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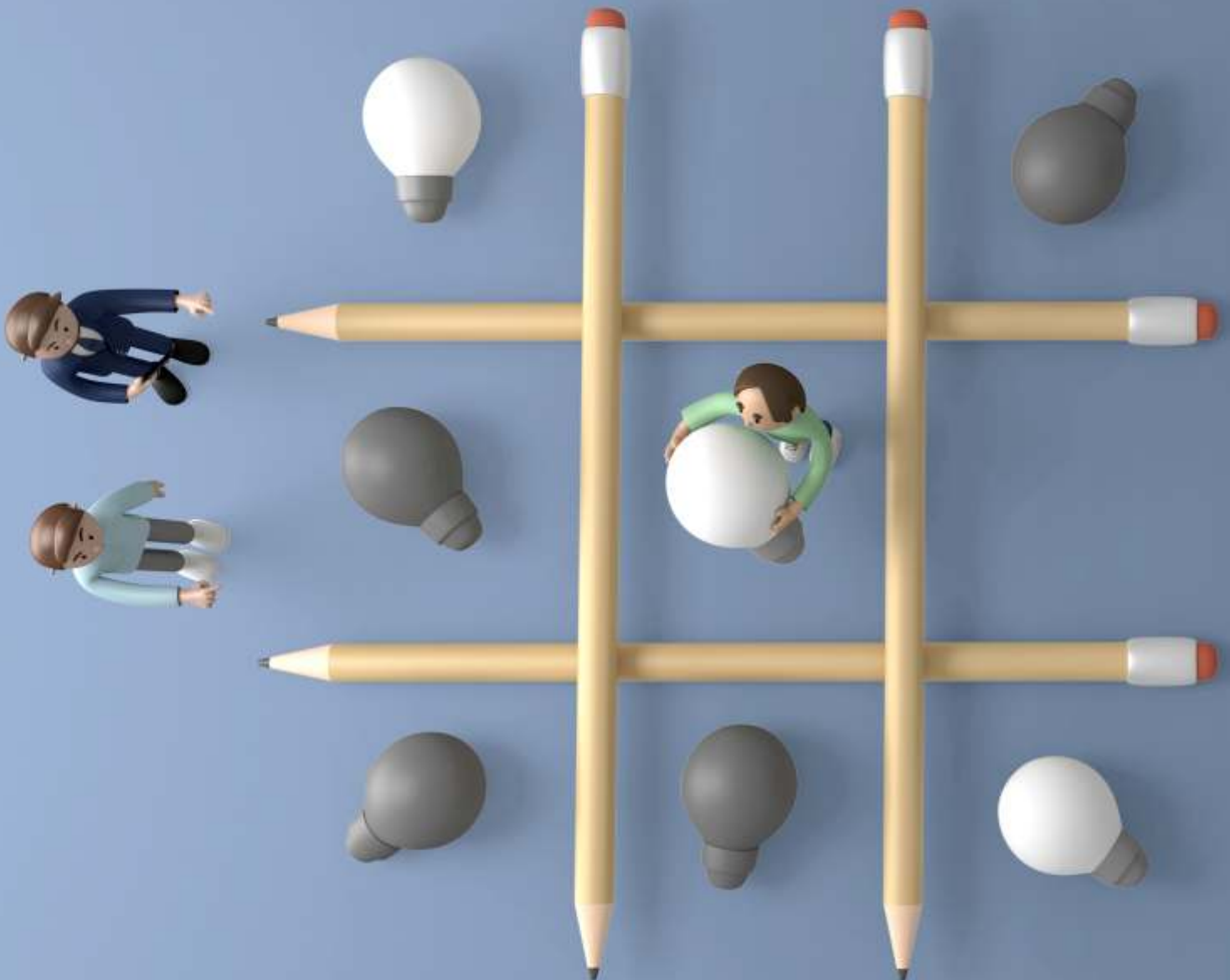
Saransh

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Changing Paradigms in People Management



Celebrating Dignity of Labor

The importance of dignity of labor in India cannot be overstated. It is a fundamental principle that upholds the dignity and worth of every individual, regardless of their occupation or social status. In a country as diverse and complex as India, where millions are engaged in a multitude of professions, from manual laborers to skilled artisans, recognizing the value of each person's contribution to society is paramount.

The concept of dignity of labor fosters a culture of respect, equality, and appreciation for the efforts of all workers, irrespective of the nature of their work. It promotes social cohesion, reduces discrimination, and encourages mutual respect among individuals from different backgrounds. Moreover, by honoring and dignifying every form of labor, India can harness the collective potential of its workforce to drive economic growth, social development, and inclusive prosperity for all.



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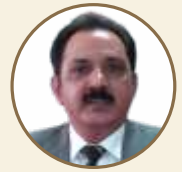
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Navigating the Changing Paradigm in People Management: An India Perspective

In today's fast-paced and dynamic business environment, the landscape of people management is undergoing a profound transformation. Organizations in India are increasingly recognizing the importance of adopting a forward-thinking approach to managing their most valuable asset: their employees. The traditional hierarchical structures and top-down management styles are giving way to more agile, inclusive, and employee-centric practices. This shift marks a significant departure from conventional norms and heralds a new era in people management within the Indian context.

One of the key drivers behind this changing paradigm is the evolving expectations and aspirations of the Indian workforce. With a growing emphasis on work-life balance, career development, and employee well-being, organizations are compelled to re-evaluate their approach to talent management. Millennials and Gen Z, who form a significant portion of the workforce, seek purpose-driven roles, opportunities for skill development, and a supportive work culture. Hence, employers are increasingly focusing on fostering a conducive environment that nurtures talent, promotes diversity and inclusion, and encourages innovation.

Moreover, the advent of technology has revolutionized the way organizations manage their human resources. Digitalization has enabled the automation of routine tasks, streamlined recruitment processes, and facilitated remote work arrangements. With the rise of remote and hybrid work models, organizations are reimagining their policies and practices to accommodate the changing needs and preferences of their employees. Flexible work hours, telecommuting options, and virtual collaboration tools have become integral components of the modern workplace, allowing employees to achieve a better work-life balance while maintaining productivity.

Furthermore, the COVID-19 pandemic has accelerated the pace of change in people management practices. The unprecedented crisis has forced organizations to adapt quickly to remote work, rethink their employee engagement strategies, and prioritize employee health and safety. As a result, concepts such as empathetic leadership, mental health support, and crisis management have gained prominence in the Indian corporate landscape. Organizations that demonstrate agility, resilience, and compassion in navigating these challenging times are likely to emerge stronger and more resilient in the post-pandemic era.

In this changing landscape, HR professionals play a pivotal role in driving organizational transformation and fostering a culture of continuous learning and development. They must act as strategic partners to business leaders, championing initiatives that promote employee engagement, retention, and growth. By embracing data-driven insights and leveraging technology-enabled solutions, HR leaders can make informed decisions that enhance organizational performance and drive sustainable business outcomes.

In conclusion, the changing paradigm in people management presents both challenges and opportunities for organizations in India. By embracing agility, innovation, and inclusivity, organizations can create a workplace culture that attracts and retains top talent, fosters creativity and collaboration, and drives long-term success in an increasingly competitive market. As we navigate this transformative journey, let us seize the opportunity to redefine the future of work and build organizations that empower and inspire the workforce of tomorrow.

Dr. Syed Kazim
Editor



Strategies for student's wellbeing – Navigating stress, time management and self-care in university life

In the current competitive academic environment, students frequently find themselves grappling with the pressures of academic stress. From demanding coursework to looming exams, the challenges can be overwhelming. It is crucial to provide students with strategies to effectively manage stress in order to ensure their overall well-being.

Academic stress has become an integral part of students' academic lives due to various internal and external factors placed upon them. Young individuals are particularly vulnerable to the problems associated with academic stress as they undergo personal and social transitions. Therefore, it becomes essential to identify the sources and impact of academic stress in order to implement appropriate and effective intervention policies. By understanding the sources of stress, it becomes possible to develop counseling modules and involve college psychologists and counselors to assist students in reducing stress levels. For a long time, it was assumed that students were the least affected by stress or problems. Their only responsibility was considered to be studying, which was never acknowledged as a source of stress. However, parental expectation was overwhelming for many students. A global study on suicide rates reveals that "India has the highest suicide rate," and these numbers show no signs of decreasing.

According to research findings, college students experience stress due to heavy study workloads and assignment deadlines. In addition to financial difficulties, parental anxiety and unrealistic expectations also contribute to students' stress. The educational system also plays a significant role in increasing stress levels among students. Some causes include overcrowded lecture halls, semester grading systems, inadequate resources and facilities, extensive syllabi, long hours, and the expectation of mindlessly memorizing concepts. Parents and institutions instill a fear of failure without mercy.

Academic stress may badly affect the performance and their health condition. It therefore becomes pertinent to arrange some workshops at the commencement of each semester. Institutions should also organize classes for practicing yoga, meditation, physical exercise etc. Teaching faculty must focus on tackling anxiety of students, which will reduce stress among the students. Through effective counseling, counselors and also psychologist students can be helped to reduce the stress and inspire them for better academic performance.

Strategies for managing stress, anxiety, and mental health

Managing stress, anxiety, and mental health at the college level is a critical aspect of maintaining overall well-being and academic success. The transition from high school to college can be overwhelming due to increased academic demands, social pressures, and newfound responsibilities.

Self-Awareness and Acceptance:

Self-awareness is the first step to managing your mental health. Acknowledge your feelings, thoughts, and emotions without judgment. Realize that it is normal to experience stress and anxiety in college. Acceptance helps you build resilience and deal with challenges in a healthy way.

Practice Self-Compassion:

Treat yourself with the respect and consideration that you would show a friend. Self-compassion involves acknowledging your struggles without self-criticism. Be patient with yourself and practice self-care regularly.

In conclusion, students may overcome these obstacles and foster a supportive atmosphere for their mental health by putting good tactics into practice and getting the help they need. The goal of this essay is to offer thorough advice on stress, anxiety, and mental health management for college students.

It is essential to foster a supportive environment in the learning environment. Promote open communication, group study sessions, and peer support among students. Fostering a feeling of togetherness and community among students encourages them to communicate, discuss problems, and work together to discover answers. Students may reduce stress and foster a welcoming and good learning atmosphere by helping one another.



