

CMR INSTITUTE OF TECHNOLOGY

DEPT. OF MANAGEMENT STUDIES AND RESEARCH CENTER

OPTIMUS

HALF-YEARLY NEWSLETTER
VOLUME : 7 | ISSUE : 2
MARCH '26 - AUGUST '26

Highlights of the Issue

National-level Winning in Business Case Analysis by



1st



NISHANT P KATAMBLE
CMR Institute of Technology
Bengaluru, Karnataka

2nd



VAISHNAVI MAALI PATIL
CMR Institute of Technology
Bengaluru, Karnataka

Inside...

Sl.No	Title	Page no.
1	About Dept of Management Studies	3-4
2	Extending Gratitude	5
3	Editorial Committee	6
4	The Faculty	7-8
5	Faculty Publications, Patents & Achievements	9-13
6	Tech Talks	14-15
7	Campus to Coporate	16
9	Club Activities	17-20
10	Departmental Events, Rankings & MoU's	21-33
11	Parents View on CMRIT	34
12	Social Outreach Program	35-36
13	Departmental Ratings and Ranking	37
14	Student Achievements	38-42
15	Department Research Centre Details & Placement Details	43-46
16	Student Corner	47-55
17	Glimpses	56-57

CMRIT Vision & Mission

Vision

To be a nationally acclaimed and globally recognised institute of engineering, technology and management, producing competent professionals with appropriate attributes to serve the cause of the nation and of society at large.



Mission

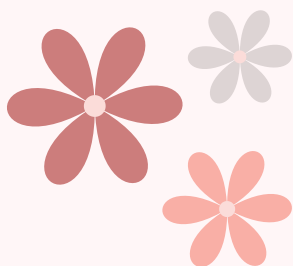
CMRIT seeks to realise its Vision with a Mission to:

- Create the necessary infrastructure appropriate to the needs of the programmes and activities of the institution.
- Attract and retain well-qualified faculty and supporting staff.
- Create and facilitate an ambience for interdisciplinary engagement, leading to a healthy competition among students and staff, in pursuit of excellence through lifelong learning.
- Develop and operate mutually-beneficial programmes, partnering with industries, institutes and individuals of national and international repute.
- Create mechanisms to understand societal needs and provide solutions for the betterment of society.

Department Vision & Mission

Vision

To emerge as a Center of Excellence in the field of Business & Management, and produce globally competent business leaders, managers, and entrepreneurs.



Mission

- To prepare students for a global career in business management by enriching the curriculum with a blend of theory and practice.
- M2: To build a faculty team with industry and academic exposure to nurture competent management professionals.
- M3: To engage with industry and institutes of repute and to collaborate in academics, consultancy research, development and involving faculty and students.
- To envisage and implement real-world learning and foster continuous amongst students through life-skill, industry relevant programming, and internship.

ABOUT DEPT OF MANAGEMENT STUDIES



THE DEPARTMENT AT A GLANCE

The Department of Management Studies and Research center was established in the year 2002 with its flagship MBA Program. The department is also a recognised Research Centre by VTU offering PhD Program in various streams of Management. The department offers a rigorous and intensive learning and development platform to the learners aided by an eclectic mix of academic and industry professionals. Students can pursue a choice of specializations.

MBA at CMRIT is not just an education institute; it is a launchpad that ignites the spark in future managers, kindles the fire in them, propels them in the direction to meet their entrepreneurial and employment dreams. CMRIT is an eco-system for aspiring entrepreneurs with Incubation Center, Startup Cell, ED Cell and Student Technical Clubs that helps them realize their entrepreneurial aspirations, while the Career Guidance and Placement Bureau (CGPB) helps students take up right Internships that leads to full-time employment opportunities.

CMRIT provides a conducive learning environment with modern infrastructure and amenities. The lush green campus, spatial student lounge, sprawling dining spaces etc. fosters imagination, creativity, and originality amount the young learners on the campus. Students have access to smart classrooms, well-maintained facilities, and a variety of extracurricular activities. The campus fosters a vibrant community, encouraging students to engage in various clubs and events. With approx. 70–80% students being placed every year, alumni have secured positions in reputed companies such as KPMG, TCS, PwC, Deloitte etc, with salary packages ranging from INR 3–15 LPA.



DR. SANJAY JAIN
PRINCIPAL

EXTENDING OUR GRATITUDE

The Department of Management Studies proudly records its heartfelt appreciation to our esteemed Principal Dr. Sanjay Jain, and Vice-Principal, Dr. B. Narasimha Murthy, for their exemplary leadership and unwavering dedication. Their visionary outlook continues to elevate academic standards and foster a culture of innovation. Through strategic planning and consistent support, they have strengthened the institution's academic foundation.

Their guidance has nurtured a dynamic and future-ready learning environment. They consistently inspire intellectual curiosity, ethical values, and professional excellence among students. A strong emphasis on holistic development ensures that learners are well-prepared for corporate and societal challenges.



DR. B. NARASIMHA MURTHY
VICE-PRINCIPAL

Under their leadership, progressive and industry-oriented initiatives have flourished remarkably. Their encouragement motivates faculty and students alike to strive for continuous improvement. They uphold a culture rooted in discipline, integrity, and inclusivity. Their commitment has significantly enhanced the academic reputation of CMR Institute of Technology. It is indeed a privilege to be part of an institution guided by such inspiring leadership.

HOD'S MESSAGE



DR. SANDEEP KUMAR M
HOD & PROFESSOR

Dear readers, I'm glad to be part of the current issue of The Optimus, the half-yearly newsletter of the department (March '26 to August '26). This resonates with the ideology of the department; best things come from right efforts and the department is committed for it. The current issue presents the highlights of the activities conducted and achievements made by the staff and students of the department such as the the students achievements, Expert/CEO-Talks organized by the faculty, certificates won by the students in curricular, co- & extracurricular activities etc. Going ahead, the department has several ambitious plans for the future as part of realizing its vision. Appreciations to the editorial team for bringing out the current issue of the newsletter and looking forward for the extended support of all the stakeholders of the newsletter.

EDITORIAL

FROM THE EDITOR'S DESK



DR. NAGABHARATH KUMAR.C
CHIEF EDITOR



JAYASURYA R



DHIKSHITHAN



HARSHITHA LAKSHMI



MADHUMITHAR

The Department of Management Studies is proud to present Optimus, the half-yearly newsletter of the MBA program at CMR Institute of Technology, with the objective of showcasing the significant events and accomplishments of each semester in the department. Our dedicated team of editors, writers, designers, curators, and correspondents has worked together to create engaging and meaningful content that highlights the various activities conducted within and beyond the college. This edition features sections covering faculty achievements, research publications, alumni interactions, guest lectures, and insightful articles contributed by eminent academicians, industry experts, and outstanding students. The newsletter team continues to strengthen its efforts to broaden its reach and uphold its vision of being a truly representative student publication. We extend our sincere gratitude to everyone who contributed to the department's activities and supported us in bringing out this issue. We look forward to taking Optimus to even greater heights in the coming years.

meet
our
Team

THE FACULTY



DR. SANDEEP KUMAR M

HOD & Professor



Dr. N CHANDRIKA

Professor



Dr. N MOHAN

Associate Professor



MALATHI SHETTY

Asst.Placement Director



Dr. ASOKAN D

Associate Professor



Dr. T K MURUGESAN

Associate Professor

THE FACULTY



Dr. REMA GOPALAN

Associate Professor



Mr. KATHARI SANTOSH

Assistant Professor



Mr. BRIJESH SINGH

Assistant Professor



Dr. Naga Bharath Kumar.C

Assistant Professor



Dr. RAJESH M

Assistant Professor



Mr. VIVEK VIJAYAN

Assistant Professor



Mr. SHANU RINKESHWAR

Assistant Professor



Ms. VINUTHA SHEKHAR

Soft Skill Trainer



Ms. SHEELAVATHI DOE

FACULTY PUBLICATIONS

Dr. T.K. Murugesan

Title: Unveiling critical success factors of triple bottom line in the light of sustainability - an empirical study of Indian Manufacturing SMES

