



PRAGNA

VOL. 2, JULY - AUGUST 2023 EDITION

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IMPACT

DR. MANISH KOTHARI

MANAGING DIRECTOR, ISBR

BUSINESS SCHOOL
REAL WORLD. REAL LEARNING



Dear Esteemed Readers,

Warm greetings to each and every one of you. I sincerely hope this message finds you in good health and high spirits. As the Managing Director and Founder of ISBR Business School, it gives me immense pleasure to connect with you through this esteemed platform.

I am thrilled to announce the launch of our newly revamped bi-monthly magazine, Pragna. Derived from the Sanskrit word meaning “wisdom,” Pragna perfectly encapsulates our vision to provide you with insightful knowledge. This magazine is designed to serve as a beacon of inspiration and a valuable resource for all our stakeholders who are eager to stay informed about the latest happenings at ISBR. With meticulous attention to detail, our dedicated Pragna team has crafted engaging content that will keep you updated on the vibrant pulse of ISBR every two months.

Furthermore, Pragna magazine serves as a platform to showcase the remarkable achievements of our esteemed faculty, accomplished alumni, and exceptional students. We understand the significance of staying connected in the digital age, which is why we have made Pragna easily accessible to all our stakeholders, regardless of their location. Whether you’re a current student, an alumnus, a parent, a faculty member, or a well-wisher of ISBR, Pragna will reach you wherever you are, keeping you connected to the heart of our institution.

I would also like to express my heartfelt appreciation to the entire team behind Pragna magazine. It is through their unwavering dedication and tireless efforts that we are able to bring this magazine to life and deliver value to our esteemed readers. Their commitment to excellence shines through each page, ensuring that Pragna remains a compelling and enlightening publication.

Lastly, I want to extend my deepest gratitude to our esteemed readers. Your unwavering support and active engagement are what drive us to continuously improve and elevate Pragna in the months to come. We value your feedback and encourage you to share your thoughts, suggestions, and ideas for future editions of Pragna. Your input is invaluable in shaping the direction of the magazine, ensuring its relevance, and maximizing its impact on the ISBR community.

Thank you for your continued support and participation in this enriching endeavor. Together, let us embark on a journey of knowledge, inspiration, and success through Pragna.

Warm regards,
Dr. Manish Kothari
Managing Director and Founder
ISBR Business School

DR. ANAND AGRAWAL

EXECUTIVE DIRECTOR, ISBR

BUSINESS SCHOOL
REAL WORLD. REAL LEARNING



Dear readers,

Welcome to the latest edition of our Pragna Magazine! We are delighted to present this publication as a platform to not only showcase our remarkable achievements but also to highlight our ongoing activities and dedicated efforts towards fulfilling our institutional goals. In this issue, you will notice several innovative sections and layout changes that enhance the overall presentation.

As an institution, we have carefully identified and prioritized our strategic priorities, which serve as the pillars of our focus. These are Transform, Innovate, and Engage (TIE) to Impact. Our Pragna Magazine will be thoughtfully organized into separate categories aligned with our strategic priorities. We believe that this structure will provide you with a comprehensive understanding of our institution's multifaceted endeavors.

We invite all our readers to connect with us and share their thoughts, ideas, and feedback. Your active involvement is vital in our journey toward excellence. Please feel free to reach out to me at executivedirector@isbr.in. We look forward to hearing from you. Thank you for your continued support and readership.

Dr. Anand Agrawal
Executive Director
ISBR Business School

DR. NILA A CHOTAI

DIRECTOR OF ACADEMICS, ISBR

BUSINESS SCHOOL
REAL WORLD. REAL LEARNING



Dear readers,

I wanted to take a moment to highlight the immense significance of education in our lives. I believe it is crucial to emphasize the transformative power of education and its profound impact on individuals and society as a whole. Education is the foundation upon which progress and development are built. It equips us with knowledge, skills, and perspectives that shape our understanding of the world and enable us to navigate its complexities. Through education, we expand our intellectual horizons, enhance our critical thinking abilities, and acquire the tools necessary to succeed in various spheres of life.

In an era of constant change and rapid technological advancements, education is more essential than ever before. It empowers us to adapt to evolving circumstances, embrace innovation, and contribute meaningfully to the global community. Whether it is the acquisition of technical skills or the cultivation of creativity and problem-solving abilities, education equips us to thrive in an increasingly interconnected and competitive world.

Furthermore, education plays a pivotal role in fostering social mobility and equality. It has the power to break down barriers and provide opportunities to individuals from all walks of life. By prioritizing inclusive and equitable education systems, we can create pathways for individuals to fulfill their potential, regardless of their socio-economic background, gender, or ethnicity. Finally, I would like to end with a quote from Chanakya Neethi "Education is the best friend. An educated person is respected everywhere. Education beats the beauty and the youth."

Dr. Nila A Chotai
Director of Academics
ISBR Business School

FACULTY ACHIEVEMENTS

We are delighted to showcase the remarkable achievements of our esteemed faculty members at ISBR Business School. These accomplishments reflect their dedication towards excellence and their commitment towards enhancing the educational experience for our students and the community as a whole.

Dr. Sheetal Mahender (Rotary Club Membership)

We are pleased to announce that Dr. Sheetal Mahender has recently become a member of the Rotary Club in Ulsoor, Bengaluru. Her unwavering commitment to community service and her dedication towards you making a positive impact will undoubtedly contribute significantly to the club's initiatives in the region. Congratulations, Dr. Mahender, on this significant achievement!