Dr. Dinesh Neelakanta Rao

Professor & Area Head
OB & HRM

JAIN (Deemed-to-be University)
CMS Business School

CMS Business School Dynamics

Cranium 2024

The flagship event of CMS Business School, JAIN (Deemed-to-be-University), the International Management Fest "CRANIUM 2024 – Architect of Aspirations," was held in February 2024 on the theme "Synergy Spectrum – where brilliance meets collaboration." The initial rounds occurred in Bangalore on February 1st and 2nd, 2024. Teams from educational institutions across the country participated in the fest in overwhelming numbers, with 650 participants. The grand finale was held on February 15th, 2024, in Bali, Indonesia. Three teams from Christ University, St. Joseph's College, and Reva University were taken to the international destinations for the final rounds. The team from Christ University was declared the final winner. The award distribution ceremony for the fest was held at CMS Business School, JAIN (Deemed-to-be-University), on February 23rd, 2024.



Khel Utsav 2024

Khel Utsav 2024, the Sports event of CMS Business School, was held from March 14th to 22nd, 2024. The event was grandly launched on March 1st at the campus of CMS Business School. Various indoor and outdoor games like Carrom, Chess, Table Tennis, Rubiks Cube, Snooker, Basketball, Badminton, Football, Cricket, Volleyball, Throw Ball, Athletics, Shot Put, Long Jump and Tug of War were part of Khel Utsav. The finale of the entire event took place on March 22nd, 2024, at the St. John's Medical College Sports Ground. Students and faculty members actively participated in all the games.



Members of the Ethics and Sustainability Cell Teach School Students

The members of the Ethics and Sustainability Cell visited 'Thayi Mane', an NGO dedicated to educating underprivileged children. The students visited the NGO every Saturday from February 7th to March 31st, 2023. The initiative is in line with Sustainable Development Goal 4: Quality Education. In addition to teaching subjects such as English, Hindi, Science, Social Science, and Mathematics. The members also organized interactive games during the sessions, fostering engagement and making learning enjoyable. This initiative not only imparted academic knowledge but also cultivated holistic development by nurturing social skills and creativity. The visits were coordinated by Dr. Syed Kazim along with student coordinators Surabhi Manjunath and Shreyas Mahesh.





Collaborative Learning: Digging the Earth-SWOT, Porter 5 Force and Mile & Snow Model

The collaborative learning session, focused on the "Digging the Earth- SWOT, Porter 5 Force, and Miles & Snow Model," was organized on January 13, 2024, at the Learning Resource Center for the MBA Semester IV students of sections CHR1, CHR2 & CM3 as part of their course, taught by Dr. Satyajeet Nanda. The resource person for the session was Mr. Prithviraj, Librarian, Faculty of Management Studies, CMS Business School, JAIN (Deemed-to-be University). In the dynamic landscape of business education, the ability to efficiently locate and retrieve specific data and information is crucial for MBA students. To address this need, a collaborative learning initiative has been introduced wherein the librarian plays a pivotal role in training MBA students to navigate and extract relevant information for specific courses.

Jain Entrance Test 2024 – Phase 1

JAIN (Deemed-to-be University) - CMS Business School conducted the first phase of the Jain Entrance Test 2024 on January 19th and 20th, 2024, at Bangalore, Hyderabad, and Coimbatore centers, and on the 22nd and 23rd at Ranchi, New Delhi, Guwahati, Kolkata, Pune, and Bhubaneswar centers across India. The admission drive was successful as we received a significant number of applications. In total, we received more than 1,241 applications from students across the country. Potential candidates hailed from states such as Andhra Pradesh, Assam, Bihar, Chhattisgarh, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu and Kashmir, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Odisha, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, and West Bengal.



Corporate Czar Series – IV

The FIG Club of the Finance Area organized the "Corporate Czar Series – A Talk on Practical Leadership" on January 24th, 2024. Mr. Bharath Rajanna, Founder & CEO of Edupinnacle, was invited as the resource person to address the students. A total of 120 students attended the event. After attending the "Corporate Czar Series – IV: Journey from being a student to a CEO" session, students gained valuable insights into the transformative journey from student to CEO. The session provided a comprehensive exploration of the corporate world, offering key lessons and experiences shared by successful industry leaders. Students also understood the challenges and successes in moving up the corporate ladder.



Mock Parliament Simulation

The FIG Club of the Finance Area organized an engaging activity titled the 'Mock Parliament Simulation' for MBA Semester IV students on the 22nd and 24th of January 2024. The session was focused on the Goods and Services Tax (GST) Bill. The simulation aimed to provide students with a practical understanding of legislative processes and the complexities surrounding tax reforms. Divided into various roles, including Speaker, Prime Minister, Finance Minister, Parliament Affairs Minister, Opposition Party Leader, Media Persons, and Ministers, students actively debated and deliberated on the nuances of the GST Bill. Overall, the activity proved to be a valuable addition to the curriculum, fostering a deeper appreciation for the intricacies of economic legislation among our MBA students.



Financial Phoenix: The 60-Minute Challenge

The FIG Club of the Finance Area hosted an engaging event named 'Financial Phoenix: The 60-Minute Challenge' on January 25th, 2024. Eighty students actively participated in the activity. They were presented with real-world failure cases and tasked with analyzing and proposing corrective actions. The event aimed to enhance students' abilities in reigniting success amidst corporate turbulence, strategic thinking, and testing their financial acumen. Through this interactive session, students gained valuable insights into navigating challenges within the corporate realm. The event was organized under the guidance of Dr. Rashmi Akshay Yadav and Dr. Premalatha K P from the Finance Area.





Innovision' 24

Innovision' 24, a national-level entrepreneurship event hosted by JAIN (Deemed-to-be University), CMS Business School in collaboration with the Jain University Youth Festival-24, took place on January 29th, 2024. This inaugural program marked the commencement of its series. Innovision'24 embodies the fusion of innovation and vision within the realm of entrepreneurship. The theme underscores the symbiotic relationship between innovative thinking and the capacity to devise compelling business solutions for the future. The event witnessed the participation of 17 teams comprising 34 individuals. Dr. Shalaghya Sharma and Dr.P.K. Thomas from the ENVC Area supervised the proceedings.

Students bagged 1st and 2nd Place in the Seminar and Poster Making Competition on Professional Ethics and Sustainability

Students of the Ethics and Sustainability Cell participated in the National Seminar and Poster Making Competition on Professional Ethics and Management for Sustainable Development on February 10th, 2024. The seminar was organized by the Asian Journal on Professional Ethics and Management in collaboration with JAIN (Deemed-to-be-University). More than 25 teams participated in the competition. Shreyas Jadhav and Nagadeepthi S N won first place, while Abhayansh Gupta and Madhushree MV won second place. Their outstanding performance not only showcases their dedication and talent but also highlights the commitment of our institution to promoting ethical practices and sustainability. The students were guided by Dr. Syed Kazim.



Program on Diversifying Career Opportunities

The FIC Club of the Finance Area orchestrated a session for students titled 'Diversifying Career Opportunities' on February 13, 2024. Dr. Balaji Rao DG, Co-founder & Director at Osat Knowledge Pvt. Ltd., served as the resource person for the event. This session aimed to enlighten students about the multitude of career avenues available, emphasizing the importance of diversification in professional pursuits. Attendees gained valuable insights into exploring diverse career paths and expanding their horizons in the ever-evolving job market. Dr. Balaji Rao DG's expertise provided invaluable guidance to students, empowering them to make informed decisions about their future career trajectories.

Corporate Czar Series – A Talk on Practical Leadership

The FIG Club of the Finance Area organized the "Corporate Czar Series – A Talk on Practical Leadership" on February 19th, 2023. Mr. John Shelton R, Country Head of Finance and IT at Envision Energy, was invited as the resource person to address the students. The purpose of the activity was to provide students with valuable insights into essential leadership skills and strategies for the corporate world. The session covered practical approaches to decision-making, effective communication, team management, problem-solving, and emphasized the importance of adaptability, resilience, and creating a positive work environment. The students left with a deeper understanding of practical leadership principles applicable to real-world business scenarios.



Overall Championship Winners at an International Management Fest in Kochi

Students of JAIN (Deemed-to-be University), CMS Business School, participated in an International Management Fest organized by the School of Communication and Management Studies – Kochi. This international fest tested the budding professionals on various aspects of teamwork, logical thinking, analytical skills, and mental grit. The event spanned across 2 days with categories including best management team, Finance, Marketing, Human Resources, Operations, Ideathon, Business Quiz, and Photography. The overall champion shield was won by CMS Business School. Dr. Saurabh Srivastava accompanied a group of 35 students who participated in the event.

Panel Discussion on Union Budget

To understand the intricacies of Union Budget 2024, the General Management Area organized a panel discussion on Union Budget 2024 under the event series ECONSPACE-II on February 27th, 2024. The panelists for the discussion were Dr. V. K. Xavier, Professor of Economics, MBA Online, JAIN (Deemed-To-Be University); Dr. Lodi, Adjunct Faculty, Dr. Salma Begum, Assistant Professor and Programme Coordinator, and Dr. Batani Raghavendra Rao, Professor, from JAIN (Deemed-To-Be University), CMS Business School. The panel discussion was moderated by Dr. Sumbul Samreen, Assistant Professor, CMS Business School. 170 students attended the session and gained a deeper understanding of the different aspects of Union Budget 2024.



Dalal Street: Mock Stock Trading

The FIG Club organized a Mock Stock Trading: Dalal Street Who Will Be the Next "Big Bull"? on February 28th, 2024. Approximately 138 students participated in the event. The mock stock and live trading competition is a highly engaging activity that provides students with a unique opportunity to gain practical experience in stock market trading. The competition involves a mix of mock trading exercises and live trading simulations, allowing participants to test their skills and knowledge in a simulated environment. Key outcomes of the competition include an improved understanding of the stock market, networking opportunities, identification of top performers, and potentially valuable real-world experience.