Journal: Q1 Journal – Frontiers in Sustainability which is indexed in Scopus



Dr. M. Sandeep Kumar

Title: Machine Learning Enabled Cognitive Automation Framework for Adaptive Knowledge Management and Context Aware Intelligent Decision Optimization in Dynamic Organizational Ecosystems

Conference: 2026 1st International Conference on AI, Data Science, Cyber Security and Smart Manufacturing for Sustainable Development (ICADCS)

Prof. Santosh Kathari

Title: Computer Vision-Powered Smart Attendance and Behavior Monitoring System for Early Detection of Student Disengagement

Conference : 2026 1st International Conference on Emerging Trends in Advancements and Applications of Computational Intelligence Techniques

Title: Real-Time Synthetic Identity Fraud Detection Using Recurrent Neural Networks for Sequential Data Analysis

Conference: 2026 Sixth International Conference on Advances in Electrical, Computing, Communications and Sustainable Technologies (ICAECT)

Journal: Springer Publication

Title : Smart Contract Optimization in Business Workflows Using Deep Reinforcement Learning

Conference : 2026 World Conference on Computational Science and Technology (WcCST) | 979-8-3315-2026 IEEE |

FACUTLY PATENT DETAILS

S.No	Application No	Inventor/s Name	Title of the Patent
1	202541088893	Dr.Mohan N	Secure Web: Safeguarding Institutions from Insider Threats
2	202510866645	Dr Chandrika	Virtual Reality -Immersive VR Platform for Real estate
3	202541093188	Dr Umalakshmi K	Ai-Based Dynamic Patent scheduling system for Dental Clinics
4	202541090482	Dr Asokan D	A system For Dynamic Supply chain Optimization using Ai-Based Predictive Analysis
5	202541092361	Dr Murugeshan T K	Ai-Powered MultiLingual Chatbot for Formers
6	202541097282	Dr Rajesh M	Predictive Pest Outbreak Warning System using Swarm Drones and AI
7	202541088618	Prof. Brijesh Singh	THE FUTURE OF FINANCIAL PLANNING: AI-POWERED FORECASTING
8	202541088619	Prof. Brijesh Singh	OPTIMIZING INDUSTRIAL FINANCES WITH AI: ENHANCING DECISION-MAKING AND EFFICIENCY
9	202541132670	Prof. Shanu Rinkeshwar	Dynamic KPI Generation Engine for Business Analytics
10	202641000738	Prof.Vivek Vijayan	Green Finance Tracking and Reward System
11	202641003445	Prof.Santosh Kathari	Automated Bike Cover for Bikes in Uncovered Parking Slots
12	202641003785	Dr.Sandeep M	UrbanRide: Foldable Dust-Guard Wearable for Commuters
13	202541121535	Dr.Bharath	Auto Water Tank Cleaner

FDP'S ATTENDED

Dr. Rema Gopalan

Topic - Systematic Literature Review (SLR) & Bibliometric Analysis

Dr. Rema Gopalan completed a virtual FDP on Systematic Literature Review and Bibliometric Analysis, developing research skills relevant to structured evidence synthesis, literature mapping and publication-oriented analysis.



Dr Asokan D

Title : Strategic Business Adoption of Industry 5.0 Technologies: A Vision for Viksit Bharat@2047

Dr Asokan D completed a virtual MDP on Strategic Business Adoption of Industry 5.0 Technologies: A Vision for Viksit Bharat@2047 which was conducted by VIT-A.P



CMR INSTITUTE OF TECHNOLOGY, BENGALURU.

ACCREDITED WITH A++ GRADE BY NAAC

Dr. C Naga Bharath Kumar

Topic - A Cybersecurity in AI Economy

Dr. C Naga Bharath Kumar participated in a 40-hour FDP on cybersecurity in the AI economy. The certificate highlights cybersecurity challenges, risk-mitigation strategies and emerging trends in an AI-driven digital ecosystem.



Prof. Brijesh Singh

Title : Mastering AI Driven Research: Powerful Techniques, Tools and Proven Practices

Prof. Brijesh Singh completed a virtual FDP on Mastering AI driven research : powerful techniques, tools and proven techniques which was conducted by SJB INSTITUTE OF TECHNOLOGY, DEPT OF MBA ACCREDITED BY NBA & NIRF RANK WITHIN 100



Prof. Vivek Vijayan

Five-Day National Workshop on Financial Modelling

Prof. Vivek Vijayan successfully participated in a five-day national workshop on Financial Modelling organized by the University of Kerala, supporting advanced financial-analysis and modelling capability.



Dr. C Naga Bharath Kumar

Topic - Marketing Management - Topic - Advertising & Sales Promotions

Dr. C Naga Bharath Kumar completed his NPTEL-Swayam MOOCs course with ELITE Certificate by securing 73% in April, 2026

TECH TALKS

Dr. Murugesan T K

Topic: Instrument Validity and Reliability Using SPSS and Excel

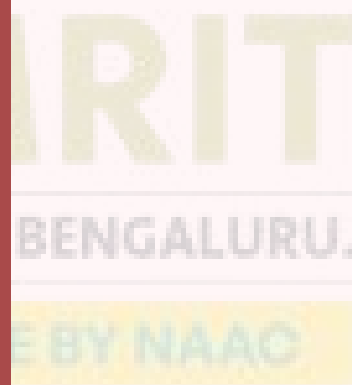
Focused on assessing the psychometric soundness of research instruments to strengthen publication potential in high-impact journals. Covered types of validity (face, content, construct, convergent, discriminant) and reliability measures such as Cronbach's Alpha, Composite Reliability, and item-total correlations, along with acceptable thresholds.



Dr. Rajesh M

Topic: SLR Using AI Tools

Explored how AI tools can streamline Systematic Literature Reviews — from search string formulation and keyword discovery to screening, duplicate removal, thematic categorization, summarization, and reference management — making the SLR process faster and more transparent.



Dr. Rema Gopalan

Topic: Responsible AI, Research Impact and Future Research Trends

Addressed risks like hallucinated references, biased outputs, and misuse of AI-generated content, sharing strategies for responsible use through verification, critical evaluation, and human oversight. Also highlighted emerging research areas in human-AI collaboration, AI governance, and trust.



TECH TALKS

Dr. Sandeep Kumar M

Topic: Price Paradox: What Inflation Teaches Us About Consumers Behavior

Examined how consumers adapt to inflation through stockpiling, trading down to value alternatives, and prioritized spending. Introduced a proposed Consumer Adaptation Behaviour (CAB) Model, linking behavioural economics to marketing insights and future research opportunities.



Prof. Brijesh Singh

Topic: Teach Smarter, Not Harder: Your AI Toolkit

Showcased AI as an assistive technology that frees educators' time for mentoring and innovation. Demonstrated AI tools for lesson planning, content and presentation creation, assessment and rubric design, quiz generation, personalized learning, and feedback.



Prof. Santosh Kathari

Topic: AI-Powered Content Creation for Educators

Demonstrated Gamma and NotebookLM for instructional design — turning ideas into polished slide decks, summarizing source material, extracting key insights, and generating study notes — to help educators create engaging content more efficiently.



INTERVIEW WITH CORPORATE LEADER

Ms. Bhanupriya

Dept of Human Resources

**Morph Digital Solutions Pvt Ltd,
Bangalore**

1. Could you briefly tell us about your professional journey and how you entered the corporate world?

It wasn't something I had planned or chosen initially. I got placed in a corporate organization right after my graduation, and that's how my professional journey began. Over time, I started enjoying my work, learning from every experience, and discovering my strengths and interests. Today, I'm genuinely grateful that I chose this path. My journey so far has motivated me to keep growing, take on greater responsibilities, and aspire to reach a senior leadership position in the future.

2. How has the corporate landscape changed in recent years?

The corporate landscape has changed significantly in recent years. It has become more dynamic, technology-driven, and competitive. Companies today are not only focused on business growth but also on innovation, employee well-being, sustainability, and adapting quickly to changing market needs.

3. What skills do you believe are most important for MBA graduates entering the corporate world?

I believe the most important skills for MBA graduates entering the corporate world are communication, adaptability, problem-solving, and a strong understanding of business. Along with technical and academic knowledge, it is important to know how to work with people, collaborate with different teams, and handle challenges effectively.