Dr. Sheetal Mahender (International Summer Course Invitation)

Dr. Sheetal Mahender was cordially invited to the International Summer Course 2023 as a Speaker, Expert, and Observer. Her expertise in promoting physical activities and advocating for a healthy diet to combat triple burden diseases in Asia is highly valued. Her participation enriched the event and inspired others in the field of public health.



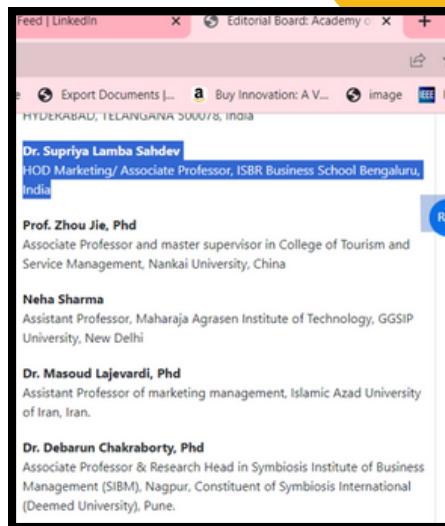
Dr. Nila Chotai (Recognition for Excellence in Cambodia)

Dr. Nila Chotai received recognition for excellence in management education at the Women's Delegation event in Siem Reap, Cambodia, on August 26, 2023. Congratulations to her for this well-deserved achievement!



Dr. Supriya Lamba Sahdev (Editorial Board Appointment)

Dr. Supriya Lamba Sahdev has joined the Editorial Board of "The Academy of Marketing Studies Journal," adding her expertise to this esteemed publication. Congratulations to her on this significant role!



Co-Convener for Confab 360-degree Conference

Dr. Supriya Lamba Sahdev was appointed as a co-convener for the upcoming Confab 360-degree conference scheduled for December 2023. Congratulations to her on this important role!

Dr. A Narasimha Venkatesh (Invited Speaker at Bharathi University)

Dr. Narasimha Venkatesh served as an Invited Speaker and Resource Person at Bharathi University's UGC-HRD Centre on August 30, 2023. His expertise and insights significantly enhanced the educational experience for all attendees. Congratulations to Dr. Venkatesh on this noteworthy achievement!

Dr. Veena Shenoy (Power Speaker at Flexi Spaces)

Dr. Veena Shenoy was the distinguished Power Speaker at Flexi Spaces on August 3, 2023, where she delivered an engaging and insightful speech on a topic of significance.

Book Papers Review

Dr. Supriya Lamba Sahdev has conducted a comprehensive review of a collection of book papers related to the Economics of Financial Inclusion. Her expertise and insights in this field contribute significantly to the academic discourse.

Research Paper Publications

Title:

A study on the importance of shipping in maritime business in the context of the Indian economy in Scopus Indexed journal. By Dr. Supriya Lamba Sahdev.

Title:

Empirical Study of CSR in Brand development In the IT Sector in Bangalore in SIBR 2024 Seoul Conference(ISSN: 2223-5078). By Dr. Supriya Lamba Sahdev

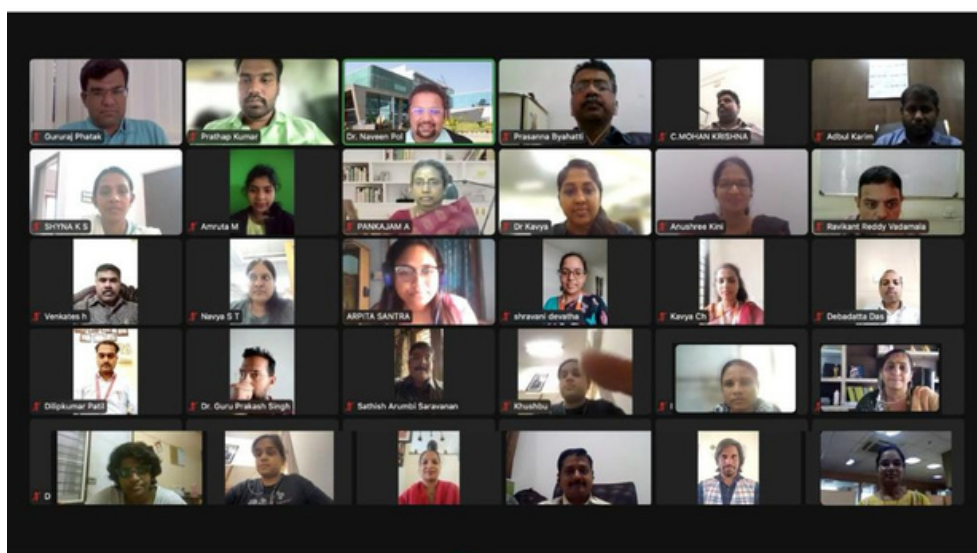
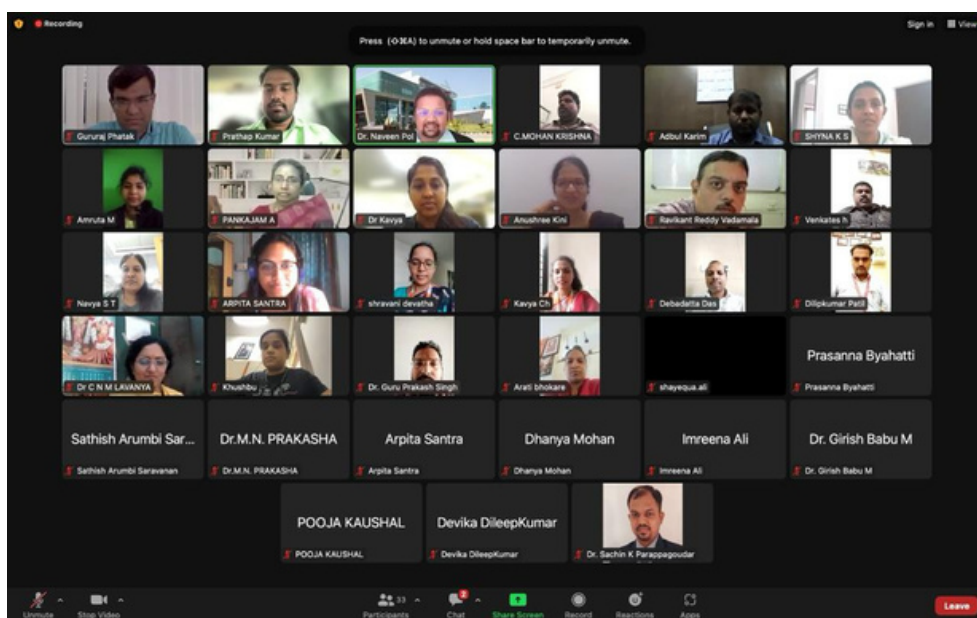