Case Chronicles- Inking Business Insights

The Case Study Centre & ENVC jointly organized a case writing competition titled 'Case Chronicles-Inking Business Insights' for II & IV semester students on March 18th, 2024. Eighteen teams, each consisting of 3 students, submitted their cases, out of which 12 teams participated in the case writing competition. Students presented their cases on topics such as Zomato, Boat, Byjus, Groww, Journey of Cloud Physician Healthcare Pvt. Ltd., Recells Technology - the future of E-mobility, Tonique, Maven's Bio-gas revolution, to name a few. The event was addressed by our Dean, Dr. Harold Andrew Patrick. There were two in-house judges, namely Dr. Rupesh Sinha (Decision Science Area) & Dr. Syed Kazim (GM Area).



Entrepreneurship Mela-2024

The ENVC Area organized an Entrepreneurship Mela'24 under the theme "Sanskruithi Sangama: Way of life" on 5th and 6th March 2024. The students were provided with an opportunity to showcase their creativity and originality by developing their own products and services. The event was organized with the aim of encouraging students to cultivate an entrepreneurial mindset through implementing the concepts of idea generation, development, marketing, and financial planning. The primary focus of the event was to support and guide students who aspire to become entrepreneurs and launch their own businesses. Through the event, the students were able to learn the skills of doing business.



HR Cruise

The OB & HR Area of CMS Business School organized the HR Cruise – Club Activity on March 6th, 2024. HR Charades is a fun and interactive game that combines team building with learning about HR terminology, with 50 students participating. Participants acted out HR-related terms for their teammates to identify the words, making it a fun-filled activity in which HR students were involved with full enthusiasm. One person from each team was given a chance to enact, and each chit had one HR-related terminology. The enactor attempted to explain the given word only through his/her actions within one minute.





CESIM Instructor Manual Training

CESIM provided vendor services to CMS Business School, Jain (Deemed-to-be-University), on 6th January 2024, in the area of business simulation game software, which is an invaluable tool in MBA program education. To facilitate this, CESIM arranged a "Train The Trainer (TTT) Programme," selecting 20 senior faculty members to train them as Master Trainers. They then further trained the remaining faculty workforce to incorporate business simulation games into the academic curriculum, ultimately benefiting the student community. Business simulation games bridge the gap between theory and practice, equipping future business leaders with the skills and experience needed to excel in the corporate world.

Women's Day 2024 Celebration

The Women's Day 2024 event was hosted by the Student Council of CMS Business School on 9th March 2024, under the theme "Eternal Sunshine: Illuminating Progress," where the women's fraternity of CMS Business School, including teaching, non-teaching, placements, admissions, housekeeping, and security, were invited to participate. The program commenced with an invocation dance, followed by the chief guest address by Smt. Sadhana Pote. There were several cultural performances by both students and faculty members of CMS Business School, celebrating the spirit of womanhood and fostering inclusivity and empowerment.



Workshop on First Aid & CPR Training & Emergency Response

The Business Analytics Area of CMS Business School organized a Workshop on the topic 'First Aid & CPR Training & Emergency Response' on March 13th, 2024. The resource persons for the workshop were Mr. K. K. Cariapa, Founder of The Beanpod CPR Foundation, AHA, and Dr. Gopinath Deshi, Emergency Physician of The Beanpod CPR Foundation, AHA. Mr. Cariapa emphasized preparedness planning, training, and education for emergency response, including prompt and effective action, search and rescue operations, and medical assistance. Additionally, he stressed the importance of evacuation, communication, logistical support, recovery, and continuous improvement to ensure the safety and well-being of individuals and communities during emergencies.



Artha PravRtti (Financial Behaviour)

A quiz contest titled 'Artha PravRtti (Financial Behaviour)' was organized as part of FIG activity, commencing on March 14th, 2024. A total of 27 teams registered for the program, with 21 teams participating. The coordinators briefed about the number of rounds and the procedure for organizing the quiz event. The preliminary round commenced and concluded by 12 AM. Five finalists were identified based on their scores, and the second and third rounds were organized subsequently. A rapid-fire round was conducted, and the scores were analyzed. A tie occurred between the Runners-Up, resulting in two teams receiving runners-up certificates. The winners were announced by the Area Chair, followed by the distribution of certificates.



Udbhavana 2024, Student Research Seminar

Udbhavana 2024, a student research seminar, took place on March 15th, 2024, attracting significant participation from 125 students. The seminar showcased the intellectual prowess of these students, featuring a diverse range of research topics across various disciplines. One notable aspect of the seminar was the presentation of 80 unique research papers, reflecting the depth and breadth of the students' academic inquiries. These papers covered a wide array of subjects, ranging from scientific advancements to social issues, demonstrating the interdisciplinary nature of the event. Throughout the seminar, participants engaged in stimulating discussions, sharing insights, and exchanging ideas with fellow students and faculty members.



Industry Institute Interface



Ms. Bhavya Parvathi K
Chartered Accountant
GST Practitioner & Consultant

13th January 2024



Ms. CA. Poornima S R
Chartered Accountant and
Managing Partner
Poornima SR & Co.

18th January 2024



Mr. Shyam Nadig
Senior Director
Sigmoid

13th January 2024



Dr. Balaji Rao D G
Co-Founder & Director
Osat Knowledge Pvt. Ltd.

22nd January 2024



Mr. Rajendra Nayak
Regional Head
Edupinnacle

16th January 2024



Ms. Varuni Ramesh
Assistant Manager
HSBC

22nd January 2024



Mr. Savan S
Head -Talent Development
Kapture CX

16th January 2024



Ms. Subhashini Sharma Tripathi
Founder and Chief Data Scientist
Pexitics

23rd January 2024



Dr. Mahesh Pavan Sathavalli
Program Manager
WPP India IT

17th January 2024



Mr. Priyan R. Naik
Former MD
BEML Limited, Government of India

23rd January 2024



Mr. Venkitesh S Iyer
CFA, CFP
Money Management Coach

17th January 2024



Mr. Mudassir Razvi
Senior Engineering Manager - DevOps
RazorPay

23rd January 2024



Mr. Kasturi R K
Management Consultant

18th January 2024



Mr. Divaspati Bhat
Consultant
Dbee Consulting

24th January 2024

Industry Institute Interface



Mr. Kunal Kumar
Senior Product Manager
Rebel Foods

29th January 2024



Mr. Ajit A Joshi
Associate Director - Product
Zeta

2nd March 2024



Mr. Lakshman Velayutham
Chief Marketing Officer
Ujjivan Small Finance Bank

30th January 2024



Mr. Sandeep Devapur
COO
Nivasoft

4th March 2024



P.G. Yogindra
Retd. Executive Director
Hindustan Aeronautics Limited

20th February 2024



Mr. Varun Ramachandran
Assistant Director
EY

6th March 2024



Mr. Giridharan V K
India BU Head – EC & NI
Arvind Limited

24th February 2024



Dr. Swapnil Soni
Consultant Expert
Societe Generale

9th March 2024



Mr. Pawan Krishna
Credit Coach
ANZ

24th February 2024



Dr. Bhargavi Mahadevappa
Senior Consultant & Deputy Manager
Deloitte Touche Tohmatsu

15th March 2024



Mr. Vimal Tripathi
Director- Fund Marketing Services
Acuity Knowledge Partners

24th February 2024



Mr. Vijay Dwivedi
Product Manager
Great Learning

20th March 2024



Mr. Salman Quraishi
Head - Sales & Marketing
Zerodha

26th February 2024



Mr. Suresh
Head - Product Delivery
Sumeru Software Solutions

20th March 2024

Feather in the Cap

Best Paper Award

Sl. No	Date	Name of the Faculty	Name of the Organizer
1	8-Jan-24	Dr. Jaykumar Padmanabhan	Academy of International Business - South Asia Chapter
2	30-Jan-24	Dr. Shrinivas R Patil	BTalkz Magazine
3	23-Feb-24	Dr. Harold Andrew Patrick	IES MCRC- Confab-360
4	23-Feb-24	Dr. Harold Andrew Patrick	University of Rijeka- IES- MCRC

Patent Granted

Sl. No.	Date	Name of the Faculty	Title of the Innovation
1	4-Jan-24	Dr. Hemanth Kumar S	Display Device For Digital Marketing
2	10-Jan-24	Dr. Vinayak Anil Bhat Dr. Urmila Itam Dr. Dinesh Neelakanta Rao Mr. Kambam Vedantan	Employee Performance Tracking Device
3	23-Feb-24	Dr. Mahalakshmi S Dr. Hemanth Kumar S Dr. Anantha Subramanya Iyer K N	Tray For Holding Mobile Phones At Charging
4	1-Mar-24	Dr. Salma Begum	A Computing Device For Economic Modeling and Forecasting Based on AI for Precise Prediction

Patent Published

Sl. No	Date	Name of the Faculty	Title of the Innovation
1	31-Jan-24	Dr. Anitha Nallasivam	Analysis Of How E-Commerce Business Maintain Logistics Unit In India
2	19-Feb-24	Dr. Hemanth Kumar S	Advanced Pet Safety Belt with Glowlight, Alarm, GPS, Voice Connect & Health Monitoring

Books Authored

Sl. No	Date	Name of the Faculty	Name of the Book	ISBN Number
1	10-Jan-24	Dr. Minerva Das	Navigating Human Resource Management: Key Concepts and Real-world Examples	ISBN-978-93-6132-854-1
2	1-Feb-24	Dr. Anitha Nallasivam Dr. Mahalakshmi S Dr. Anantha Subramanya Iyer	Marketing Management	ISBN-13: 978-93-5577-843-7
3	5-Feb-24	Dr. Anitha Nallasivam Dr. Mahalakshmi S Dr. Anantha Subramanya Iyer	Services Marketing	ISBN-13: 978-93-5577-772-0
4	28-Feb-24	Dr. Umesh Chandra	E-Commerce	ISBN-978-93-5577-645-7
5	9-Mar-24	Dr. Anitha Nallasivam Dr. Mahalakshmi S Dr. Anantha Subramanya Iyer	Research Methodology	ISBN-13: 978-93-5577-674-7

Addressing Structural Imbalances in Labour Market Downturns

As per the International Labour Organization, the global unemployment rates are projected to be on the increase. This can be attributed to a notable decline in GDP growth (The Hindu Bureau, 2024). Although some modest post-pandemic recovery was seen in 2022, with a reduction in global job gaps to 435 million, challenges persisted. The slowing down of GDP growth forced organizations to freeze the hiring process across the sectors to avoid losses in mid-2023. Due to these changes in the labor markets, significant growth in unemployment rates, and job gaps, exacerbating existing social inequalities, have become ongoing concerns for governing bodies globally. Also, it is emphasized in the report, that the imbalances in labor markets are not merely fluctuations but rather structural signaling the need for sustained attention with interventions.