4. What is one leadership lesson you learned through experience rather than through textbooks?

One leadership lesson I have learned through experience is that leadership is not just about giving instructions; it is about being effective, efficient, and fair in your own actions. When you consistently deliver results and demonstrate professionalism, people are more likely to respect your words and trust your decisions. For me, a good leader is someone whose actions earn respect and whose decisions are trusted because people know they will be fair and objective.

5. What advice would you give your younger self?

I would tell my younger self to be proud of the journey and the choices I have made, while always staying focused on the future. I believe every experience, whether challenging or rewarding, teaches us something and helps us grow.

I would also remind myself not to become too comfortable and to keep working hard toward my goals. Success takes time, patience, and consistent effort. So, my advice would be: be proud of how far you have come, keep learning, work hard, and never stop aiming for bigger goals.

6. How important is communication in leadership?

Team Leader: Communication is fundamental to leadership. Even a good strategy can fail if it is not communicated clearly. A leader needs to explain expectations, listen actively, provide constructive feedback, and keep the team informed. I also believe communication should be two-way; leaders should be approachable enough for employees to share their ideas and concerns.



Interviewed by

**Arshitha K
1CR25BA011
MBA II Year**

STUDENT CLUB ACTIVITIES

Serving as vibrant professional incubators, the MBA clubs at CMRIT bridge classroom management theories and dynamic corporate execution. Far beyond typical student groups, these forums offer a high-pressure proving ground where future leaders cultivate boardroom confidence and agile decision-making. Through the Finance Club, students analyze market indicators, fiscal policies, and strategic risk management. Simultaneously, the Marketing Club immerses participants in consumer psychology, agile brand strategy, and entrepreneurial innovation, while the HR Club develops crucial capabilities in empathetic leadership, conflict management, and workplace diplomacy. What elevates these initiatives is their seamless integration with CMRIT's TYL (Tie-Your-LACES) ecosystem. Every debate, pitch, and workshop directly sharpens students' Language, Aptitude, Core Knowledge, Experiential Learning, and Soft Skills. Ultimately,

CMRIT ensures that graduates enter the global market equipped not just with academic credentials, but with a rich portfolio of practical exposure, executive maturity, and the strategic agility needed to drive meaningful organizational impact. By transforming routine academic learning into active career preparation, these clubs instill a mindset of continuous innovation, continuous adaptability, and ethical leadership. As students collaborate on complex business challenges, they cultivate strong peer networks and lifelong professional resilience. This comprehensive ecosystem empowers every graduate to confidently step into leadership roles, effectively bridging the gap between campus achievements and long-term corporate success in a rapidly evolving business landscape.

Finance & Investment Club



Finance Club Events:

DEBATE ON UNION BUDGET 2026-27

The Finance & Investment club organized an engaging Debate on the Union Budget 2026-27 on 11-3-26 providing MBA students with an opportunity to examine and discuss the major economic priorities, policy measures, and challenges presented in the Union Budget.



The Finance Club functions through analytical events including Union Budget debates, digital financial scam evaluations, and real-time finance auctions. The club engages students by simulating real-world economic conditions and financial trading environments, requiring rapid analysis of fiscal data and strategic valuation. Through these high-stakes activities, students master quantitative problem-solving, risk assessment, capital allocation, and critical thinking skills. Operating under strict time boundaries during auctions and debates sharpens their time management, decision-making under pressure, negotiation strategies, and financial literacy, enabling them to evaluate macro-economic policies and corporate financial risks confidently.

Marketing & Entrepreneurship Club



The Marketing Club operates as an interactive platform where students execute practical sessions like Brand Repositioning, Startup Pitches, Product Development stages, Brand Authenticity analyses, and Ad Mad competitions. The club functions by encouraging participants to research market trends, create persuasive campaign ideas, and present business strategies under fixed timeframes. Through these activities, students acquire essential skills in creative problem-solving, strategic planning, dynamic time management, persuasive communication, and customer-centric thinking. Working in competitive team settings builds their agility, brand positioning acumen, collaborative teamwork, and presentation capabilities necessary to navigate evolving industrial market scenarios and consumer behaviors.

Marketing Club Events:

1. REPOSITIONING OF BRANDS IN MNC'S
2. STARTUP PITCH
3. NEW PRODUCT DEVELOPMENT STAGES IN INDUSTRIES
4. SUSTAINABLE & BRAND AUTHENTICITY
5. AD MAD COMPETITION



HR & Communication Club



Event Name: **(Diversity, Equity, Inclusion) D E I Impact in Organization**

Club: HR & Communication Club

Date: 21-04-2026

Venue: 'A' Block, LH103

OBJECTIVES

The case discussion on Diversity, Equity, and Inclusion (DEI) aimed to create awareness among students about the importance of inclusive workplace practices in modern organizations. The session focused on understanding how diversity in gender, culture, abilities, and perspectives contributes to organizational success.

The HR Club operates through immersive case studies, policy simulations, and interactive discussions focusing on modern organizational challenges like Diversity, Equity, and Inclusion (DEI), corporate layoffs, and Generative AI co-pilots. The club structures its activities to analyze modern workforce dynamics and business crises, pushing students to formulate empathetic yet effective management solutions. By participating in these sessions, students learn critical problem-solving, ethical reasoning, crisis response, and technological adaptability. The structured debate formats enhance their time management, active listening, conflict resolution, and decision-making skills, preparing them to manage human capital effectively in dynamic corporate settings.



DEPARTMENTS EVENTS

The Department of Management Studies at CMR Institute of Technology has witnessed a vibrant and achievement-filled academic year, marked by academic excellence, student engagement, and holistic development initiatives.

Faculty members introduced key academic components such as mini projects, NPTEL SWAYAM courses, MOOCs, the B-Smart app, and Training for Life (TYL) subjects, emphasizing both technical and soft skill development. Students were also made aware of placement readiness initiatives and campus support systems, including mental health counseling, ensuring a confident start to their MBA journey.

The department strengthened student camaraderie through MBA Sports Day on January 5th, featuring cricket, kabaddi, volleyball, throwball, and tug of war. The spirited competitions between juniors and seniors fostered teamwork, resilience, and unity. This was followed by VISTARA 2026, the Freshers' Day celebration held on January 8th at the Dwani Auditorium. The event showcased cultural performances, interactive games, and the Mr. & Ms. Freshers competition, creating unforgettable memories and strengthening bonds within the MBA community. A Parents–Teachers Meet on January 10th further reinforced collaboration between faculty and families, highlighting placement initiatives, internships, and career development programs. Adding to these milestones, four MBA students secured prestigious university ranks in the VTU examinations for AY 2024–25, bringing immense pride to the department. Their achievement reflects academic rigor, dedicated mentorship, and the department's commitment to nurturing industry-ready professionals. Together, these events showcase a dynamic year of learning, leadership, achievement, and community spirit at CMRIT.

DEPARTMENTAL EVENTS

GRADUATION DAY BATCH 2024-26



11th July 2026 was a day filled with pride, celebration, and countless memories as the Department of Management Studies at CMR Institute of Technology (CMRIT), Bengaluru, celebrated its 23rd Graduation Day at the Dwani Auditorium. For the MBA Class of 2024–26, the occasion was more than just a ceremony it was the culmination of years of learning, challenges, friendships, and personal growth.

The ceremony was honoured by Shri Shivram Pandey, National Head Strategic Alliances, Bandhan AMC, as the Chief Guest, and Shri Srinivas Shetty T., Vice President – Human Resources, Sobha Limited, as the Guest of Honour. Their words of wisdom encouraged the graduating students to embrace continuous learning, lead with integrity, remain resilient in the face of challenges, and approach the future with innovation and confidence. As the degrees were conferred, the auditorium came alive with a sense of accomplishment. Every certificate represented countless hours of hard work, late nights, assignments, presentations, examinations, and moments that shaped the students into the professionals they are today. The day also offered a moment to look back and appreciate the journey. From entering the campus with dreams and uncertainties to walking across the stage as graduates ready to step into the professional world, the transformation was truly remarkable. The faculty members extended their heartfelt congratulations and wished the graduates success in all their future endeavours. Their guidance and encouragement had played an important role in shaping the students' academic and professional journey. The 23rd Graduation Day was therefore not simply an ending, but the beginning of a new chapter. As the graduates stepped forward into the corporate world, they carried with them more than a degree—they carried experiences, values, friendships, confidence, and dreams for the future.