CERTIFICATES IN DATA ANALYTICS USING R PROGRAMMING

We are proud to recognize the outstanding achievement of our esteemed faculty members at ISBR Business School, who have recently completed a rigorous certificate program in Data Analytics using R Programming. These dedicated individuals have demonstrated their commitment to advancing their skills and knowledge in the dynamic field of data analytics. The Faculty who successfully completed the Workshop included Dr. Narasima Venkatesh, Dr. Padma Mahadevan, Dr. S. Prabhakar, Dr. Sonu Chowdhury, Dr. Supriya Lamba Sahdev, Mr. Leonard, Mr. Raghunathan R and Mr. Rangesh Srinivasan

These faculty members have not only excelled in their roles as educators but have also equipped themselves with cutting-edge skills that directly benefit our students and the academic community as a whole. Their commitment to continuous learning and professional growth sets an exemplary standard for our institution.

We extend our warmest congratulations to each of these faculty members on their remarkable achievement in Data Analytics using R Programming. Their dedication to excellence is an inspiration to us all, and we look forward to witnessing their continued contributions to the field of data analytics and their positive impact on the education we provide at ISBR.



TIE BOOTCAMP



Saturday, 19th August, 2023

10.00 AM - 5.00 PM

[BIT.LY/TIEBLR-STARTUPBOOTCAMP](https://bit.ly/TIEBLR-STARTUPBOOTCAMP)

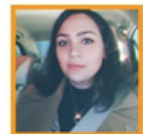


Schedule & Speakers



SPEAKER 1
TIME: 10.00 AM - 11.00 AM
Prof Amit Kanchanbar
 Head - Collaborations and Senior Faculty
 ISBR Business School-Bangalore

Topic: Financial Management
Takeaways:
 Basics of Financial Management - Accounts vs finance | Financial forecasting | Measurement of financial performance - Forecast vs budget vs actuals | Raising capital - Debt vs Equity



SPEAKER 2
TIME: 11.15 AM - 12.15 PM
Dr. Supriya Lamba
 HOD Marketing
 ISBR Business School-Bangalore

Topic: Marketing and Sales
Takeaways:
 Buyer Personas Matter | Inbound Marketing Approach | Sales Funnel & Customer Journey | Data-Driven Decisions | Marketing Automation | Personalization at Scale



SPEAKER 3
TIME: 12.30 PM - 1.30 PM
Prof Rangesh Shrinivasan
 Professor of Practice
 ISBR Business School-Bangalore

Topic: Product Development
Takeaways:
 Providing insights on creating valuable & marketable products/ services | The Lean Startup Methodology | Managing Creativity and Innovation before and during Product Development



SPEAKER 4
TIME: 2.30 PM - 3.30 PM
Dr. A. Narasima Venkatesh
 Professor and HOD - HRM and General Management
 ISBR Business School-Bangalore

Topic: Building teams
Takeaways:
 Knowing about the Team Members Strengths and Areas of Improvement | Process/Stages of Team Building | Building Teams Virtually | Role of Leadership in Effective Team Building



SPEAKER 5
TIME: 3.45 PM - 4.45 PM
Dr. Richa Bhalla
 Associate Professor
 ISBR Business School-Bangalore

Topic: Pitching and Investor Relations
Takeaways:
 How to develop captivating and concise pitches and effectively communicate their ideas to potential financiers

Who should attend:

All Entrepreneurs and aspiring Entrepreneurs interested in enhancing their knowledge and learning new trends to get to the next level

Knowledge Partners



Dr. Richa Bhalla was a featured speaker at the TIE Startup Bootcamp, where she discussed "Pitching and Investor Relations" on August 19, 2023.

Dr. A. Narasimha Venkatesh was a featured speaker at the TIE Startup Bootcamp, presenting on the topic of "Building Teams" on August 19, 2023.