The labour imbalances are structured and are associated with real wage decline across the G20 countries, a stark parallel emerges with the relentless march of inflation. This phenomenon not only disintegrates living standards but also pushes workers to live in extreme poverty across the globe. Further, organizations have also seen a downward trend in women hires for leadership positions in the last two years from 27.4% to 23.2%, which is attributed to a lack of jobs and high inequality concerns at the workplace (Get Hired by LinkedIn News India, 2023). Decline living standards and productivity combined with persistent inflation create greater inequality and undermine efforts to achieve social justice.

The role of governments is vital in addressing the above-mentioned structural imbalance by implementing interventions across various fronts. The interventions must be built in collaboration with institutions and agencies, such as setting minimum wages and establishing laws to protect employment (Ernst et al., 2022). Further, government bodies aggregate fiscal policy changes and develop specialized labour policies and strategies, along with social safety nets, to foster equitable employment opportunities (Ernst et al., 2022). Therefore, through collaborative efforts between the government, institutions and labour agencies, organizations can address inequality and fortify labour market resilience, paving the way for a core equitable and prosperous future.

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20 Job Roles That Could Be Transformed (Or Created) By Generative AI



Content Curator

With the rise in generative AI, content curators vet, refine, and contextualize AI-generated content for specific audiences, ensuring relevance and quality.



Chief Marketing Officer

CMOs benefit from AI in content creation, campaign crafting, ad personalization, and enhancing marketing efficiency and performance.



Security Analyst

AI's pattern recognition shifts security to proactive, identifying risks, and enabling focus on impactful business decisions.



VP of Engineering

Generative AI transforms the VP of engineering role, rendering old practices obsolete, altering team skills, and posing security challenges.



Video Game Artist

Video game artists evolve with technology; every cycle expects automation of manual tasks, facilitated by generative AI creation tools.



AI Compliance Officer

Compliance roles for responsible AI use rise, covering privacy, IP protection, and transparency. Policy writers, security, and business rule authors qualify.



AI Ethicist

AI ethicist role gains significance with expanding AI applications, addressing ethics, regulation, and multidisciplinary concerns like development, transparency, and accountability.



Data Governance Specialist

Generative AI's rise heightens data governance importance; enterprises require clarity on data access for comfortable adoption.



Marketer; Market Researcher

Generative AI transforms demand-generation marketing, aiding content creation, research acceleration, and summarization of sales interactions and competitor reviews.



Prompt Engineer

Engineers are crucial for generative AI-reliant companies, as the quality depends on input precision; specificity, tone, and structure are critical for optimization.

Software Developer

Generative AI revolutionizes software dev, automating tasks, enabling rapid prototyping, and blurring coder boundaries with code suggestions and translation.



HR Professional

AI assistants, like in "Her," ease HR paperwork, allowing focus on nuanced human-centric tasks, essential for resolving complex workplace issues.



Customer Support Agent

Generative AI transforms customer support: automates routine queries, enabling agents to prioritize empathy-driven interactions, enhancing satisfaction and loyalty.



Data Scientist

Generative AI transforms data science, automating tasks like data cleansing, enabling focus on inventive model formulation and insightful interpretation.



AI Storyteller

AI storytellers curate AI-generated content, ensuring brand alignment, audience appeal, and ethical standards, merging creativity, curation, and AI expertise.



CIO

CIOs must lead generative AI projects, orchestrate efforts, integrate AI effectively within the enterprise, and control budget and prioritization.



Communicator (In Multiple Roles)

Generative AI aids in refining communication for multilingual or multiregional audiences, ensuring clarity, conciseness, and effectiveness in global working environments.



Cloud Practitioner

Generative AI boosts cloud roles by automating coding, optimizing infrastructure, and enhancing security, yielding endless benefits for practitioners.



Sales Representative

Generative AI revolutionizes sales, saving time, analysing conversations for insights, predicting behaviour, qualifying leads, and enhancing customer experience decisions.



Urban Planner

Generative AI empowers urban planners, predicting growth, infrastructure needs, and traffic flow for efficient, resilient cities, driven by data insights.



HRD in the context of Youth Employability in India: A Critical Review

With a global significance of youth employment, and the heightened need to understand the conditionality surrounding youth employability, a critical review is undertaken. The objectives of the review is to critique the existing employability related policies, guidelines, data, programs, best practices, key stakeholders, challenges and gaps.

The research dwells on a qualitative research method of SLR (Systematic Literature Review) using relevant existing literature/ studies/ reports from reliable sources. As part of qualitative approach, 60 literatures after being subjected through 'eligibility for inclusion' on aspects of youth employability finally ended with detailed analysis of 40 literatures.

Various data emerged from different studies shows interesting insights at India's national and states level. At the national level the rate of youth unemployment in India is found to have declined to 12.9% during 2020-21 as compared to 17.8% in 2017-18 for people in age group 15-29 years. The proportion of youth unemployment to total unemployment revealed that the youth unemployment is around 83-85% of the total unemployment. This means a large portion of unemployed is comprised primarily of youth. This paper delves into information on the availability of training options, various initiatives and challenges in government and private sectors programs for youth employability.

A study on rural youth employability in India finds an advantage for the youth who have completed their schooling in the labour market whereas joblessness is found to be high among the rural youth with poor levels of education. So the rural youth employability hinges on personal factors like financial constraints and lack of networks, as well as external factors including job scarcity and unfair recruitment practices

(Venkatanarayana, 2013). Geographical isolation worsens the situation.

There are critics on National Skill Development Corporation, NGOs and corporate social responsibility (CSR) initiatives which focus on skill development. But post training youth employment is not appropriate. This is because of delivery issues, such as; at grassroots level, the focus is sometimes on imparting merely the low end skills and not getting youth employed. Also the exploitative nature of unorganized sectors in which youth end up working as disguised unemployed. The finding of this thorough critical review provides rich insights and recommendations for youth employability programs:

- In view of the findings that employability does not depend only on the characteristics of the individual graduates like subject knowledge, experience, skills and personality traits but also depends on the faculty, curriculum, and teaching method in university systems, proper refresher training and sensitization have to be given to the trainers.
- As it is found that receiving career guidance may or may not be significantly (statistically) associated with the employment status, while lack of resources available to people looking for job, lack of network to the labour market and discriminatory recruitment practices may have a strong impact on employability. Hence required resources for job scrutiny, enhanced network need to be made available to the youths. The discriminatory recruitment practices should be reduced through proper sensitization, advocacy and regulation.
- Often the exploitative nature of unorganized sectors end up youth working as disguised unemployed. There has to be proper regulation and sensitization in the unorganized sectors.

- In a few states of India it is found that the skill trainings for youths are sometimes not effective and quality of training are not up to the mark. This hampers the training outcomes and youth employability. An absence of a formal mechanism to review and update curriculum based on industry needs, results in outdated courses for youth training. Hence proper intervention is required in these areas (review and update curriculum) of youth training.
- In some programmes in few states of India, the segmentation in youth employment training without industry alignment, lack of refresher trainings for trainers leads to poor youth employment outcomes. Hence follow up training based on proper segmentation will be useful.
- It is found that problem arises when industries prefer nationally certified courses and not certified ones. Hence pan-India relevant training and certificates should be provided.



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Paradigm Shift in HR Strategies Post Pandemic in Information Technology Sector

Since Covid 19 pandemic, there has been a paradigm shift in the way HR works in the IT industry in India. A major digitalization of HR activities happened during pandemic and beyond, known as the new normal that is was totally unprecedented. During pandemic times IT employees worked from home in virtual mode during lockdown period. After pandemic times, hybrid mode of work occurred in majority of IT companies. Hybrid work is a flexible working model where employees work partly in the physical workplace, and partly remotely – at home or from another workspace. This mode of work procedures brings immense benefits for IT companies as employees work productivity has raised manifold, minimize operational and overhead costs and prevents wastage of work times as it is sacrosanct in today's IT industry. Some part of the work is done using digital social medium online and through intranet medium or websites. Employee job performance enhance digitalization of HR process and procedures at rapid pace that generates and augment employees work productivity manifold.

Digitalization of human resource process along with implementation of industry 4.0 geared for higher employee performance well-being, mental inertia, emotional stability and rationale decision making of complex tasks procedures in short span of time. HR is a useful digital tool and application for solution, experimentation and innovative. The digital technology provided advantage for both the organizations and the employees during Covid 19. The performance of employees and organizations improved with HR digitalization with real time connection such as technologies provide between physical and digital system. After the pandemic when lockdown was lifted, digital business process and virtual work took precedent seamless offer digital platform based technologies, models to clients and customers without facing any difficulties, and hurdles. Digital technologies such as digital platforms, Artificial Intelligence, robotics, augmented reality and block chain play influential role in shaping HR activities in IT companies in India. HR policies in new normal time period excel remote work policies and robust policies are accepted and implemented for network cyber security to prevent leak out of important information of clients.

New technology makes work flexible and produces policies and systems of performance. Organizational culture is enacted to promote digitalization work activities of IT employees. HR managers feel comfortable to monitor and oversee work performance of employees using digital platform. HR employee's main focuses is successful implementation of digital technologies throughout the company and create ideal tasks to work in hybrid mode of work that optimize work performance; sustaining work life balance and curbing down physical and mental stress to work

from remote location like home and from office. Digitalization facilitate fulfillment of goals both strategy and operational. Digital technology and platform bring unprecedented benefits to implement succession planning and change management in IT companies that enhance IT employees' skills manifold and deliver high productive IT service to clients. Both e-commerce and E-HRM are implemented with due diligence to offer superior and quality service to customers without any ill- effect and this sort of digital technology permits substantial work to be finished in a short span of time for higher productivity IT works. Many IT companies offer cloud based services to clients and customers on digital platform with AI interface.