The chapter at CMRIT may have ended, but the real journey has just begun...

DEPARTMENTAL EVENTS

INTERNATIONAL CONFERENCE - 2K26

BTISF'26: "BUSINESS TRANSFORMATION & INNOVATIONS FOR SUSTAINABLE FUTURE"



The Department of Management Studies and Research Centre at CMR Institute of Technology, Bengaluru, successfully hosted the two-day International Conference by the convenors Dr.Asokhan.D & Dr. Murugeshan.T.K on **"Business Transformation & Innovations for Sustainable Future (BTISF'26)"** on 22nd and 23rd May 2026

The conference brought together academicians, researchers, industry experts, and students to explore emerging trends in business transformation, innovation, sustainability, and global economic development. Chief Guest Dr. Krishna Raj, Professor and RBI Chair Professor at the Institute for Social and Economic Change, highlighted the growing economic and technological competition between the United States and China and emphasized India's need for technological self-reliance and stronger innovation capabilities.

Mr. Thej Kumar, Vice President – Operations, Product Development & Quality, Toyoda Gosei South India Pvt. Ltd., shared insights on adapting to technological changes, globalization, and evolving market demands.

With discussions on AI, sustainable finance, entrepreneurship, marketing, leadership, and geopolitics, BTISF'26 provided a valuable platform for knowledge exchange, research, and collaboration.

GLIMPSES OF INTERNATIONAL CONFERENCE - 2K26

BTISF'26: "BUSINESS TRANSFORMATION & INNOVATIONS FOR SUSTAINABLE FUTURE"



Six-Day Faculty Development Programme on “AI-Powered Research and Publication Strategies”

DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH CENTRE
IS ORGANIZING SIX DAYS FDP
ON
AI-POWERED RESEARCH AND PUBLICATION STRATEGIES

RESOURCE PERSONS



Dr. Rema Gopalan
Associate Professor,
Dept of MBA, CMRIT



Dr. Geetha R
Senior Consultant - Salvin Global
Technologies | Academic Leader |
Researcher



Dr. Abhilasha N
Assistant Professor
Mulund College of Commerce
(Autonomous), Mumbai



Prof. Brijesh Singh
Assistant Professor,
Dept of MBA, CMRIT

MODE: ONLINE

REGISTER:
<https://forms.gle/Yr1Lzr5qW5FS5waHA>

15 - 20 JUNE, 2026
6.00-8.00 PM

REGISTRATION FEES: Rs.500 only

ACCOUNT DETAILS	
Beneficiary Name	CMRIT-HOD MBA DEPARTMENT
A/C Number	843410110003994
Bank Name	BANK OF INDIA
Branch	AECs LAYOUT
IFSC Code	BKID0008434

The Department of Management Studies and Research Centre successfully organized a Six-Day Faculty Development Programme (FDP) on “AI-Powered Research and Publication Strategies” from 15 June to 20 June 2026. The programme was conducted under the expert guidance of Dr. Remagopalan and Prof. Brijesh, with the objective of equipping faculty members and researchers with contemporary tools and strategies for effective research and academic publication.

The FDP focused on the transformative role of Artificial Intelligence in the research ecosystem, covering various stages of the research process—from identifying research problems and conducting literature reviews to data analysis, academic writing, referencing, and publication. The sessions highlighted how AI-enabled tools can support researchers in improving efficiency, accuracy, and the overall quality of scholarly work.

4:55 PM | au-nfzg-hao | Dr. Rema Gopalan (Presenting, annotating)

The Emerging AI Research Toolkit

Research Stage	AI Tools	Primary Use
Research Discovery & Idea Generation	ChatGPT, Claude, Gemini	Brainstorming, problem exploration, identifying trends
Literature Search & Review	Elicit, Scite, Consensus, Semantic Scholar, ResearchRabbit, Connected Papers	Finding papers, evidence-based search, Theme identification, mapping literature
Reading & Understanding Papers	SciSpace, Copilot, Explainpaper	Simplifying and summarizing papers
Citation & Reference Management	Zotero + AI plugins, EndNote AI features, SciSpace	Organizing references, citation support
Research Design & Instrument Development	ChatGPT, Claude, Gemini	Questionnaire drafts, interview protocols

LTTP - POWER BI SKILLS FOR EMPLOYABILITY : DATA TO DECISION

CMR Institute of Technology
132 AERB Layout, Kumbakonam, Tirunelveli, India (Accredited by NAAC Grade A++)
Department of Management Studies and Research Centre
Center of Excellence - Business Analytics

Power BI Skills for Employability: Data to Decisions

Learn Data. Build Insights. Get Hired.

Last Date to Register: 12 April 2026

Program Details
Mode: Online
Date: 13 - 17 April 2026
Time: 6:30 PM - 9:30 PM

Why Power BI?
Build industry-ready analytics skills through hands-on Power BI training

Registration Fee
INR 50
Check Payment Section in Registration Form

Session Plan

Date	Topic
Day 1	Introduction to BI
Day 2	Data Transformation
Day 3	Data Modelling
Day 4	DAX & KPI
Day 5	Dashboard Design

Why To Join This Program?

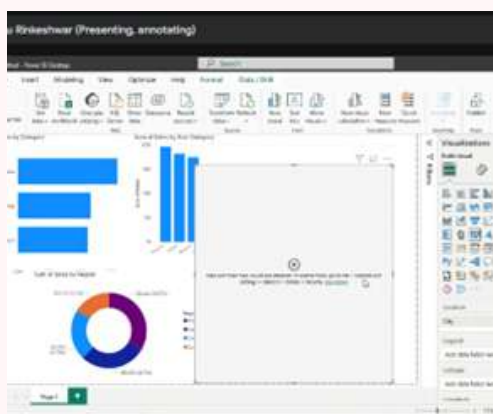






As part of the Long-Term Training Programme (LTTP), a five-day workshop on “Power BI Skills for Employability: Data to Decision” was successfully conducted from 13 April 2026 to 17 April 2026. The workshop was facilitated by Dr. Uma and Prof. Shanu, with a focus on developing practical data analytics and visualization skills among the participants.

The programme was designed to bridge the gap between data and decision-making, enabling participants to understand how business data can be transformed into meaningful insights. Through hands-on sessions and practical exercises, participants were introduced to the fundamentals of Microsoft Power BI, including data preparation, data visualization, dashboard creation, and interpretation of analytical insights.



FDP - TOPIC - BUSINESS CAS WRITING AND PUBLISHING

Dr. Jalal shared his international academic and professional perspectives on case identification, problem formulation, data collection, case structuring, analysis, and writing. Participants were introduced to the essential elements that contribute to a compelling business case and were encouraged to integrate authentic organizational challenges, managerial dilemmas, and decision-making situations into their case development.



CMR INSTITUTE OF TECHNOLOGY, BENGALURU
AICTE Approved | VTU Affiliated | NPAC-A+ | NBA Accredited
Department of Management Studies & Research Center

Faculty Development Program

BUSINESS CASE WRITING & PUBLISHING

23rd April, 2026; IST 02:00-04:00
Online (Google Meet)

Objectives of the Session

- Tips for writing case studies
- Prepare a teaching note for a case study
- Key platforms for publishing case studies

RESOURCE PERSON
Dr. Jalal Rajeh Mohammad Hanaysha
Associate Professor
School of Business
Herzton University College
Aman, UAE

[Click here to register](#)



A six day Long term training program on “Publishable Research : Methodology and Strategies of high impact journals