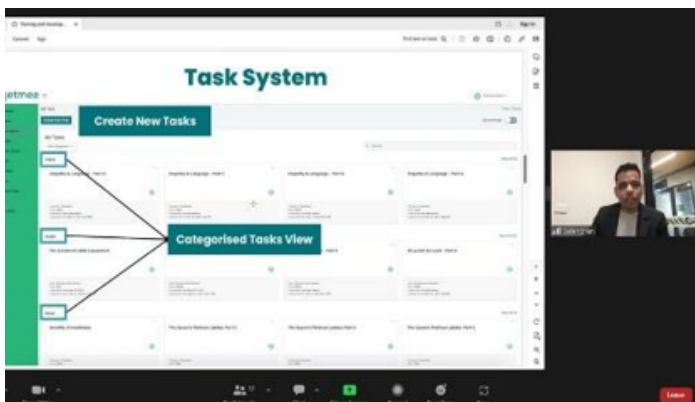
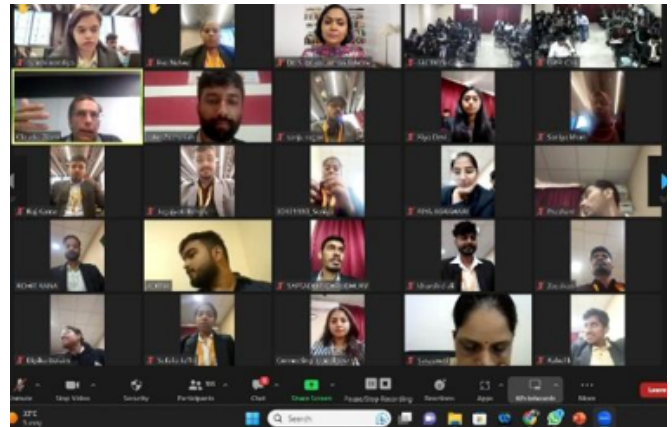
Mr. Rangesh Shrinivasan was a featured speaker at the TIE Startup Bootcamp, delivering a presentation on "Product Development" on August 19, 2023.

Dr. Supriya Lamba Sahdev was a featured speaker at the TIE Startup Bootcamp, where she discussed "Marketing and Sales" on August 19, 2023.

Mr. Amit Kanchanbaras was a featured speaker at the TIE Startup Bootcamp had addressed the topic of "Financial Management" on August 19, 2023.

MOU INDUSTRY

A proud and overwhelming moment to announce that PGDM Global Programme students were given an opportunity of a virtual internship with Biotech Zen, UAE. An industry expert virtual session by Mr. Claudio Zizzo, Vice President, OLA Electric, Bengaluru, was organized for ISBR PGDM batch 2023-25 on August 28, 2023, from 11:45 am to 12:45 pm on the topic Cyber Security.



The Memorandum of Understanding (MOU) between Get Mee Pvt Ltd, Australia, and ISBR Business School, Bangalore was officially signed on August 1, 2023.

The main objective of this collaboration is to facilitate the pilot implementation of Get Mee's product in the educational surroundings of ISBR. As a pioneering initiative, over 100 ISBR Business School students have been granted this remarkable opportunity to interact with modern technologies, thereby improving their academic experience, ensuring they are equipped with precious talents for the digital age and will make them industry-ready.



The key features of the Program included:

- No charge for the 6-month pilot
- Cost taken out in return for commitment from ISBR to give staff and student testimonials.

MOU INTERNATIONAL

We are proud to announce that ISBR Business School, Bengaluru, India signed an MOU with Human Resource University, Cambodia on August 28 to develop proficiency, Academic, and educational cooperation between the two institutions.

Two of our faculty members Dr. Nila A Chotai, Director of Academics, and Dr. Richa Bhalla, Associate Professor and Ms. Mahima Gupta represented ISBR Business School. Ms. Mahima Gupta has collaborated and worked in person at the Honorary Consulate of Cambodia as a Digital Intern and Consul general office with the diplomatic mission, exposure with leading lighting firm of Bangalore Aura Illumination.

By fostering a culture of collaboration and knowledge exchange with Human Resource University in Cambodia, ISBR aims to create a vibrant educational ecosystem that benefits students as well as the faculties and creates a broader and global academic community.



'KOHINOOR' OF ISBR

Sidharth Prashar (Deputy General Manager, Enterprise Sales - at Tally Solutions) a distinguished member of the PGDM 2009-11 batch has been honored with the prestigious "Kohinoor of ISBR" award at ISBR Business School on July 8 2023.



TESTIMONIALS



Vinay

PGDM 2023-25

Hi, my name is Vinay, currently pursuing PGDM from ISBR, Bengaluru. Even before the courses had commenced, we had a pre-masters program and a mentorship session which helped us understand the pre-requisites the college was expecting from our college.

We have a lot of clubs like the Marketing club, analytics club, finance club, sustainability club, cultivator and startup club, spirit club, sports club and cultural club. Having experience in a corporate, I can understand the importance of communication and public speaking.

Hence, myself and my friend Rishit started a club named MYLAN (MY LANGUAGE), a public speaking club with the help and encouragement of the faculties of ISBR. The main agenda of the club is to help the students develop a confidence on stage and give an exposure to cover a larger audience.