Digitalization of HR activities and process sets as benchmark in IT industry to form on corporate goal and agenda and efficient use of intranet technology to implement job activities towards clients to meet deadlines. Digital HR technology meet employee's job requirements successfully and create high work engagement to help HRBP Managers to control monitor intranet task activities from convenient locations and obtain accurate information on work procedures. Feedback of E-Training is received via google form. Working on digital platform removes bottlenecks and IT related barriers for effective implementation of digitalized HR. Many projects are enacted to implement digitalization in HR to overcome failures and impediments at the organization level. Hence, E-HRM is adopted to boost morale of employees, develop technical skills using various training program. Digitalized systems depend on collection of massive data from internet using expertise in digitalized world. Various initiatives and HR reforms are adopted for hybrid mode of work and work from remote location to accomplish routine tasks allowing digital skills. Effectiveness of digitalized system under the guidance and leadership role of HR manager are checked with complete cyber security and this helps in managerial decision making throughout the organization. Digitalized HRM effectiveness are assessed and any weak links are scrutinized and fixed to offer seamless cyber security for both employees and clients.



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Shadow the CEO



Mr. Shaju Stephen
Chairman & Managing Director
Aadyah Aerospace Private Limited

Mr. Arjun Deshpande
MBA Batch 2022-24

How do you prioritize employee well-being in an industry known for its high-pressure and demanding work environment?

"At our company, prioritizing employee well-being is a top priority, especially given the high pressures and demands of the airline industry. We understand that our employees are our most valuable asset, and their physical, mental and emotional health directly affects their performance. We promote a culture of work-life balance by encouraging employees to take regular breaks and recharge to avoid burnouts. We offer flexible work arrangements and support telecommuting options tailored to individual requirements. Additionally, we offer access to wellness programs, exercise grants, mental health counseling services, stress management and resilience workshops to promote physical and mental health. We have an open-door policy that encourages transparent communication and fosters a sense of belonging within the organization. Our efforts are aimed to build an engaged and sustainable workforce capable of meeting the challenges of the aerospace industry."

Shaju Stephen

Chairman & Managing Director
Aadyah Aerospace Private Limited

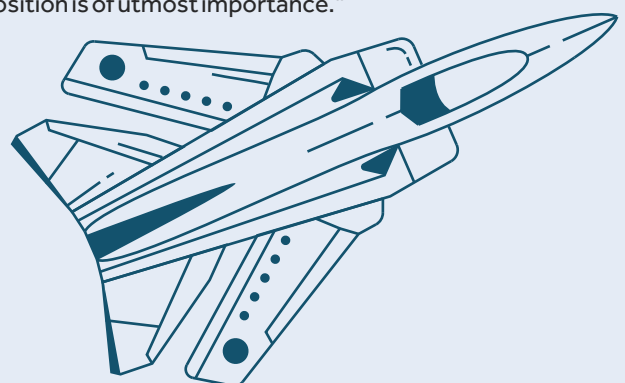
He is a prominent figure in the field of space technology innovation. Under his leadership, the company has achieved significant advancements in various aspects of space technology, such as satellite design, launch systems, space exploration missions, and satellite-based services. Mr. Stephen's vision and strategic direction have been instrumental in driving the company's success and establishing its position as a key player in the space technology sector. Aadyah aerospace is a designer and manufacturer of space systems, including satellites and launch vehicles.

As technology continues to shape the aerospace industry, how do you ensure that your workforce remains adaptable and equipped with the necessary skills?

"We understand that staying ahead of the curve requires a proactive approach to talent development and continuous learning. Seminars, online courses and certificates that are tailored to the specific needs of various departments and workplaces. We also prioritize cross-functional collaboration and knowledge sharing in our organization encouraging employees to participate in interdisciplinary projects and work communities for peer-to-peer learning. In addition, we keep abreast of industry trends and developments, collaborating with academic institutions, research institutions and industry partners to identify new technologies and skills requirements. In this way, we can anticipate future needs and proactively develop our staff accordingly."

In what ways do you believe the aerospace industry differs from other industries in terms of people management challenges and opportunities?

"The aerospace industry presents unique challenges due to the highly specialized nature of the work, stringent safety regulations, and global competition for talent. Balancing these factors while fostering a culture of creativity and excellence requires a strategic approach to people management. This is a challenging situation for us as the products or services provided must always be right the first time. So, hiring and training the right talent for the right position is of utmost importance."



Can you share any insights or lessons learned from your experiences in recruiting and retaining talent within the aerospace startup ecosystem?

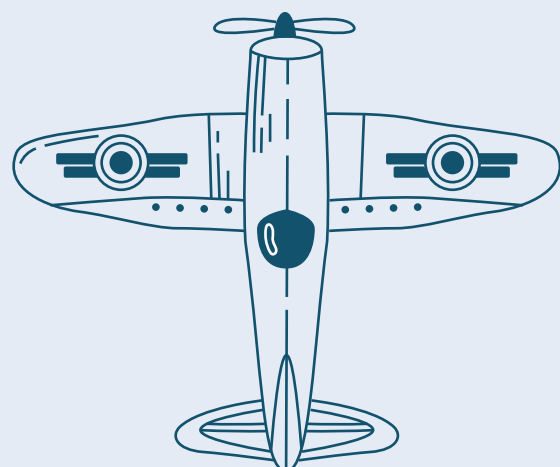
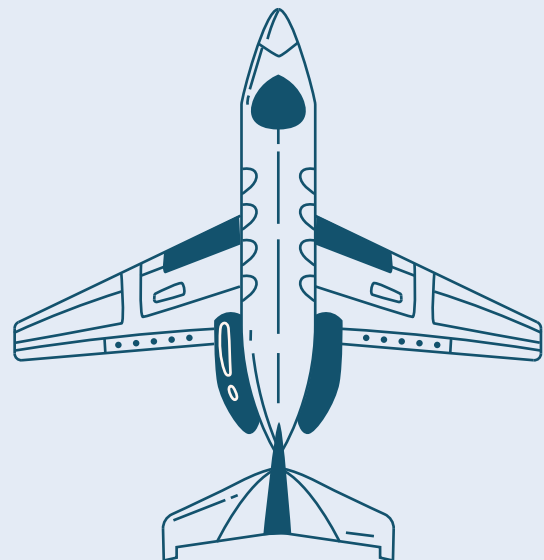
"In the competitive landscape of aerospace startups, attracting talent goes beyond offering competitive compensation packages. We have found that candidates are often drawn to companies with a compelling vision for the future of aerospace and a clear sense of purpose. Employees are often looking for roles that provide not only exciting challenges but also avenues for professional development and career progression. We have implemented mentorship programs, cross-functional projects, and continuous learning initiatives to empower our employees to grow and advance within the organization.

Aerospace startups thrive on creativity, risk-taking, and the ability to think outside the box. By creating an environment where employees are encouraged to explore new ideas, experiment with new technologies, and take calculated risks, we've been able to retain top talent who are passionate about driving innovation in aerospace.

We have learnt the importance of building a strong employer branding and cultivating a positive work culture. Reputation matters, especially in niche industries like aerospace. We actively engage with our employees, listen to their feedback, and prioritize their well-being. This has helped us create a supportive and inclusive work environment where employees feel valued, respected, and motivated to contribute their best."

What would be the message to all the budding management professionals reading this article out there?

"As you enter the world of business and management, I urge you to embrace the core values of Trust, Accountability, Commitment, Integrity and Transparency (TACIT) like Aadyah's. These values are not just words on a page, but guiding principles that can shape your career and contribute to the success of your organization. Build trust with your colleagues, clients and stakeholders by demonstrating reliability, competence and integrity in all your interactions. Take responsibility for your actions, decisions and results, and hold yourself and others accountable for achieving results and meeting commitments. As you navigate the dynamic and competitive environment of management, remember that success is measured not only financially, but also by positive influence you have on people and society. I wish you all the best in your future endeavors and I hope you create a more ethical, sustainable and inclusive business world."



Change is Constant

In the great epic of the Mahabharata, there is a profound incident that highlights the importance of change. It revolves around the character Arjuna, with Lord Krishna on the battlefield of Kurukshetra.

Arjuna finds himself torn between duty and personal attachments. In this moment of crisis, Arjuna turns to his charioteer seeking guidance. Krishna imparts profound wisdom to Arjuna, setting the stage for one of the most revered dialogues in ancient literature, the Bhagavad Gita.

Krishna reminds Arjuna that change is an integral part of the cosmic order, and resisting it only leads to suffering and stagnation. He urges Arjuna to embrace his role as a warrior and fulfill his duty without attachment to the fruits of his actions.

This pivotal conversation serves as a catalyst for Arjuna's transformation. With newfound clarity and resolve, Arjuna accepts his destiny and vows to fulfill his duty as a warrior.

By applying Kotter's Eight-Step Change Model to the scenario of Arjuna and Lord Krishna on the battlefield, leaders can gain insights into effectively managing change within their organizations, fostering resilience, and driving successful outcomes.

The lesson from this incident in the Mahabharata is clear: change is inevitable. In today's fast-paced world, leaders and teams often face moments of uncertainty and doubts within the team.

Just as Lord Krishna guided Arjuna towards clarity, modern leaders must inspire their teams with vision and wisdom. Embracing change becomes paramount, as it unlocks innovation and growth in the face of adversity. Through open dialogue and shared purpose, teams can navigate challenges, recognizing change as an opportunity rather than a threat. Ultimately, like Arjuna, leaders and teams can emerge stronger, fulfilling their collective mission with resilience and determination.



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The Role of Psychology in Shaping Contemporary People Management

The psychological approaches in the workplace is a complicated topic that comprises various strategies and theories aimed at enhancing employee well-being, productivity, and organizational effectiveness. The role of psychology in shaping contemporary people management is multifaceted and crucial within the fast-paced, changing dynamic environment. Leaders should emphasize the importance of understanding individual psychology to in order to effectively engage and support their team members, foster collaboration, and promote a positive work culture. Beneath the surface of observable behavior lies a complex web of beliefs, emotions, and attitudes, and effective managers should delve deeper to understand these covert factors. Leaders should probe into the depths of the subconscious and unconscious mind, which allows them to go through the complex mesh of human behavior. Psychoanalysis is a therapeutic method developed by Sigmund Freud which aims to explore the unconscious mind, including thoughts, feelings, desires, and memories that may be hidden from conscious awareness but still influence behavior. Psychoanalysis highlights the importance of intrinsic motivations and unconscious desires in driving behavior, which managers can use to identify what motivates individual team members and tailor incentives or rewards accordingly. By aligning tasks and goals with employees' intrinsic motivations, managers can boost engagement and productivity. As AI technology continues to evolve, ongoing research and development are needed to evaluate its efficacy, safety, and impact on psychoanalytic practice.