CELEBRATING 30 YEARS ★
CMRIT
CMR INSTITUTE OF TECHNOLOGY, BENGALURU
ACCREDITED WITH A++ GRADE BY NAAC

**A SIX-DAY
LONG TERM TRAINING PROGRAMME
[ONLINE]
ON**

PUBLISHABLE RESEARCH: METHODOLOGY AND STRATEGIES FOR HIGH-IMPACT JOURNALS

**DATE:
09/03/2026
TO
14/03/2026**

**ORGANIZED BY
DEPARTMENT OF MANAGEMENT
STUDIES & RESEARCH CENTRE,
CMR INSTITUTE OF TECHNOLOGY,
BENGALURU-560037**

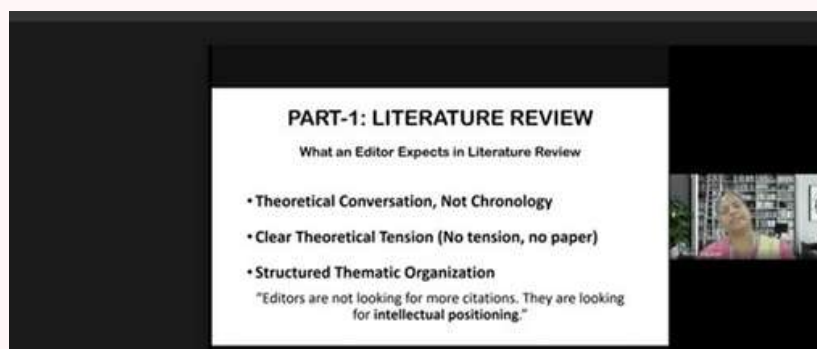
SESSIONS

DAY 1: What Makes Research Publishable?
DAY 2: Theory Building & Conceptual Framework Development
DAY 3: Methodological Rigor in Publishable Research
DAY 4: Data Analysis & Meaningful Interpretation
DAY 5: Writing Results, Discussion & Contributions
DAY 6: Journal Targeting, Review Process & Revision Strategies

ABOUT THE PROGRAMME
“Publishable Research: Methodology and Strategies for High-Impact Journals” is a six-day executive training programme designed to equip faculty members, doctoral scholars, and advanced management students with the skills required to produce publication-ready research. The programme emphasizes methodological rigor, theory-driven inquiry, analytical depth, and scholarly writing excellence, enabling participants to strategically position their work for acceptance in reputed, high-impact indexed journals.

The Department of Management Studies and Research Centre organized a six-day academic programme on “**Publishable Research: Methodology and Strategies for High-Impact Journals**” from 09 March 2026 to 14 March 2026, led by Dr. Rema Gopalan.

The programme was designed to strengthen the research capabilities of faculty members and researchers and to equip them with effective strategies for developing high-quality, publication-ready research. Dr. Rema Gopalan provided valuable insights into the various stages of the research process, from identifying meaningful research gaps and formulating research questions to selecting appropriate methodologies and presenting research findings effectively.



PART-1: LITERATURE REVIEW

What an Editor Expects in Literature Review

- Theoretical Conversation, Not Chronology
- Clear Theoretical Tension (No tension, no paper)
- Structured Thematic Organization

“Editors are not looking for more citations. They are looking for intellectual positioning.”

DEPARTMENTAL EVENTS

2nd SEMESTER ORIENTATION DAY - 08/04/2026 MBA BATCH (2025-27)



A Fresh Chapter: Second Semester Orientation

A new semester always brings with it a sense of excitement, curiosity, and fresh possibilities. The Second Semester Orientation Day at the Department of Management Studies was a wonderful beginning to another chapter of our MBA journey. The session brought students and professors together to welcome the new semester and reflect on what lies ahead. Our professors shared valuable insights about the newness of the semester, the opportunities it would bring, and the importance of approaching the upcoming academic journey with enthusiasm and commitment.

The orientation was more than just an introduction to new subjects and academic expectations. It was a reminder that every semester gives us another opportunity to learn, improve, explore our strengths, and step outside our comfort zones. The professors encouraged us to make the most of our time, actively participate in academic and extracurricular activities, and continue developing the skills required for our future careers.

As we stepped into the second semester, there was a renewed sense of motivation among the students. With new subjects to explore, new challenges to face, and countless memories yet to be created, the orientation marked the perfect beginning to another exciting phase of our MBA journey.

A new semester, a new beginning, and another opportunity to become a better version of ourselves.

DEPARTMENTAL EVENTS

SPORTS DAY- 08/07/2026



A Sports Day Filled with Team Spirit

The Department of Management Studies, CMR Institute of Technology (CMRIT), came together for a memorable Sports Day dedicated to the outgoing MBA seniors, thoughtfully organized by the juniors as part of their farewell celebrations. More than just a day of competitions, the event was a heartfelt celebration of friendship, memories, and the special bond shared between juniors and seniors. The day brought together students and faculty in an atmosphere filled with excitement, laughter, and enthusiastic participation. Cricket, kabaddi, volleyball, throwball, and tug of war turned the ground into a space of healthy competition and unforgettable moments. The cricket matches witnessed intense competition as teams battled with determination and enthusiasm. Kabaddi brought out incredible energy and strength, while volleyball showcased the importance of teamwork and coordination. The girls' events, including throwball and tug of war, were equally engaging, with participants displaying remarkable spirit and resilience. What made the day truly special was not simply who won or lost, but the memories created along the way. The juniors took great effort to organize the event as a gesture of appreciation and affection towards their seniors, making the celebrations feel personal and meaningful. Every cheer from the sidelines, every competitive moment on the field, and every shared laugh added another beautiful memory to the seniors' final days at CMRIT. It was a reminder that college life is not only about classrooms and careers, but also about the people and experiences that stay with us long after we leave.

The Sports Day concluded on a joyful note, celebrating sportsmanship, camaraderie, friendship, and the unforgettable bond between juniors and seniors. As the seniors prepare to step into a new chapter, the day became one more cherished memory of the journey they shared at CMRIT.

DEPARTMENTAL EVENTS

FAREWELL DAY-20/07/2026 MBA BATCH 2024-2026



Some moments in college are meant to be remembered forever, and the Farewell Day organised by the juniors for our seniors was truly one of them. It was not just a celebration; it was an emotional reminder of the friendships, memories and lessons that will remain long after the MBA journey comes to an end. The day was filled with fun activities, exciting games and laughter, bringing juniors and seniors closer. The energetic dance performances by the juniors added colour and joy to the celebration, making the occasion even more special.

The presentation of gifts to our seniors was a small token of the love, respect and gratitude we hold for them. Behind every gift was a memory, behind every smile was an emotion, and behind every goodbye was a wish for a brighter future.

As juniors, saying goodbye was never easy. Our seniors have been more than just the batch ahead of us they have been friends, guides and an inspiration throughout our journey. As they step into a new chapter, we wish our seniors success, happiness and countless achievements ahead. Though the farewell marks an ending, the memories and bonds created here will always remain.

“Goodbyes may end a journey, but they never end the memories we carry with us.”

DEPARTMENTAL EVENTS

DEBATE



Future You: A Debate on Tomorrow

CMR Institute of Technology hosted an engaging Debate Show on 25th June 2026 at the Dhvani Auditorium under the theme “Future You.” The event brought together students from various departments to showcase their public speaking, analytical thinking, and debating abilities while exploring pressing global issues.

The first round focused on “Goeconomic Wars: Catalyst for Self-Sustainable Nations or Threat to National Employment?”, encouraging participants to examine global economic shifts and their impact on nations. The second round explored the thought-provoking topic, “The Future of Work: Can AI and Humans Co-exist?” Representing the MBA Department, Anirudh, Paul, Mousami, and Ananya shared insightful perspectives on Artificial Intelligence and the future of work. They emphasized that AI should complement human abilities rather than replace them, highlighting the importance of creativity, empathy, ethics, and critical thinking. The event concluded with an exciting face-off, where Ananya and Mousami emerged as winners, making the debate a memorable celebration of ideas and intellectual curiosity.

DEPARTMENTAL EVENTS

CRASH COURSE 01/06/2026 - 05/06/2026



Five-Day Crash Course: Strengthening Industry-Ready Skills

As part of the Specialization Training Programme, our college conducted an intensive five-day crash course for MBA students across the specializations of Finance, Human Resources and Marketing. The programme was designed to give students a practical understanding of key concepts and help us connect our classroom learning with real-world business practices.

Finance: Students gained hands-on exposure to Financial Statement Analysis, learning how to interpret financial statements and understand the financial health and performance of an organisation.

Human Resources: The HR sessions focused on new-age HR processes and practices, providing insights into the changing role of HR professionals and modern approaches to managing people in organisations.

