proud moment for the SHSSM as we recognize and celebrate the scholars who have successfully completed their doctoral journey. Their dedication to research, pursuit of knowledge, and contribution to their respective fields embody the spirit of academic excellence that defines our department.



Dr. Likhil Sukumaran

"Decoding the Organic Conundrum: Machine Learning Insights into Wine and Toddy Purchases."

Guide: Prof. Ritanjali Majhi



Dr. Shailesh Prabhu N

"Towards Sustainable Future: Understanding Mobile Phone Disposal Behaviour in Karnataka."

Guide: Prof. Ritanjali Majhi



Dr. Sarin Raju

"Game-theoretic studies of disruptions in decentralised dual-channel supply chain."

Guide: Prof. Pavan Kumar Saraf
Dr. Rofin T M (IIM Mumbai)



Dr. Kiran Raveendran

"Cultural Construction of Queerness: A Study of Select Indian Queer Films."

Guide: Dr. Dhishna P



Dr. Steevan Pinto

"Branding the Impact of Skill Development Training on Employee Performance and Productivity @ petrochemical Industries."

Guide: Dr. Rashmi Uchil



Internal Migration and Energy Poverty: Household Level Evidence

- Dr. Rajesh Acharya
Associate Professor
SHSSM

Energy poverty is one of the serious developmental challenges faced by the world, and therefore, the provision of modern energy services has been identified as highly essential for the development of countries. Sustainable Development Goal 7 (SDG7) to ensure universal access to clean and affordable energy services by 2030 reflects the global recognition of the importance of energy in the promotion of overall development. While access to electricity can spur growth and literacy level, the provision of clean cooking fuel can go a long way in the empowerment of women and insulate them from health hazards of indoor pollution caused by the use of biomass in inefficient stoves. As a result, governments all over the world have been paying greater attention to providing clean energy services to households. For example, the Government of India has provided access to electricity to 700 million people since 2000, over 400 million people have gained access to clean cooking since 2011, and it proposes to achieve universal access to affordable energy.

Though energy poverty has received a lot of attention in academic and policy circles, rural-to-urban migration, particularly of casual labour, and the energy poverty nexus has received very little attention. Generally, labour migration occurs due to a lack of opportunities in native places and/or better opportunities in other places. The casual labour migration also fits this narrative. However, there are stark differences between the migration of skilled and casual labourers. The casual labour migration is of particular importance considering that it is generally not permanent in nature, and also, the ability to acquire assets in the places of migration is very limited. This makes such migrants very vulnerable. The studies like Shi et al. (2023), Nkolo and Roux (2023) and Zhuo and Jia (2023) examined the migration and energy poverty nexus; they concentrated more on the migration of educated and skilled people.

Most of these migrations were permanent or long-term in nature. They found that migration reduces the energy poverty of the migrated as well as their family members in their native places.

This study examines the migration of casual labourers to the coastal belt of Karnataka from within the state as well as other states. Particularly, we will try to examine the energy poverty status of unskilled casual labour migrants in the place of migration and examine the impact of labour migration on the energy poverty status of the family left behind in their native places. Further, we will try to examine the determinants of energy poverty among the migrants. Finally, we will try to examine whether the government's flagship energy access programs cover the migrants in the place of migration.

For this purpose, a survey will be conducted in the place of migration, and a follow-up survey will be conducted at the native places of the migrants. A multidimensional approach will be adopted to quantify energy poverty, and appropriate statistical techniques will be adopted to examine the determinants of energy poverty. The findings of the study will have policy implications.



Why Language Deserves a Seat at Every Table: The Role of Linguistics in Interdisciplinary Research

- Dr. Anupriya
Assistant Professor
SHSSM

As a linguist, I've often been asked: "But what does linguistics really do outside of grammar and language teaching?" It's a fair question and one that I believe deserves a transformative answer, especially in the corridors of technical and interdisciplinary institutions like ours.

Linguistics, at its core, is the scientific study of language - how it is structured, used, processed, and changes over time. But language is more than a subject, it is the medium through which we think, negotiate power, encode memory, express trauma, and build society. So when we ignore language in disciplines like technology, law, health, or policymaking, we risk overlooking the most fundamental human connector.