Yash Gonnade

PGDM 2023-25



I am Yash Gonnade currently pursuing a PGDM from the International School of Business and Research, Bangalore. Here at ISBR, we have different clubs like Public speaking, HR, and Finance, but one of the most important aspects is placement. Being a Placement Associate here at ISBR we prepare students for the SIPs and placements, and for that, we have a CAS (Career Advancement Services) team. Comprising 21 members to guide the students in each step. Now, we have started our placement training for the mentorship of the students and resume-building process where we were also exposed to mock interviews and GDs.

Along with that we also conduct panel discussion wherein industry experts are here to interact with students and give a glimpse about the real life outside. I want to thank ISBR for this exposure to make me believe that whether a fresher or an experienced person, we are surely ready to take on any opportunity.

INTERNATIONAL OFFICE UPDATES

The Consulate General of Italy in Bengaluru announced the opening of 'CREATED IN ITALY', Dr. Supriya Lamba Sahdev attended the formal inauguration of the exhibition on Friday, August 4, at 6:30 p.m., at the BIC.



The Asian Institute of Family Managed Business (AIFMB) has taken up the social mission of guiding 2nd Gen Entrepreneurs. In this connection, they proposed setting up of Family Business Cells in academic institutions which will conduct entrepreneurship-building activities like mentoring sessions, panel discussions, summits, and round table discussions. ISBR students got the opportunity to attend workshops organized by AIFMB to get guidance on how to become an entrepreneur.

Global PGDM students from ISBR Business School have applied to participate in the 2023 Winter Nusantara Worldwide project. They took part in the Winter Batch of the Nusantara Worldwide initiative from August to December 2023.

INTERNATIONAL OFFICE UPDATES

On 14 July 2023, Dr. Supriya Lamba Sahdev attended the Capacity Building Session on "Emerging Prospects from Trade Agreements - Industry Perspective" organized by the Confederation of Indian Industry (CII) at Hotel Taj, MG Road, Bengaluru. The session aimed to provide insights into the potential opportunities and challenges for industries arising from trade agreements.



Dr. Supriya Lamba Sahdev attended the incredible celebration of France National Day which took place in Bengaluru on July 14, 2023, organized by the Honorable Consul General of France in Bengaluru. The event marked the commemoration of the French Revolution and showcased the rich cultural heritage of France. It was attended by dignitaries, officials, members of the French community, and enthusiasts of French culture.



INNOVATE

PGDM PROGRAM

The students were given an Introduction to ISBR Business School, Faculty and Key Staff Members which allowed the students to become familiar with the dedicated individuals who will support and mentor them throughout their academic journey. The ceremony was held on July 8, 2023 at NIMHANS.

The guided campus tour encompassed visits to classrooms, the library, student lounge, and recreational facilities, acquainting students with the physical layout of the institution.

The students were also given an Introduction to Academic Programs, Specializations, and Curriculum. An overview of the Grading System, Examination Procedures, and Academic Resources will equip students with the tools they need to excel academically.

The students were also given an opportunity to participate in Interactive Session such as Connecting with Senior Students and Alumni, Q&A with Faculty and Administrators, Student Panel Discussion and various Ice-Breaking Activities and Team-Building Exercises which enabled in promoting camaraderie and help students establish meaningful connections with their peers.



STUDENT PARTICIPATION

Participating in the Food Festival organized by FISA Bangalore, attending the G20 Digital Innovation Alliance , and engaging with the Future Unicorn Launchpad have proven to be incredibly enriching experiences for our students. These events showcased the immense potential of collaboration, innovation, and the global scope of our alliance in a delectably enticing manner. This exposure emphasized the pivotal role of diversity in innovation.



The G 20 Digital Innovation Alliance aspires to tackle global challenges through digital innovation. Witnessing international attendees engage with our presentations and participate in discussions about our solutions reaffirmed the global impact of our endeavors. Furthermore, our involvement highlighted the significance of cross-disciplinary collaboration. As students, we had the opportunity to interact not only with our peers but also with professionals, entrepreneurs, and policymakers from diverse fields. This event also served as a testament to the worldwide relevance of our work. The event was conducted on August 22, 2023.



Our participation in the Future Unicorn Launchpad, held on August 22-23 ,aligns with our unwavering commitment to fostering entrepreneurship education. This engagement exposed us to the richness of diversity, the power of global collaboration, and the exhilaration of entrepreneurship.



WORKSHOPS

On August 19th 2023, ISBR Business School hosted two insightful panel discussions on "Breaking into Product Management" at ISBR Auditorium. It was a day filled with valuable insights from both industry experts and our students.

Panel 1: Industry Panel Discussion

Ms Raksha S (VP of Products, DigiCoffer), Mr Jayasagar C (Product Manager, LightOut Studios), Dr Arun (Product Coach at IPL), Mr Pradeep K (Global Product Leader, Microchip) were the esteemed panellists for this event. Dr Manish Kothari (Founder and Managing Director of ISBR Group of Institutions), brilliantly moderated the discussion held on August 31, 2023.

Panel 2: Student Panel Discussion



Our 2nd year Product Management students- Ms Priyanshi Mittal, Mr Vignesh Munnur, Mr. Nilesh Deshmukh, and Mr. Harsh Purohit were the panellists for this discussion held on August 19, 2023.

Dr. Anand Agarwal, Executive Director, ISBR Business School, expertly moderated our student panel discussion. The students offered new perspectives on breaking into product management. They shared their aspirations, goals, and innovative ideas about the industry.