Managers who recognize the uniqueness of each team member can tailor their approach accordingly

Here are some concrete points illustrating this evolution:

Shift from Traditional Management to Employee-Centric Approaches:

- Historically, workplaces often focused on hierarchical structures and command-and-control management styles.
- Modern psychological approaches prioritize employee engagement, empowerment, and autonomy, recognizing that satisfied and motivated employees are more productive and innovative.

Introduction of Positive Psychology:

- Positive psychology emphasizes strengths, resilience, and well-being rather than just addressing deficits or problems.
- In the workplace, positive psychology interventions such as gratitude exercises, strengths-based feedback, and mindfulness training have gained popularity to foster a positive work environment.

Emphasis on Employee Mental Health and Well-being:

- Growing awareness of mental health issues has led to increased focus on supporting employees' psychological well-being.
- Employers are implementing programs to reduce stigma, provide mental health resources, and promote work-life balance to support employee mental health.

Adoption of Behavioral Economics Principles:

- Behavioral economics principles are being incorporated into workplace policies and practices to understand and influence employee behavior.
- Concepts like nudges, default options, and choice architecture are utilized to encourage desired behaviors such as saving for retirement, participating in wellness programs, or adhering to safety protocols.

Integration of Technology:

- Technological advancements have facilitated the integration of psychological approaches into the workplace.
- Tools like artificial intelligence, data analytics, and wearable devices are used to assess employee engagement, provide personalized feedback, and deliver interventions tailored to individual needs.

Focus on Diversity, Equity, and Inclusion (DEI):

- Psychological approaches in the workplace are increasingly addressing issues of diversity, equity, and inclusion.
- Strategies include unconscious bias training, inclusive leadership development, and creating a culture of belonging to ensure all employees feel valued and supported.

Shift to Remote and Flexible Work:

- The COVID-19 pandemic accelerated the adoption of remote and flexible work arrangements.
- Psychological approaches have adapted to address the unique challenges of remote work, including maintaining connection, managing work-life boundaries, and supporting employee well-being in virtual environments.



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My Unforgettable Journey at CMS Business School

A Kaleidoscope of Experiences

Allow me to guide you through the hallowed halls of CMS Business School - a place where memories were etched, personalities sculpted, and passions ignited.

Diverse Faces, Infinite Wisdom

As I stepped onto the campus, a vibrant tapestry of faces greeted me—each one unique, each story waiting to unfold. The diversity was intoxicating—an exhilarating blend of dreams, aspirations, and cultures. Conversations flowed like a symphony, and I absorbed wisdom from every corner.

Food Joints behind the Campus became our refuge—the place where we debated life’s mysteries, dissected love, and pondered the cosmos. Laughter echoed in the canteen, hushed tones accompanied exam anxiety, and festivals brought us together. These moments wove the intricate fabric of my CMS life.

Parichay: Where Dreams Took Flight

Parichay—the gateway to friendships and adventures. As a coordinator, I juggled schedules, negotiated with vendors, and fretted over every detail. But when the event unfolded—the music, the dance, the laughter—it was pure magic. Parichay taught me resilience, teamwork, and the art of turning chaos into celebration.

Cranium: Where Minds Creativity Soared

In the Cranium team, we were explorers of the mind. Brain teasers, riddles, and puzzles—our playground. Late nights in the library, furrowed brows, and eureka moments. We weren’t merely solving problems; we were unravelling mysteries. Cranium was where my neurons danced, and my creativity soared.

Khel Utsav: Where Sweat Met Soul

Khel Utsav—the arena where sweat mingled with spirit. The football field, the badminton court, the track—I left my heart there. The taste of victory, the sting of defeat—they both fuelled my passion for sports. And the friendships forged during those matches? They are etched in the chronicles of my spirit.

Saransh: Illuminating the Path

As the main student coordinator for Saransh, I held more than a title—I held a torch. The newsletter was my canvas, and words were my palette. I penned articles, interviewed professors, and captured the heartbeat of CMS. Saransh taught me the power of storytelling, the rhythm of prose, and the thrill of sharing knowledge.

Beyond the Gates: My Odyssey Continues

Armed with my CMS experiences, I stepped into the real world. Today, I’m a Banker at HSBC—a role that demands agility, empathy, and strategic thinking. CMS prepared me for this journey, and I carry its spirit with me.

A Message to my peers at CMS

Dear fellow CMS students, as you tread these hallowed halls, remember this: Life is not a checklist; it is a canvas. Paint it with bold strokes, blend colours fearlessly, and leave no corner untouched. Take risks, stumble, rise, and dance in the rain. Your time here is fleeting, but the echoes of your laughter will resonate forever.

So, my friends, embrace the chaos, chase the stars, and let your heart sing. For CMS is not just an institution; it’s a symphony—a crescendo of dreams, laughter, and love. And when you stand at the threshold of your next adventure, remember the words etched on the CMS walls: “The journey matters as much as the destination.”

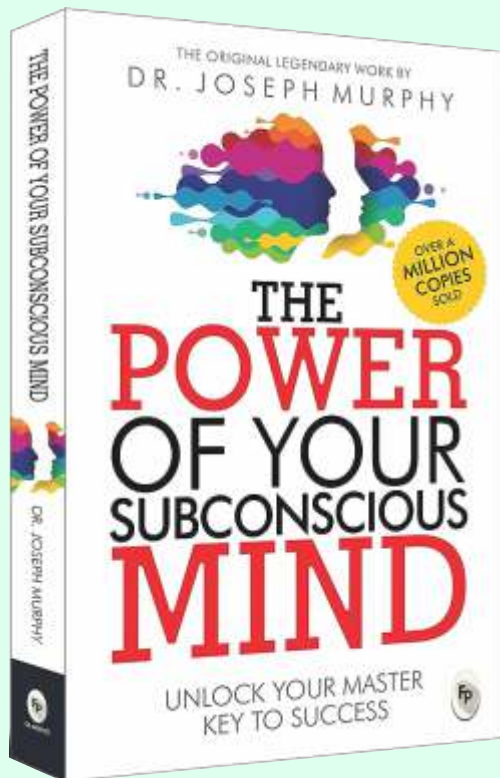


Puneet Jain
MBA Batch 2021-23



The Power of Your Subconscious Mind

by Dr. Joseph Murphy's



Dr. Joseph Murphy's ground-breaking book "The Power of Your Subconscious Mind" delves into the immense capabilities that reside within the depths of our subconscious. First published in 1963, this work has withstood the test of time, shedding light on the subconscious mind's profound influence in shaping our realities.

The central idea Murphy presents is that while the conscious mind is merely the visible portion, the subconscious mind is the vast underwater expanse, wielding tremendous power over our thoughts, beliefs, and ultimately, our lived experiences. He argues that by tapping into the subconscious through techniques like visualization, affirmations, and focused concentration, we can overcome limiting beliefs, cultivate positive habits, and manifest our deepest aspirations.

Murphy's writing style is clear, concise, and free from complex jargon, making the concepts easily digestible for readers from all backgrounds. He masterfully weaves together principles from various spiritual and philosophical traditions, blending them seamlessly with modern psychological insights to create a compelling narrative. Throughout the book, Murphy provides numerous real-life examples and anecdotes that vividly illustrate the transformative power of the subconscious mind. From individuals overcoming debilitating illnesses through the power of belief to successful entrepreneurs leveraging the principles of

autosuggestion, these stories serve as powerful testaments to the profound impact our.

Furthermore, "The Power of Your Subconscious Mind" offers practical exercises and techniques that readers can immediately implement to begin reprogramming their subconscious minds. Murphy's step-by-step guidance on affirmations, visualization, and prayer makes the process accessible and achievable for anyone willing to put in the effort.

While some may critique the book's reliance on anecdotal evidence and lack of scientific rigor, it is important to note that Murphy's work predates much of the modern research into the subconscious mind and its influence on human behaviour. His insights, though not always backed by empirical data, resonate deeply with the experiences of countless individuals who have applied his teachings and witnessed remarkable transformations in their lives.

In essence, "The Power of Your Subconscious Mind" is a timeless classic that has inspired and empowered generations of readers to unlock their full potential. Dr. Joseph Murphy's work serves as a powerful reminder that the key to creating the life we desire lies within our own minds, waiting to be unleashed through the power of our subconscious.



Sagar Chowdri K
MBA Batch 2023-25



Unlocking Potential: How HR Analytics Transforms Training and Development

In today's dynamic business landscape, organizations recognize that their most valuable asset is their people. Investing in employee growth and development is not just a strategic move; it's a necessity. Enter HR Analytics, the game-changer that's reshaping how we approach training and development.

Data-Driven Insights

HR Analytics leverages data to provide actionable insights. By analysing employee performance, learning patterns, and skill gaps, organizations can tailor training programs to individual needs. Imagine a personalized learning journey where employees receive precisely what they need to thrive.

Skills Gap Analysis

Identifying skills gaps is crucial. HR Analytics helps pinpoint areas where employees lack proficiency. Armed with this knowledge, organizations can design targeted training initiatives. Whether it's upskilling or reskilling, data-driven decisions lead to better outcomes.

Optimizing Training Programs

Once skills gaps are identified, companies can use HR Analytics to optimize their training programs. Analysing existing initiatives' effectiveness informs future improvements. It's like fine-tuning a musical instrument—each note matters.

Measuring Training Effectiveness

HR Analytics also measures training effectiveness. Post-training evaluations and real-time data collection ensure that employees make the most of their learning experiences. It's not just about attending sessions; it's about applying knowledge effectively.

Enhancing Employee Engagement

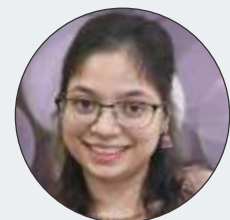
Effective training boosts engagement. When employees see tangible results from their development efforts, they feel valued and motivated. HR Analytics helps create a culture of continuous learning, fostering engagement across the organization.