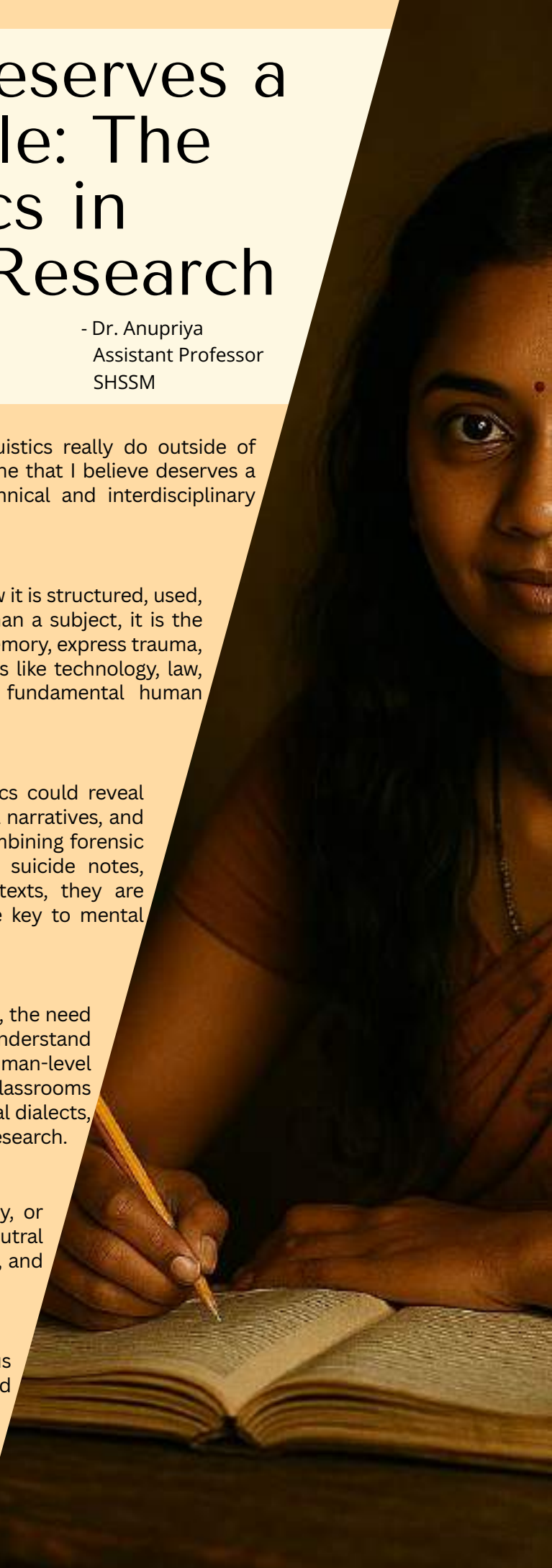
During my PhD journey at JNU, I discovered how linguistics could reveal hidden patterns in political discourse, uncover bias in media narratives, and even predict social unrest. Later, in my current research combining forensic linguistics and psycholinguistics, I've seen firsthand how suicide notes, threatening letters, and anonymous posts are not just texts, they are linguistic imprints of the human psyche, often holding the key to mental states, intent, and risk.

In the era of Artificial Intelligence, NLP, and machine learning, the need for linguists has never been more urgent. Algorithms can't understand irony, context, or intent unless they're trained on nuanced, human-level insights. Likewise, education technology that aims to make classrooms more inclusive must account for multilingual realities, regional dialects, and non-verbal cues, all areas deeply informed by linguistic research.

Whether we're building social robots, designing legal policy, or framing gender-sensitive curriculum, language is never neutral and that's exactly why it must be studied with rigor, respect, and interdisciplinary collaboration.

In a world hurtling toward automation and globalization, let us not forget: every innovation begins with a conversation, and every conversation is shaped by language.

So yes, linguistics does deserve a seat at every table and perhaps, now more than ever.



Exploring Composite AI and Its Impact on Data Analytics

Introduction

Artificial intelligence continues to evolve rapidly, introducing new methods that improve how machines understand and process information. One of the most promising developments in this field is Composite AI, which combines several AI techniques to solve complex problems more efficiently.

Defining Composite AI

Composite AI is an approach that integrates different artificial intelligence methods, such as machine learning, natural language processing, and computer vision, into a single system. Instead of relying on one AI technique, this approach leverages the strengths of multiple technologies, allowing for better flexibility and accuracy when analysing complex data or situations.

How Composite AI Enhances Data Analytics

Data analytics focuses on examining raw data to uncover patterns and insights that can guide decision-making. Composite AI improves this process by:

- **Handling Diverse Data Types:** It can analyse both structured data (like spreadsheets or databases) and unstructured data (such as text, images, or videos) all at once.
- **Boosting Prediction Quality:** By combining different AI models, it offers more accurate forecasts and recommendations.
- **Automating Sophisticated Tasks:** Many analytical processes that require human expertise can be automated, increasing efficiency and minimizing errors.
- **Understanding Context Deeply:** It incorporates knowledge about the domain or environment, leading to insights that consider real-world complexities.

For example, in the medical field, Composite AI can simultaneously analyse diagnostic images and patient histories, helping healthcare providers make better-informed decisions.