Ambassador Launch Event

On August 25, 2023, ISBR Business School held its inaugural "Ambassador Launch Event," a testament to the students' unwavering dedication, hard work, and commitment to excellence.

We were honored to host Ms. Suja Warrior, Human Resource Manager specializing in Diversity, Equity, & Inclusion at Infosys, as the chief guest for this prestigious occasion. The "Badge Mounting Ceremony," held at ISBR, symbolized the skills and expertise our students will develop in their respective fields. Dr. Manish Kothari (Managing Director, ISBR), Dr. Anand Agrawal (Executive Director, ISBR), Dr. Nila Chotai, and Dr. Bindu Nambiar (Directors of Academics and Operations) graced the event with their presence.



On August 31, 2023, ISBR Business School, in collaboration with the Institute Innovation Council, hosted a captivating panel discussion titled "Empowering Early-stage Entrepreneurs: Navigating India's Startup Ecosystem for Funding and Growth." Prominent industry leaders, including Mr. Mohit Goel (Co-founder, Chqbook), Mr. Manoj Agarwal (Co-Founder and Managing Partner at Seafund), and Mr. Nishant Gupta (Co-Founder, Renaura Wellness Private Limited), shared their valuable insights.

Workshop on Sustainability & Social Entrepreneurship

With the new batch coming on board at ISBR this year, they were immersed in a hands on workshops on Sustainability with interactions with many a Social Warrior/NGO. The objective of these workshops was to nurture in the youth a sense of Social Responsibility which is the key guiding force in the industry today. Students came to know what it means to be a Social Entrepreneur/ Social Change Agent and also as a Corporate to be a Responsible Citizen. This goes well with the moto of ISBR Cares – the Sustainability wing. The guiding force behind these workshops was our Industry Faculty- Prof Shiva Prakash an environmentalist.

WORKSHOP ON SUSTAINABILITY AND SOCIAL ENTREPRENEURSHIP
July – August 2023

Key Highlights:

- Environment degradation today
- Climate Change
- Concept of Sustainability
- Waste Management- My Waste, My Responsibility.

KEY SPEAKER

PROF SHIVA PRAKASH
ADVOCATE ON SUSTAINABILITY
FOUNDER- THINK TANK IMC

ASSOCIATE SPEAKERS

SANDEEP TISHREWAL CARBIN	KNIPA SUMRUX	NAGARAJ INDIAN PLOGGERS ARMY	SMITA KULKARNI STONESOUP
VISHAL INDIAN ROOTS FOUNDATION	MEGHANA MURTHY SMITAM		

PROGRAM MANAGER:
Prof.Madan Gowda
Assistant Professor

PROGRAM HEAD :
Dr Nila Chotal
Director Academics

Workshop on Innovation & Design Thinking

WORKSHOP on INNOVATION AND DESIGN THINKING
July-Aug 2023

Key Take Aways

- Creativity • Innovation • Design Thinking • Mind Mapping
- Prototype • Product Launch

KEY SPEAKER

Prof.Shiva Prakash
Design Thinking Strategist
Founder- Think Tank IMC

ASSOCIATE SPEAKERS (ONE SPEAKER A DAY ACROSS 5 DAYS)

Mr.Ram Powru Marketing Consultant	Mr. Shine Chandran Keweenaw Industries	Mr. Harish Pappulatte Director Global Quality	Dr. Satyajeet Nanda Design Thinking & Creativity	Mr. Sudevan P V TITAN Industries	Mr. P.K Thomas Consultant
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Program Leader:
Prof. Madan Gowda
Assistant Professor

PROGRAM HEAD :
Dr Nila Chotal
Director Academics

With the onboarding of the new batch of PGDM students this year, they were engaged with a knowledge enriching workshop on Innovation and Design Thinking by our Industry faculty- Prof Shiva Prakash. The Workshop had many a hands on mode of learning together with Industry practitioners namely from – Titan Watches, Kewaunee Labs and others. These workshops were a step towards imbibing and nurturing the skills of Innovation which is the need of the hour in the industry today. And at ISBR it has been its guiding mission- Real World. Real Learning.



ENGAGE

INDUSTRIAL VISIT

Industrial visits are essential components of educational programs, providing students with real-world insights into diverse industries. In 2023-25, the PGDM cohort visited various companies, including BioInnovation, ELCIA, 3M, FESTO, Kewaunee, Tata and Titan. These visits offered invaluable insights into Life Science Innovation, Manufacturing, Technology & Science, Automation, Design & Building, Fashion Accessories, and the Power Sector.

Many of these companies demonstrated a strong commitment to sustainability and ethical practices, reflecting the global concern for environmental responsibility. The visits showcased how innovation and technology drive progress across industries, boosting productivity and competitiveness.



CONFERENCES ATTENDED BY FACULTY & STUDENTS

Title: Navigating the 2023 Banking Crisis: Insights from Mr. Kirron Bindu



At the prestigious GIBS Business School in Bangalore, Mr. Kirron Bindu delivered an engaging and enlightening session. The focus of his presentation was the "Management Framework for Consulting," tailored for the esteemed faculty members of GIBS.

We take immense pride in announcing that Mr. Siva Hari Krishnan had the privilege of presenting his research paper at the esteemed AIMS Virtual Conference, which convened on the 2nd of August.