Cost-Effectiveness

Investing in training can be costly. HR Analytics ensures that resources are allocated wisely. By identifying high-impact programs and eliminating redundant ones, organizations maximize their training budget.

In conclusion, HR Analytics isn't just a buzzword; it's a strategic imperative. As organizations embrace data-driven decision-making, training and development become more impactful, efficient, and engaging. So, let's harness the power of analytics and unlock the full potential of our workforce!

Remember, the future of training and development lies in data—let's make every byte count!



Riya R
MBA Batch 2023-25

Unravelling the Productivity Paradox: Bridging the Gap Between Satisfaction and Efficiency

In the ever-evolving landscape of modern business, the quest for heightened productivity stands as a perennial goal. Despite advancements in employee engagement strategies, the elusive nature of the productivity paradox persists, casting a shadow over organizational effectiveness. Over the past two decades, businesses have invested heavily in initiatives targeting employee satisfaction, yet the correlation between contentment and productivity remains tenuous.

One possible explanation for this paradox lies in the misalignment of satisfaction metrics with productivity drivers. While initiatives aimed at enhancing employee experience and well-being undoubtedly contribute to job satisfaction, their direct impact on productivity often falls short. The disconnect between these measures underscores the need for a more nuanced approach to addressing productivity challenges.

To resolve this paradox, organizations must recalibrate their strategies to encompass holistic solutions that strike a balance between employee satisfaction and operational efficiency. This entails leveraging technology to streamline workflows, fostering a culture of innovation and collaboration, and providing targeted training and development opportunities. By aligning satisfaction metrics with productivity drivers, businesses can unlock the full potential of their workforce and achieve sustainable growth in an increasingly competitive landscape.

In conclusion, resolving the productivity paradox requires a multifaceted approach that transcends conventional wisdom. By integrating satisfaction-enhancing initiatives with productivity-focused strategies, organizations can forge a path towards harmonizing employee well-being with operational excellence, thereby unlocking untapped potential and driving success in the digital age.



Ridhi R

MBA Batch 2023-25



CMS Got Talent

As we navigate through the ever-evolving landscape of modern business, it's imperative for us to recognize and embrace the changing paradigm in people management. Gone are the days of traditional hierarchical structures and one-size-fits-all approaches. Today, success lies in fostering a culture of adaptability, empathy, and continuous learning. Let's remember that our greatest strength lies in our collective ability to adapt, evolve, and Empowerment over Control, thrive together.



R M G Abisha
MBA Batch 2023-25



At its center, a mesmerizing universe painted in vibrant hues captures the essence of interconnectedness and unity within human resources. Radiating outward are pathways of personal and professional growth symbolized by rays of light, intersecting to illustrate collective development and enlightenment. Surrounding the cosmic center, intricate symbols of balance, fairness, and collaboration weave together, emphasizing the importance of harmony in HR practices.



Priyanka Singh
MBA Batch 2023-25

Grasping the Changing Worldview in Individual Administration

Within the realm of trade, the most profitable resource a company has is its individuals. Successful administration of human capital has continuously been significant to organizational victory. Be that as it may, as we advance further into the 21st century, the landscape of individual administration is undergoing a significant change. The traditional methods of command-and-control are gradually giving way to a more all-encompassing, employee-centric approach. This shift marks the emergence of a new worldview in individual management—one that is characterized by adaptability, inclusivity, and empowerment.

Embracing Diversity and Inclusion:

One of the key aspects of the changing worldview in individual administration is the emphasis on diversity and inclusion. Organizations are increasingly recognizing the importance of building diverse teams that reflect a variety of backgrounds, experiences, and perspectives. By embracing differences, companies can foster innovation, creativity, and problem-solving capabilities, ultimately driving competitive advantage in the marketplace. Inclusive practices ensure that every individual feels valued and respected, leading to higher levels of employee engagement and retention.

Empowering Employees:

Another fundamental aspect of the evolving worldview in individual administration is the shift towards empowering workers. Traditionally, hierarchical structures prevailed, with decision-making concentrated at the top levels of the organization. However, in today's dynamic business environment, agility and responsiveness are essential. Companies are decentralizing authority, granting more autonomy to teams, and encouraging bottom-up innovation. This approach not only facilitates faster decision-making but also cultivates a sense of

ownership and accountability among employees, driving performance and organizational agility.

Flexible Work Arrangements:

The rise of technology and globalization has enabled a more flexible approach to work, challenging the traditional notions of the office-bound 9-to-5 schedule. Remote work, flexible hours, and alternative work arrangements are becoming increasingly prevalent, allowing employees to achieve a better work-life balance and adapt to individual preferences and needs. Moreover, recent events, including the COVID-19 pandemic, have accelerated the adoption of remote work practices, prompting organizations to rethink their approach to workforce management permanently.

Focus on Well-being:

Within the changing worldview of individual administration, there is a growing recognition of the importance of employee well-being. Organizations are prioritizing initiatives aimed at promoting physical, mental, and emotional wellness among their workforces. This includes providing access to healthcare benefits, promoting mental health resources, implementing wellness programs, and creating a supportive work environment. By investing in employee well-being, companies can enhance productivity, reduce absenteeism, and foster a culture of care and compassion.

Continuous Learning and Development:

In today's rapidly evolving business landscape, the need for continuous learning and development has never been greater. Companies are investing in training programs, skill development initiatives, and career progression opportunities to ensure that their employees remain competitive and adaptable in the face of change. Additionally, the emphasis is shifting from traditional classroom-style training to more agile and personalized learning

experiences, leveraging technology and digital platforms to deliver content anytime, anywhere.

Conclusion:

The changing worldview in individual administration reflects a fundamental shift in the way organizations approach the management and development of their most valuable asset—their people. By embracing diversity and inclusion, empowering employees, embracing flexible work arrangements, prioritizing well-being, and investing in continuous learning and development, companies can create a culture that fosters engagement, innovation, and resilience. In doing so, they not only enhance their competitive position but also contribute to the overall well-being and success of their employees. As we navigate the complexities of the modern business world, embracing this evolving paradigm in individual administration is essential for economic growth and prosperity.



Shreyas Mahesh
MBA Batch 2023-25

Vocabulary Inbox

Holacracy

A non-traditional organizational structure where authority and decision-making are distributed across self-organizing teams rather than centralized management.

Talent Pipeline

A strategic approach to workforce planning that involves identifying and nurturing a pool of potential candidates for future job openings or leadership positions within the organization.

Gamification

The use of game design elements, such as points, badges, and leaderboards, in non-game contexts, such as employee training or performance management, to enhance engagement and motivation.

Social Capital

The value derived from the relationships, networks, and connections that employees build within and outside the organization, which can facilitate collaboration, knowledge sharing, and innovation.

Job Crafting

The process by which employees proactively redesign their job roles and responsibilities to better align with their skills, interests, and values, leading to increased job satisfaction and engagement.

Psychometric Testing

The use of standardized psychological assessments and tools to measure individual personality traits, cognitive abilities, and job-related competencies for recruitment, selection, and development purposes.

Boomerang Employee

An individual who returns to work for a former employer after a period of absence, such as taking a sabbatical or working for another company.

Cultural Intelligence (CQ)

The ability to understand and effectively navigate cultural differences and adapt one's behavior and communication style to diverse cultural contexts, both within and outside the organization.

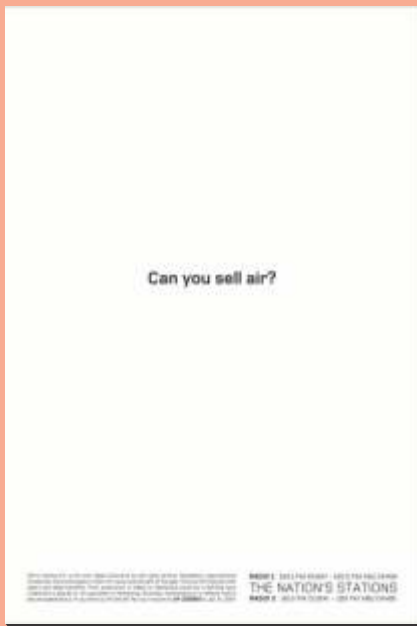
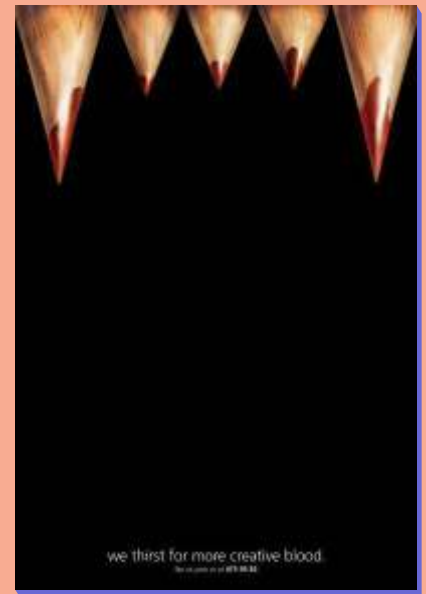
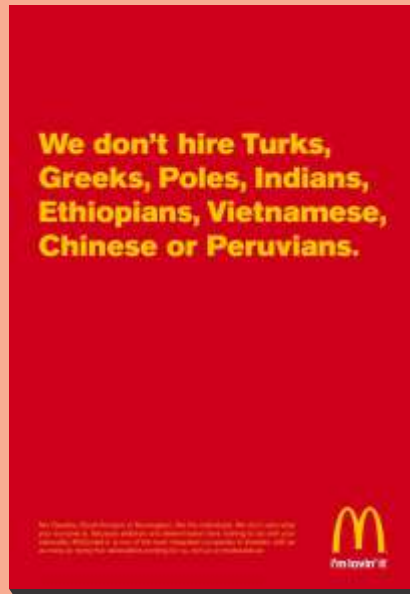
Employee Net Promoter Score (eNPS)

A metric used to measure employee loyalty and satisfaction by asking employees how likely they are to recommend their organization as a place to work to friends or family.

Agile HR

An approach to HR management inspired by Agile methodologies used in software development, emphasizing flexibility, collaboration, and iterative processes to respond quickly to changing business needs and market dynamics.