Marketing: The Marketing sessions explored contemporary marketing practices and strategies, helping students understand how businesses connect with customers and respond to changing market trends.

The five-day programme was an enriching learning experience that helped us develop practical knowledge, industry awareness and confidence in our chosen specializations. As second-semester MBA students, the crash course gave us a valuable foundation as we prepare to take our next steps towards the corporate world.

“Five days of focused learning, three specializations, and countless insights to take forward.”

PARENTS VIEW- CMRIT

As a parent, I am extremely happy to see the positive transformation in my son during his MBA journey at CMRIT. The MBA Department has provided him with a supportive environment that focuses not only on academic excellence but also on career development, leadership, communication, and overall personality development.

The exposure through industry interactions, workshops, presentations, competitions, club activities, and various events has helped him gain confidence and understand the expectations of the corporate world. The opportunities to take responsibility and participate in different activities have also helped him develop leadership, teamwork, decision-making, and time-management skills.

I sincerely appreciate the faculty members for their constant guidance, encouragement, and support. As a parent, it is truly satisfying to see my son becoming more confident, responsible, independent, and career-oriented. I believe the knowledge, practical exposure, and values he is gaining at CMRIT will provide him with a strong foundation for a successful professional career.



LAKSHMI R
-JAYA SURYA'S MOTHER
2nd YEAR MBA

Sending our child to the MBA program at CMRIT has been one of the best choices we made for their future. From day one, the department of Management Studies has provided a warm, encouraging, and highly professional environment.

The faculty members at CMRIT are knowledgeable, approachable, and truly dedicated to their students. They go beyond standard textbook teaching to focus on practical learning through real-world case studies, industry visits, guest lectures, and practical workshops. This hands-on approach has helped our child develop strong problem-solving abilities, communication skills, and critical business acumen. What stands out most is the department's focus on overall personality development and career readiness. The dedicated placement cell offers excellent training, mock interviews, and exposure to top corporate recruiters. We have seen a remarkable transformation in our child's confidence, leadership qualities, and professional outlook over the past two years.

We are deeply grateful to the management, faculty, and staff of the MBA Department at CMRIT for their constant guidance and support. They don't just educate; they mentor students to become successful professionals and responsible individuals. We wholeheartedly recommend CMRIT to any parent looking for quality management education.



RAMANAKUMAR
-MADHUMITHA'S PARENTS
2nd YEAR MBA

SOCIAL OUTREACH PROGRAMME

TRAFFIC AWARENESS



Safe Roads, Safe Life

The Department of MBA at CMR Institute of Technology (CMRIT), in association with the HAL Traffic Police Station, Bengaluru, organized a Traffic Awareness Programme on 25th June 2026 under the theme “Safe Roads, Safe Life.” The initiative aimed to create awareness among students and the public about responsible road behaviour and the importance of following traffic rules.

The programme highlighted essential safety practices such as wearing helmets and seat belts, avoiding mobile phones while driving, maintaining lane discipline, respecting pedestrians, and strictly avoiding drunk driving. Interactive sessions with traffic police officers provided students with practical insights into road safety and the consequences of irresponsible driving.

The programme also emphasized the role of young people as ambassadors of change. The enthusiastic participation of MBA students reflected their commitment to creating a safer society.

The event concluded with a powerful reminder that road safety begins with individual responsibility and that every careful choice can help save a life.

SOCIAL OUTREACH PROGRAMME

ORPHANAGE VISIT- 05/07/2026



“A small act of kindness can create a lifetime of hope.”

The Department of MBA organized a meaningful Social Outreach Program at Yashaswini Mahila Mandaligala Okkuta, Chandapura, with the aim of extending care, support and happiness to children in the community. As part of the initiative, the team donated daily essentials, books, stationery and pens to the children. More than the materials, the program created an opportunity to spend valuable time with them, share smiles and build moments of genuine connection. The happiness reflected on the children’s faces made the experience truly special for everyone involved. The program served as a beautiful reminder that social responsibility is not only about giving, but also about understanding, caring and being present for others. The initiative was made possible through the support and involvement of Dr. M.Rajesh, Kalluri Usman, Madhan Mohan Reddy and Rohith, whose efforts contributed to making the outreach program a meaningful experience.

As MBA students and future professionals, such initiatives remind us that true leadership goes beyond the corporate world—it is also about creating a positive impact on society.

“Kindness may begin with a small gesture, but its impact can last a lifetime.”

DEPARTMENTAL RATINGS & RANKINGS



The Department of Management Studies has earned prestigious recognition at both national and regional levels. It has been recognized as one of the Best Brands for 2024 by IRF and secured the 62nd rank among all private B-Schools in India for 2025, reflecting its commitment to academic excellence and quality education.

THEWEEK

The department has been ranked 64th in the South Zone by The Week magazine. This ranking highlights the institution's strong academic framework, industry-oriented curriculum, and overall performance among leading management institutions in the region.

FOREIGN UNIVERSITY PARTNERSHIP



The Department of Management Studies has formalized a strategic international collaboration by signing a Memorandum of Understanding (MoU) with Skyline University College (SUC), Sharjah, UAE, in January 2025. This partnership marks a significant step toward expanding the department's global academic footprint and fostering cross-border knowledge exchange.

The MoU facilitates collaborative initiatives such as joint research projects, co-authored publications in reputed journals, faculty exchange programs, guest lecture series by international experts, and student exchange opportunities that provide global exposure and multicultural learning experiences. It also enables the organization of international conferences, seminars, workshops, and management development programs aimed at enhancing academic rigor and industry relevance.

Through this collaboration, students gain access to global best practices, diverse learning environments, and networking opportunities with international peers and professionals. Faculty members benefit from research collaboration, curriculum enrichment, and exposure to emerging global business trends. Overall, the partnership strengthens academic excellence, promotes innovation, and enhances the institution's global engagement and reputation.

STUDENTS ACHIEVEMENTS

MEDIA COVERAGE



Received a grant by KSCST for the best project presentation



Heartiest congratulations to Rajesh K and Ankith Kumar Mishra on successfully securing a grant of Rs.4000/- by KSCST (Karnataka State Council for Science and Technology) for their project under the esteemed guidance of Dr.Mohan.N! . This remarkable achievement is a true reflection of your dedication, innovative thinking, and relentless hard work. Receiving a project grant is not just financial support it is a recognition of your vision, research potential, and the value your idea brings to the academic and professional community.

Your accomplishment demonstrates strong planning, clarity of objectives, and the ability to present your ideas convincingly before evaluators. It marks an important milestone in your academic journey and sets the foundation for impactful research and practical implementation. Grants are highly competitive, and earning one speaks volumes about your commitment, teamwork, and perseverance.

May this opportunity open doors to greater learning, collaboration, and future success. Continue striving for excellence and transforming ideas into meaningful contributions. Wishing you both the very best as you take this project forward and achieve even greater milestones ahead. Keep shining and inspiring others.

BSMART CASE WINNERS

CMRIT MBA Students Shine at National-Level Case Competition



The MBA Department of CMR Institute of Technology (CMRIT), Bengaluru, celebrated a remarkable achievement as its students secured both 1st and 2nd positions in the prestigious BSmart National-Level Case Competition. Mr. Nishant P. Katamble won the First Position, receiving a cash prize of ₹5,000, while Ms. Vaishnavi Maali Patil secured the Second Position with a cash prize of ₹3,000.

ACCREDITED WITH A++ GRADE BY NAAC

The competition focused on the TCS Nashik case, addressing critical areas such as workplace ethics, governance, employee welfare, and crisis management. Participants were challenged to develop practical and strategic solutions to complex corporate issues.

Their outstanding performance demonstrated strong creativity, analytical thinking, problem-solving, and business acumen. The achievement not only brought recognition to CMRIT but also inspired fellow students to actively participate in competitions and strive for excellence.

STUDENTS ACHIEVEMENTS



CMRIT MBA Students Excel at VARCHASVA 2026

CMR Institute of Technology (CMRIT) MBA students showcased their talent and competitive spirit at VARCHASVA 2026, conducted by BMS Institute of Technology and Management (BMSIT), securing Runner-Up positions in Business Analytics, Marketing, and Finance events.