Mr. Krishnan's diligent research sheds light on the intricate dynamics of mobile payment and banking services from the standpoint of retailers, contributing valuable insights to this evolving field. His participation in the conference underscores our commitment to fostering academic excellence and knowledge dissemination.

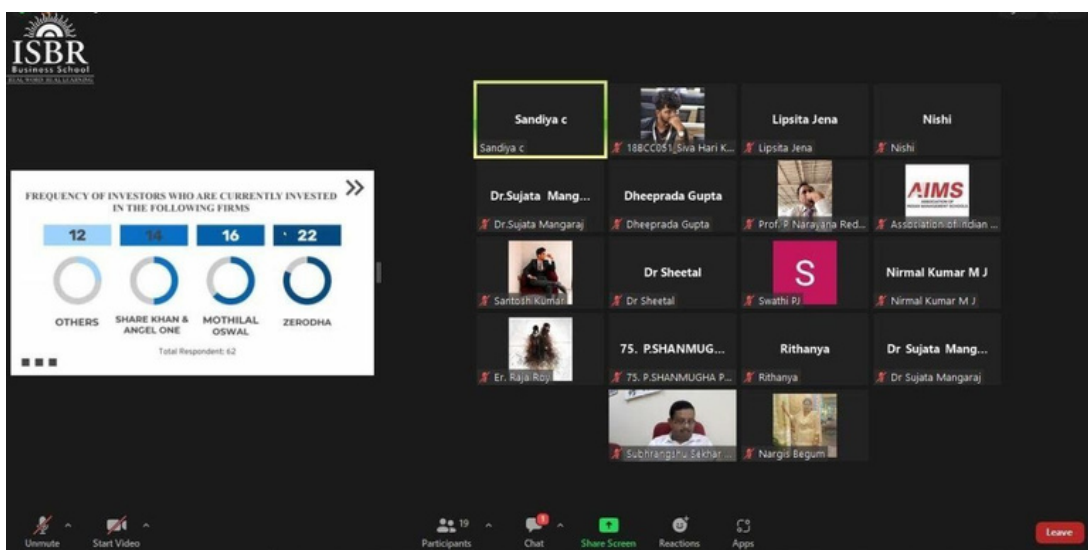


Title: Marketing Strategy in the Management of Sports in Asia

We are thrilled to share the news that Dr. Sheetal Mahendher, Rotary Member and Professor overseeing the Analytics and Research Chair at ISBR Business School, was extended a prestigious invitation to serve as a distinguished speaker, expert, and observer at the International Summer Course in 2023. This event was hosted by the Faculty of Medicine at the Universities Sumatera Utara.

Title: Exploring Mobile Payment and Banking Services: A Retailer's Perspective

Mr. Siva Hari Krishnan, from the PGDM batch of 2021-2023, embarked on a comprehensive exploration of "Mobile Payment and Banking Services – A Study on Retailer's Perspective."



Ms. Sandiya C from the batch of 2022-2024, embarked on an in-depth exploration titled "The Role of Value-Added Services in Enhancing Investor's Investment Decision: A Study on Stockbrokers."

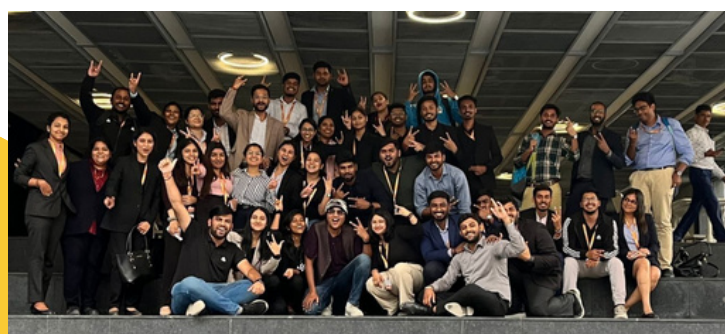
MEETING THE CM OF KARNATAKA

Dr. Richa Bhalla, a delegate representing women's entrepreneurship in Cambodia, had the opportunity to meet the Chief Minister of Karnataka. This delegation has opened up avenues for her to explore potential collaborations in the field of education within Cambodia and she is eagerly anticipating the chance to interact with numerous Cambodian entrepreneurs and establish strong partnerships with organizations dedicated to enhancing the educational landscape in the country.



GUEST LECTURES

In the months of July and August over 160 Guest Lectures have been conducted for the students. The aim of such sessions is to integrate educational experiences of students with real world experiences. These sessions have also helped our students interact with professionals in one-on-one format, and gain insights into their respective fields. Resource persons engaged with our students on topics ranging from Personality Development, Business Communication, Evolution in Corporate Practices, Profile Building, Stress Management and Well being and Foundation Courses Economics and Music Therapy among others.