Think Out of the Box



Business Across the World

**Start-ups reverse-flipping must pay tax- Piyush Goyal**

Startups looking to reverse flip or come back to India will have to bear tax liabilities. Many Indian startups domiciled abroad have been mulling shifting base, or reverse-flipping, to India. These include companies engaged in areas such as fintech, e-commerce, stock broking, health care, and edtech.

**Zomato gets Rs 23.26-cr GST notice from Karnataka tax authorities**

Online food delivery platform Zomato has received a tax demand and penalty worth Rs 23.26 crore from Karnataka tax authorities. Zomato said the demand order has been received in respect of the excess availment of input tax credit and interest and penalty. The company also believes that it has a strong case on merits and it will be filing an appeal against the order before the appropriate authority.

**Investments in EPF scheme can help you save on tax**

Contributing a portion of your salary to the EPF account every month allows you to enjoy multiple tax benefits and ensure a financially secure future. Investing in EPF qualifies for tax deduction under section 80C of the Income Tax Act. An individual can claim a deduction for his contribution towards the EPF account up to Rs 1.5 lakh in a financial year.

**Ammonium nitrate prices set to rise as India cuts imports from Russia**

There was a decline in TAN imports in 2022 and 2023, principally by Peru and Brazil, resulting in a surplus of Russian cargo being diverted to India. However, as predicted by the analysts, potential changes are on the horizon in CY24F/25F. In the first two months of CY24, India's imports from Russia plummeted by 37% due to a surge in Peru and Brazil's market presence.

**Infosys to get a refund of Rs 6,329 crore from the income tax department**

Infosys received orders under Sections 250 & 254 of the Income Tax Act, 1961 from the Income Tax Department, Government of India for assessment years 07-08 to 15-16, 17-18 & 18-19 during the quarter. As per the orders the Company expects a refund of INR 6,329 crores (including interest). The Company has also received an assessment order under Section 143(3) of the Income Tax Act, 1961 for assessment years 22-23 with a tax demand of INR 2,763 crores (including interest).

**Stanford Medicine and McMaster University develop AI model SyntheMol to generate new antibiotic**

To combat the rising issue of antibiotic resistance, which is associated with nearly 5 million deaths globally each year, researchers at Stanford Medicine and McMaster University have developed an artificial intelligence model, SyntheMol, capable of designing new potential drugs. The AI was used to create structures and synthesis methods for six new drugs capable of battling resistant strains of *Acinetobacter baumannii*, a major cause of antibacterial resistance-related fatalities.

**Complex respiratory portfolio propels Cipla toward profitability**

A report from brokerage firm Sharekhan highlighted key factors contributing to Cipla's upward trajectory, emphasizing the company's strategic focus on complex products and the resultant impact on margins. The report reiterated a 'Buy' call for Cipla, accompanied by a higher Price Target (PT), citing several positive indicators in the company's performance. These include significant buoyancy in the US market, where price erosion pressures are easing, a concentrated effort on complex products.

**Fortis Healthcare to ramp up oncology facilities amid rising cancer rates**

The company has a strategic intent to focus on core specialties, prominently oncology, which currently accounts for a significant 13% of the healthcare giant's revenue. Likely to a higher proportion due to recognizing the revenue, the growth in this sector is essential as disease profiles over the globe are continually evolving. In line with its focus, Fortis is channeling investments in cutting edge technologies like MR LINAC, a magnetic resonance-guided linear accelerator.

**Tudor teams up with David Beckham for a fun new Black Bay Chrono 'Pink'**

In a surprise move, Tudor has unveiled its latest timepiece, the Tudor Black Bay Chrono "Pink," just a day after announcing its partnership with David Beckham's Inter Miami soccer club. The collaboration, which sees Beckham as a Tudor ambassador, not only involves the creation of the expansion team but also includes the selection of its distinctive colour scheme: pink. The Tudor Black Bay Chrono "Pink" maintains the standard features of the Black Bay Chrono series.

**40% increase in women buying health insurance in FY24, shows Policybazaar data**

The survey, based on responses from over 23,000 respondents, showed that the proportion of women covered by health insurance rose by 40% compared to FY23. Additionally, the number of women purchasing individual coverage showed an increase of 43%. The survey also highlighted an encouraging trend of health insurance coverage penetration beyond urban areas, with an increase in policyholders from Tier-2 & 3 cities.

Ready for the Challenge?

1. Directing, being one of the preeminent functions of Human Resource Management that falls under _____.
2. Who laid the foundation of Human Resource Management practices?
3. Developing characteristics of people are needed to run business in _____.
4. Who suggested that Human Resource Strategy isn't as effective as it was supposed to be?
5. How many factors were identified by Pettigrew & Whipp to manage the successful change?
6. What is 'Laissez Fair' viewpoint?
7. The written record of duties, responsibilities, and conditions of a job is called _____.
8. What is meant by the factual statement of the duties and responsibilities?
9. How are the union leaders elected at different federations?
10. Stress is laid on _____ in the grid seminars.
11. Which institution announced a framework for acceptance of Green Deposits?
12. Which country is Amul set to launch its fresh milk products in for the first time?
13. Where does PepsiCo plan to invest \$400 million in building two new plants powered by renewable energy sources?
14. Which company has partnered with Adani Total Energies to set up EV charging infrastructure?
15. Which company collaborated with Tech Mahindra to introduce the Synergy Lounge in Singapore for digital adoption?
16. Where is India's first battery storage gigafactory located?
17. With which Sri Lankan beverage brand has Reliance Consumer Products partnered for beverage expansion in India?
18. What percentage of stake in Tata Consultancy Services (TCS) did Tata Sons announce to sell for over Rs. 9,300 crore?
19. With which institution has Max India Ltd's subsidiary, Antara Assisted Care Services Limited, partnered for senior citizen care solutions?
20. Which company is Reliance Industries acquiring a stake in through the purchase of Paramount Global's 13.01% stake?

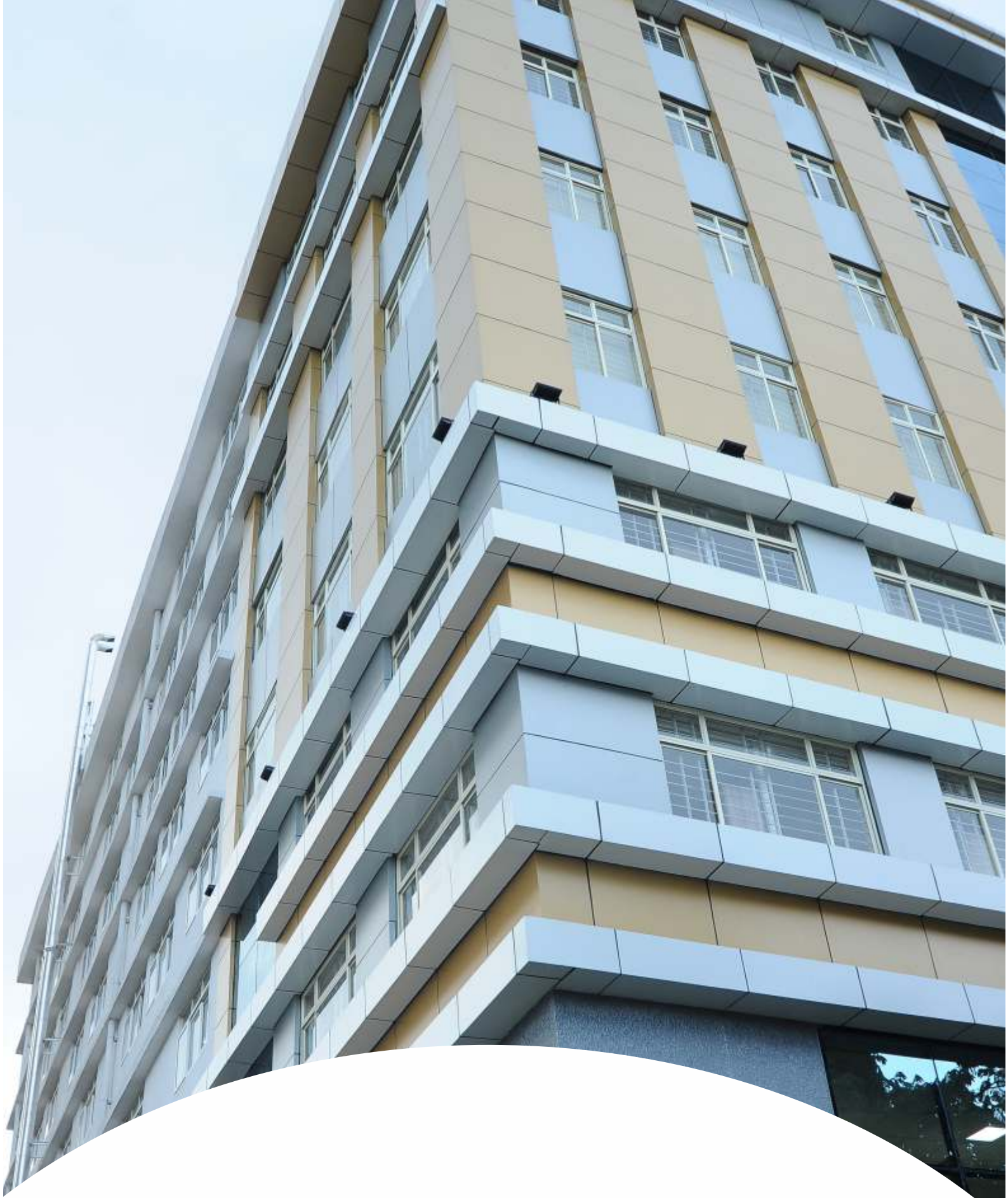
Note

1. The Quiz Contest is only open to students of CMS Business School.
2. The last date to submit the answers is 30th April 2024.
3. The winners will be decided based on early responses and correct answers.
4. The winners will be given a prize.
5. Scan the QR code to answer the questions.

Quiz Winners of Volume 2 Issue 3

- 1st: Akula Amruta Rao (MBA Batch 2022-24)
 2nd: Mohammad Samal Shah (MBA Batch 2022-24)
 3rd: Anushka Komirelli (MBA Batch 2023-25)





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