In the Business Analytics Event, Nithish B and Priya Kumari secured the Runner-Up position after successfully competing in Business Quiz, Data Interpretation, Business Case Study Analysis & Presentation, and Power BI Dashboard Data Analysis Presentation. The rounds tested their analytical thinking, technical skills, business knowledge, and teamwork.

In the Marketing Event, Aniket Kumar Mishra and Nishant P. Katamble secured 2nd Position, competing across Sales Pitch, Business Quiz, Ad Video, and Pitch Presentation rounds that challenged their creativity, strategy, and execution skills.

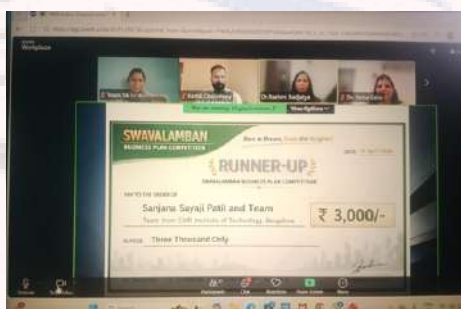
Meanwhile, Chandana A.M. and Deepa K. secured the Runner-Up position in the Finance Event, competing in Finance Quiz, Financial Ratio Analysis, Treasure Hunt, Stock Portfolio Management, and Case Study Presentation.

These achievements reflect the students' analytical abilities, creativity, financial acumen, teamwork, and presentation skills. The competitions provided valuable exposure to real-world business challenges and strengthened their practical learning. The students expressed gratitude to their mentors and faculty for their constant guidance and support.

STUDENTS ACHIEVEMENTS



STUDENTS ACHIEVEMENTS



ACCREDITED WITH A++ GRADE BY NAAC



DEPARTMENTAL RESEARCH CENTRE DETAILS

VTU RESEARCH SUPERVISORS LISTS

S.No	Name of the Supervisor	Designation
1	Dr.Sandeep Kumar.M	Professor
2	Dr.Mohan.N	Assoc.Professor
3	Dr.Asokan.D	Assoc.Professor
4	Dr.Remagopalan	Assoc.Professor
5	Dr.Murugeshan.TK	Assoc.Professor

DETAILS OF RESEARCH SCHOLARS PURSUING

S.No	USN	Name of the Research Scholar	Name of the Supervisor	Manangement
1	1CR25PBA01	Nazia Sohail	Dr.Asokan.D	Human Resources
2	1CR25PBA02	Aishwarya Joseph	Dr.Mohan.N	Human Resources

STUDENTS INTERSHIPS



NAAC GRADE A++
ACCREDITED INSTITUTION

Proud Moment

Delighted to announce the successful placement of our 1st year student with highest stipend



Ms. Nithya Shree A R
MBA Class 2025-27
HR Intern

₹ 40,000 per month



#132, AECS Layout, ITPL Main Road, Kundalahalli, Bangalore-560037
www.cmrilac.in

A proud moment for our MBA community as we congratulate Ms. Nithya Shree A R on securing an HR Internship at Nielsen with a stipend of ₹40,000 per month. Her accomplishment reflects her dedication, talent and readiness to step into the corporate world. As second-semester students, her success motivates us to strive for excellence and make the most of every opportunity.

Heartiest congratulations, Nithya! May this internship be the beginning of many more milestones ahead!



NAAC GRADE A++
ACCREDITED INSTITUTION

Proud Moment

Delighted to announce the successful placement of our 1st year student with highest stipend



Ms. Ananya Kalasaraddi
MBA Class 2025-27
HR Intern

₹ 40,000 per month



#132, AECS Layout, ITPL Main Road, Kundalahalli, Bangalore-560037
www.cmrilac.in

We are delighted to congratulate Ms. Ananya Kalasaraddi on securing an HR Internship at Hitachi with an impressive stipend of ₹40,000 per month. Her achievement is a proud moment for the MBA community and an inspiration for all of us as we progress through our second semester. We wish her a rewarding experience filled with learning, professional growth and valuable opportunities.

Heartiest congratulations, Ananya! Wishing you continued success in all your future endeavours!

DETAILS OF PLACEMENTS - 2024-26 BATCH

PLACEMENT HIGHLIGHTS

7.28 LPA
HIGHEST CTC

5.20 LPA
MEDIAN CTC

5.00 LPA
AVERAGE CTC



91

TOTAL NO. OF OFFERS

91 offers rolled out across diverse roles and domains.



54

NO. OF COMPANIES VISITED

54 reputed companies participated in the placement process.



71

NO. OF STUDENTS PLACED

Till 71 students placed successfully. Few companies' results are pending.

OUR RECRUITERS



STUDENT CORNER

The Student Corner of the Department of Management Studies at CMR Institute of Technology is a vibrant platform dedicated to showcasing the diverse talents of MBA students beyond academics. It serves as a creative space where students express themselves through art, writing, photography, and other unique abilities, reflecting the multifaceted personalities that define future management professionals.

From expressive paintings and handcrafted artwork to compelling write-ups, poems, short stories, and thought-provoking articles, the Student Corner highlights the imaginative and intellectual depth of our students. Budding photographers capture moments that tell powerful stories through their lenses, presenting perspectives that inspire reflection and appreciation. Each contribution represents individuality, passion, and creativity, adding color and character to the department's culture.

This initiative encourages students to explore their interests, build confidence, and nurture talents that complement their professional growth. Management education is not only about numbers and strategies; it is also about innovation, communication, and emotional intelligence. The Student Corner embodies this belief by providing a stage where creativity meets leadership.

By celebrating artistic expression and original thought, the department fosters a holistic learning environment where every talent is valued. The Student Corner stands as a testament to the dynamic spirit, imagination, and potential of the MBA community at CMRIT.

STUDENT TECHNICAL TOPICS

AI in HR: Redefining the New Corporate Workplace

Artificial Intelligence is rapidly changing the way organizations hire, manage, develop, and retain talent. In today's corporate world, HR is moving beyond administrative functions towards data-driven strategic decision-making. AI can analyse resumes, identify talent patterns, predict employee turnover, personalise learning, and even provide real-time insights into workforce productivity and engagement.

The real shift, however, is not simply automation it is augmentation of human decision-making. HR professionals can use AI to spend less time on repetitive processes and more time on leadership, employee experience, culture, and strategic workforce planning. At the same time, issues such as algorithmic bias, employee privacy, transparency, and over-reliance on technology are becoming critical managerial concerns.

From an MBA perspective, the emerging question is not "Will AI replace HR?" but "How can organizations combine AI capabilities with human judgement to build a smarter, fairer, and more future-ready workforce?"

-A R SAI MADHAV REDDY
2nd YEAR MBA

The Role of Robotic Technology in Modern Era -In Operations Prespective

The integration of robotics in manufacturing began in the 1960s with the introduction of Unimate, the first industrial robot, at a General Motors assembly line. This marked the beginning of automation in manufacturing, enabling machines to perform repetitive tasks with consistent accuracy. Over time, advancements in automation and robotics engineering have led to the development of more sophisticated robots capable of handling complex tasks, thereby increasing productivity and reducing human error.

-LOHITH U
2nd YEAR MBA

Where Numbers Meet Flavours

If someone asked me what two things I could never get bored of, my answer would probably surprise them: Finance and Food. At first, they may seem like two completely different worlds. One is filled with numbers, markets, calculations, and decisions, while the other is filled with flavours, aromas, colours, and memories. But somehow, both have found a special place in my life.

Finance fascinates me because there is always something new to understand. I enjoy looking at numbers, analysing situations, understanding how money moves, and figuring out why certain decisions work while others do not. For me, finance is not just about calculations; it is about understanding people, businesses, risks, opportunities, and the choices that shape the future. There is something satisfying about taking a complicated problem and finding a logical way through it.

And then comes food — my favourite kind of happiness. Food, for me, is much more than simply eating. It is comfort after a tiring day, excitement when trying something new, and sometimes even a reason to bring people together. I love discovering different flavours, trying new dishes, and, of course, enjoying my favourite foods without needing a special occasion. Some memories are remembered through photographs, but some are remembered through the taste of a particular meal shared with the right people.