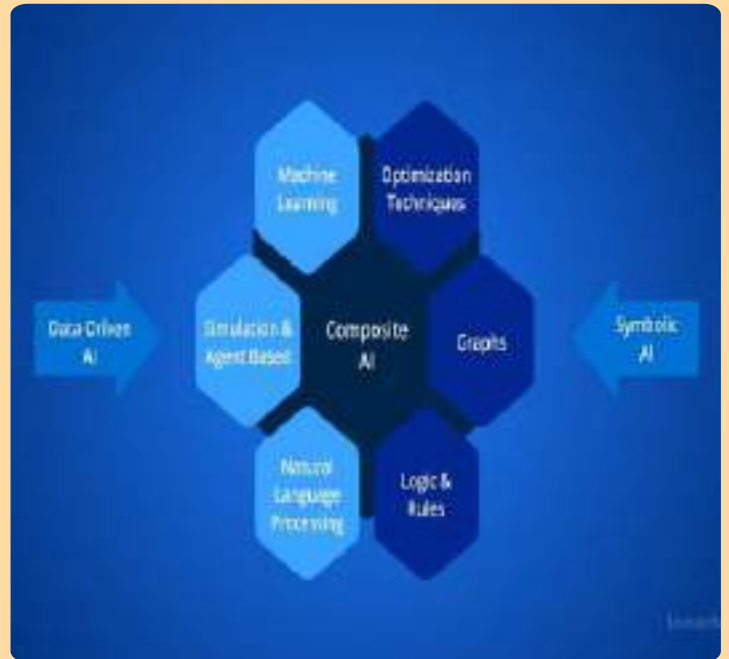


Image Source: LeewayHertz - Composite AI

The Importance of Composite AI Today

As organizations gather larger and more varied datasets, the demand for advanced analytical tools grows. Composite AI stands out by offering a powerful way to interpret complex data, making it invaluable across sectors like healthcare, finance, and manufacturing. Its ability to combine multiple AI techniques allows for more nuanced and actionable insights, enhancing both research and practical applications.



How Neuromarketing is Reshaping Consumer Intelligence

Introduction

Neuromarketing is revolutionizing how businesses understand consumer behavior by using brain science and artificial intelligence (AI). Unlike traditional surveys, it measures subconscious decision-making, representing 85% of all buying behavior and is projected to become a \$3.67 billion industry by 2033.

The Science of Consumer Brainwaves

Using tools like EEG, fMRI, eye-tracking, and facial coding, neuromarketing taps into real-time, subconscious reactions. This data reveals what consumers truly feel and remember beyond what they can articulate, helping brands understand emotional engagement and cognitive load.

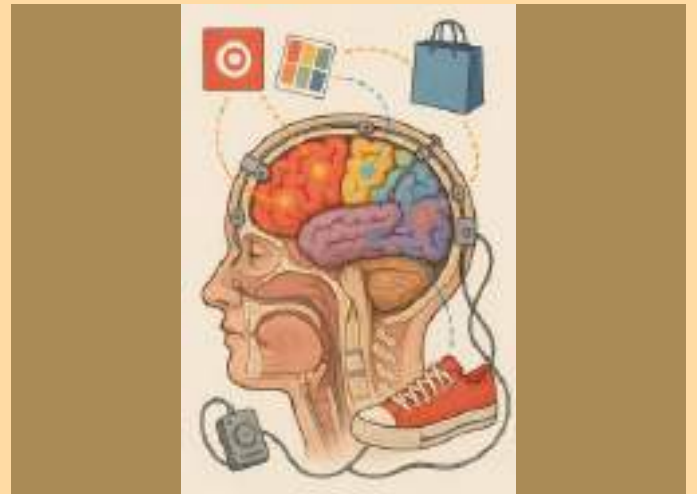
Real-World Applications and Market Momentum

Top companies like PepsiCo, eBay, and Frito-Lay use neuromarketing for product testing, UX design, and ad optimization. Since the COVID-19 digital pivot, the market has grown rapidly, with North America and Europe leading, and Asia-Pacific regions emerging fast.



How AI is Accelerating Neuromarketing

AI is making neuromarketing faster, cheaper, and more scalable. It enables real-time reaction tracking, emotional resonance modeling, and predictive analytics. Combined with AR/VR, it opens doors to immersive, emotionally tailored experiences in marketing.



Implications

The technology reveals hidden consumer truths, like how warning labels can increase craving or how iconic brands trigger brain responses similar to religious symbols. It's no longer just for corporate giants. AI is democratizing access to deep consumer insight.

Conclusion

Neuromarketing, empowered by AI, is reshaping the marketing playbook. As it enters mainstream use, it provides unmatched tools for emotional targeting and consumer prediction. Brands embracing it today gain a decisive edge in tomorrow's market.