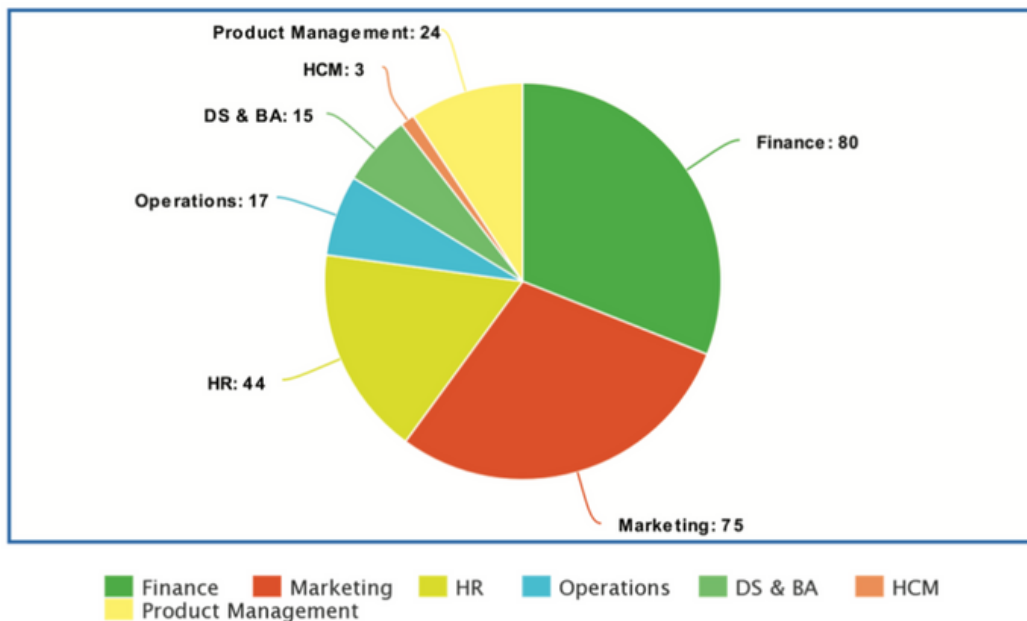


TRANSFORM

CORPORATE PARTNERS VISITING ISBR FOR INTERNSHIP



Glimpse of Internship at ISBR Business School



OUR RECRUITING AND EDUCATION PARTNERS



INTERNATIONAL EDUCATION PARTNERS



HR

As the senior Human Resources Manager at ISBR Business School, I've directly witnessed how important employee satisfaction is in driving organizational success. The need of a contented and engaged employee has never been greater in today's swiftly changing corporate world. I'm proud to be a part of ISBR business school, one of the few institutions in India to have achieved Grade 2 autonomy. In the 32 years of existence, ISBR Business School has created its niche in the education domain while nurturing a team that is dedicated to student success. We've created personalized programs for skill building in students that are aligned with the ever changing dynamic nature of industries. Our students are prepared for it all! And we thank our strong team for it!

As an institution that has a vision of thriving and going to great heights, we continually explore new ways to enhance employee happiness resulting in a vibrant and motivated staff.

The changing landscape of employee satisfaction, and how we, at ISBR Business School adapt:

ISBR Business School workplaces are inclusive and diverse

The COVID-19 pandemic has hastened the transition to flexible work arrangements. Organizations must continue to change their rules and practices as we move forward to satisfy employees' needs for flexibility. This includes providing remote work options, flexible hours, and effort to promote a healthy work-life balance. ISBR Business School is dedicated to providing our workers with the tools and resources they require to flourish in their roles, regardless of location or schedule.

Personalized Employee Experience

Personalization is the future of employee happiness. ISBR Business school acknowledges that each employee is distinct, with varied needs, interests, and motivations. The HR Department has built individualized experiences for each employee by leveraging data and technology, from customized learning and development programmes to personalized benefit packages. ISBR Business School has invested in sophisticated analytics and artificial intelligence-driven solutions to better understand our team and provide a more personalized and human experience.

Well-being and Mental Health

As know, in recent years, there has been a great deal of emphasis on the importance of mental health and well-being in the workplace. We have always prioritized employee well-being by providing comprehensive mental health support, prompt and satisfactory grievance handling and developing an open and empathetic culture. ISBR Business School is dedicated to providing a nurturing atmosphere in which our employees can grow both emotionally and professionally through open discussion.

ISBR Business School workplaces are inclusive and diverse

Workplaces like ours actively encourage diversity and inclusion to ensure that all employees feel appreciated, respected, and heard. We are proud of our diverse staff at ISBR Business School and are committed to creating an inclusive atmosphere in which everyone can contribute their unique ideas and talents.

Appreciation and Rewards

Recognising and rewarding employees for their efforts and accomplishments is a critical component of employee happiness and to us. We have built comprehensive recognition and incentives programmes that recognise employees' successes. This includes monetary incentives, promotions, public acknowledgment, and personalized expressions of gratitude. At ISBR Business School, we have a recognition culture that encourages and inspires our staff.

Social Responsibilities and Goals

Today, employees are increasingly looking for organizations that share their values and make a meaningful contribution to society. To attract and keep top personnel, businesses demonstrate our dedication to ethical practices, sustainability, and community involvement. We aim to positively impact society through educational programmes, research activities, and community connections.

Integration of Technology

We at ISBR Business School have embraced digital transformation as technology advances to improve employee satisfaction. This includes implementing HR tools and platforms that streamline procedures & promote learning and collaboration. ISBR Business School is always exploring new technologies and incorporating them into our processes in order to provide our team with a seamless and efficient work environment. Finally, the future of employee pleasure is a dynamic and diverse idea that necessitates organizations adapting and evolving. We are committed at ISBR Business School to staying ahead of these trends and implementing measures that increase employee satisfaction, engagement, and success – student and team. We aspire to continually develop a meaningful and rewarding work environment that propels our organization forward in the future by focusing on flexibility, personalisation, well-being, learning, diversity, communication, recognition, autonomy, social responsibility, and technology.

Ms. Bhavna Nagesh,
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ISBR Business School

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