Maybe that is why I love both. Finance satisfies my curiosity, while food satisfies my soul. One teaches me to think, plan, analyse, and make wise choices; the other reminds me to pause, enjoy, and live in the moment.

If life is about finding the right balance, perhaps mine lies somewhere between a well-planned financial decision and a plate of really good food.



-KARTHIK SHETTY
2nd YEAR MBA

The Two I Never Named



The Two I Never Named

You came into my life
without a warning, without a plan,
and somehow became
a chapter I never wanted to end.

We laughed over little things,
stayed through the longest nights,
shared pieces of ourselves
we never showed the world outside.

There were days we broke,
words we wished we could take back,
and moments when I wondered
if we'd ever find our way back.

But some bonds don't disappear
just because they change.
They quietly stay—
in memories, in silence,
in the spaces between yesterday and
today.

I won't write your names here.
I don't think I need to.

Because anyone who knows my story
will know who you are
and anyone who doesn't
doesn't need to.

You were never just two people
I happened to meet.

You were two beautiful parts
of a chapter

I'll always be grateful
I got to live.

-HARSHITHA LAKSHMI M
2nd YEAR MBA

PHOTOGRAPHY



- JAYA SURYA R
2nd YEAR MBA



-NITHISH B
2nd YEAR MBA



-LOHITH U
2nd YEAR MBA

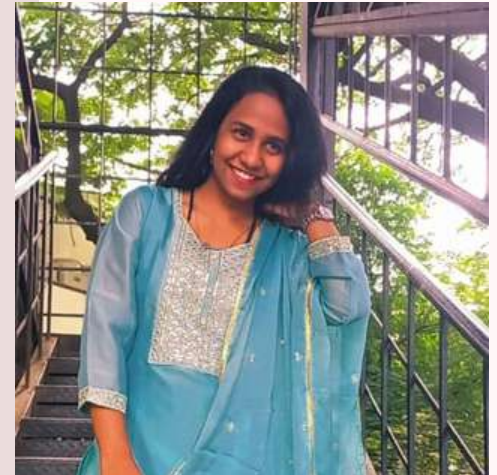


MINUSHREE M
2nd YEAR MBA



NANDINI M
2nd YEAR MBA





DHIKSHITHA N
2nd YEAR MBA

DIFFERENT SECTIONS, SAME FRIENDSHIP



PAVAN GOWDA
2nd YEAR MBA

Some friendships become special because of the little moments we share every day the random conversations between classes, sitting together during lectures, sharing notes, laughing over the smallest things, and being there for each other when college gets stressful.

But sometimes, life in college changes unexpectedly. Moving from Section A to Section B meant no longer having the same classroom, the same timetable, or the comfort of seeing your friend beside you every day. For a moment, it felt like something familiar had changed. Yet, one thing remained untouched the friendship.

Distance between classrooms cannot create distance between two people who genuinely value each other. The calls, messages, lunch breaks, shared memories, and occasional meetings continue to remind us that friendship was never about being in the same section. It was about being there, no matter where we were.

Section A or Section B, different classrooms but the same bond. Some friendships simply prove that changing places doesn't mean changing people and the best ones remain constant, even when everything around them changes.

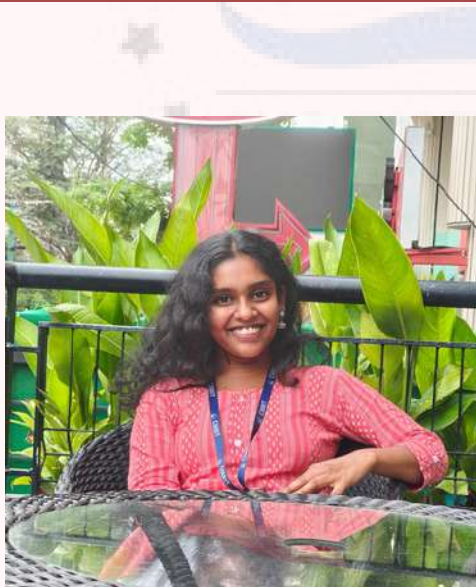
NATURE & BUSINESS: BUILDING A SUSTAINABLE FUTURE

A Student Perspective on Sustainability, Responsibility and Growth
Nature is not merely a source of resources; it is the foundation on which economies and businesses depend. Clean water, healthy soil, forests, biodiversity and stable climatic conditions support agriculture, manufacturing, tourism, energy and countless other industries. As future managers, MBA students have an important role in understanding how business growth can be aligned with environmental sustainability. Environmental challenges can directly affect business operations. Climate-related disruptions can impact supply chains, agricultural production, transportation, infrastructure and consumer demand. Biodiversity loss can also affect industries that depend on natural ecosystems. For MBA students, this creates an important management question:



AMARJA
2nd YEAR MBA

MY WORLD BETWEEN THE PAGES



MADHUMITHA R
2nd YEAR MBA

Books have always meant much more to me than just stories printed on pages. They are my little escape from reality, my comfort, and sometimes, my entire world. I have always been obsessed with reading, especially fiction. Give me a good fictional book, and I can disappear into it for hours without even realizing how much time has passed.

I love getting lost in stories, becoming attached to characters, and experiencing emotions as if I am living their lives alongside them. Sometimes I laugh with them, sometimes I cry for them, and sometimes I find myself thinking about them even after I have finished the book.

I have always had a very vivid imagination, so naturally, I live in my own little fantasy world. Books make that world even more magical. They let me travel to places I have never been, meet people who don't exist, and experience stories that could never happen in my ordinary life.

For me, reading isn't just a hobby. It is where I feel most like myself. My books are my safe place, my escape, and a world I never want to leave.

ALUMINI TALKS

From Campus Learning to Corporate Leadership

The MBA Department had the privilege of hosting an engaging Alumni Talk that brought valuable industry perspectives to the classroom. Our alumnus, Akshara Reddy, shared his/her professional journey, reflecting on the transition from being an MBA student to building a successful career in the corporate world.

The session highlighted how the knowledge gained in the MBA programme—particularly in areas such as finance, marketing, human resources, communication, and strategic thinking—can be applied in real-world business situations. The alumnus also spoke about the importance of internships, networking, continuous learning, and developing practical skills alongside academic knowledge.

A key takeaway from the interaction was that an MBA is not just about earning a degree; it is about developing the confidence to make decisions, solve problems, work with diverse teams, and adapt to changing business environments. The session provided students with practical insights into industry expectations and encouraged them to make the most of their time at the college.

The Alumni Talk was an inspiring experience for students and strengthened the connection between the MBA Department, its alumni, and the professional world.



MS. AKSHARA REDDY

Batch of 2022-24

Memories, Mentorship & Career Insights

The MBA Department welcomed one of its accomplished alumni Mr. Manjunath P B for an insightful interaction with the current batch of students. The session offered a meaningful opportunity to reconnect with the college while sharing valuable experiences from the alumnus's academic and professional journey.

The alumnus spoke about life as an MBA student, the role played by faculty members in shaping professional confidence, and the experiences that helped build a strong foundation for a corporate career. Students gained insights into workplace expectations, professional communication, teamwork, leadership, and the importance of staying updated with industry trends.

The interaction also focused on the transition from campus to the corporate environment. The alumnus encouraged students to actively participate in projects, competitions, internships, presentations, and extracurricular activities, as these experiences help develop skills that go beyond textbooks.

The session ended with an interactive question-and-answer segment where students discussed career opportunities, challenges, and industry expectations. The Alumni Talk served as a reminder that the relationship between students and their institution continues even after graduation, creating a strong and lasting MBA alumni network.



MR. MANJUNATH P B

Batch of 2022-24

GLIMPSES



GLIMPSES



OPTIMUS

DEPARTMENT OF MANAGEMENT STUDIES
&
RESEARCH CENTRE

CMR INSTITUTE OF TECHNOLOGY, BENGALURU

DEPARTMENT HALF - YEARLY NEWSLETTER
MARCH 2026 - AUGUST 2026



132, AECS Layout
IT Park Road
Bengaluru 560037

Telephone: +91 8028524466
FAX: +91 8028524630 Email:
info@cmrit.ac.in Website:
www.cmrit.ac.in