Business Quiz

What is the process of dividing a market into distinct customer groups?

| | | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|--|--|
| O | | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|--|--|

What is the process of comparing products or services for quality and cost called?

| | | | | | | | | | | | |
|--|--|--|--|---|--|--|--|--|--|--|--|
| | | | | O | | | | | | | |
|--|--|--|--|---|--|--|--|--|--|--|--|

Which HR strategy focuses on developing internal talent for leadership roles?

| | | | | | | | | | | | |
|--|--|--|--|--|--|---|--|--|--|--|--|
| | | | | | | O | | | | | |
|--|--|--|--|--|--|---|--|--|--|--|--|

What metric evaluates a firm's efficiency in managing short-term obligations?

| | | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|--|--|
| O | | | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|--|--|

Which entrepreneurial skill involves handling resources effectively to achieve goals?

| | | | | | | | | | | | |
|--|--|--|--|--|--|--|---|--|--|--|--|
| | | | | | | | O | | | | |
|--|--|--|--|--|--|--|---|--|--|--|--|

Complete the Quiz

Hurray you did it, now combine the circled letters here and complete the quiz.

| | | | | |
|--|--|--|--|--|
| | | | | |
|--|--|--|--|--|

Hint: Abbreviated name of the department offering the MBA program at NITK, Surathkal

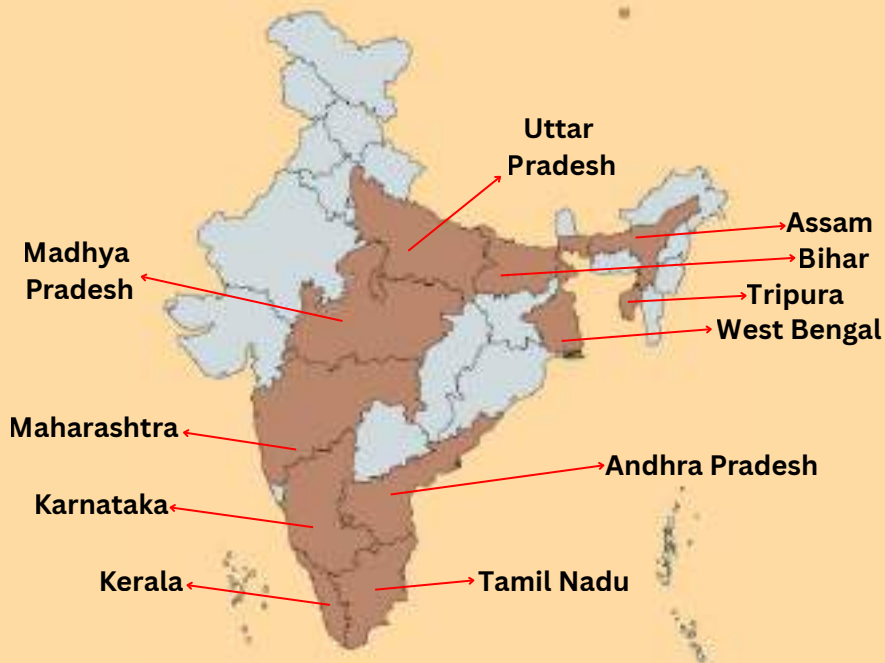


On April 17, 2025, our exceptional 2nd year MBA cohort received their Institute rings, a symbol of not just academic achievement but of perseverance, late nights, and countless moments of growth that have shaped them into the leaders they've become.



Student Diversity

Our MBA program celebrates India's rich diversity, bringing together talented minds from across the nation. This geographic diversity enriches classroom discussions and provides varied perspectives on business challenges



Our current MBA batch proudly represents students from 10 Indian states, each bringing regional insights and a diversity of thought that enriches our learning environment.

These states include:

Uttar Pradesh, Bihar, Assam, West Bengal, Madhya Pradesh, Maharashtra, Karnataka, Kerala, Tamil Nadu, and Andhra Pradesh.



Future Plan

Our department is committed to continuous improvement and innovation in business education. We're building the future of management education through strategic initiatives.

- **Industry Partnerships:** Collaborating with leading educational institutions and companies to provide real-world exposure.
- **Curriculum Innovation:** Continuously updating our curriculum to align with evolving industry standards and market demands.
- **Academic Excellence:** Working towards securing top departmental rank.
- **Experiential Learning:** Bringing authentic industrial experience directly into the classroom for hands-on learning.

Editorial Team

Faculty Advisors



Dr. Dhishna P



Dr. Anupriya



Muhammad Yaseen Misbah



Neeraj N Rao



Nelvita Pereira



Nikitha Ashok



Prathyusha J



Sneha Satish

**School of Humanities, Social Sciences and Management (SHSSM)
National Institute of Technology Karnataka, Surathkal - 575025**