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CMS
BUSINESS
SCHOOL

Saransh

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Quarterly Newsletter

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REWIRING MARKETING WITH DIGITAL & ARTIFICIAL INTELLIGENCE

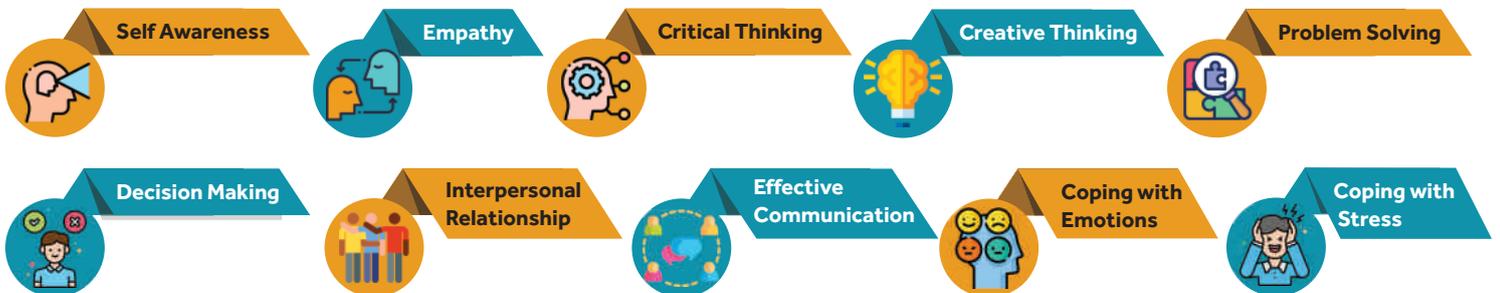


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Ready for the Challenge?

Foreword

The famous Business Strategy guru Peter Drucker once said, *"Because the purpose of business is to create a customer, the business enterprise has two--and only two--basic functions: marketing and innovation."* However, in the dynamic landscape of modern business, the clear distinction between "marketing" and "innovation" is becoming increasingly blurred. The process of adapting to this shifting environment requires a fusion of marketing and innovation, to the extent that they may need to be used interchangeably.

The pervasive influence of the internet and social media has empowered consumers with easy access to vast amounts of information, enabling them to research products, compare prices, and make purchasing decisions with unprecedented ease. Today's consumers demand relevance and authenticity. They expect brands to understand their individual needs and deliver tailored experiences – thus, prompting marketers to reconsider their strategies and seek innovative approaches to engage with their target audiences.

At the forefront of this transformation is the integration of artificial intelligence into marketing practices. AI has revolutionized the way businesses analyse data, personalize experiences, and automate processes. It has become a game-changer, empowering marketers to unlock new levels of efficiency and effectiveness. From chatbots providing instant customer support to predictive analytics guiding strategic decision-making, AI has become an indispensable tool in the marketer's arsenal. The writing on the wall is clear – Digital and AI tools need to be leveraged to gain deep insights into consumer behaviour, preferences, and patterns and marketer's need to use this knowledge for creating highly targeted campaigns that resonate with their audience at a personal level.

But rewiring marketing goes beyond just adopting digital technologies and AI. It is crucial for marketers to not lose sight of the fundamentals. The basic purpose of marketing (even in this 'rewired' world!) remains 'grounded' to creating value through - understanding the target markets, brand building, communication and relationship building. Marketers must strike a delicate balance between data-driven insights and human creativity, between automation and genuine human connection. It is a delicate dance, one that requires continuous learning, adaptation, and collaboration across disciplines.

The central theme of this edition of Saransh is "Rewiring Marketing, with Digital and AI", where the faculty and students of the Marketing Area have explored the vast opportunities and potential pitfalls of rewiring marketing through technology. By delving into the latest trends, best practices, and case studies that illustrate how harnessing the power of technology can transform marketing strategies. From data-driven decision-making to hyper-personalization, from customer journey mapping to voice search optimization, we will uncover the key ingredients of this evolving landscape.

Happy Reading!

Dr. Sangeeta Devanathan
Associate Professor & Area Chair - Marketing
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Rewiring Marketing with Digital and AI

In an era driven by technological advancements, businesses are continuously seeking innovative ways to connect with their target audience and stand out in the competitive landscape. One such ground-breaking tool that has revolutionized marketing strategies is Artificial Intelligence (AI). The integration of AI into marketing practices has unlocked immense potential, empowering businesses to enhance customer engagement, optimize campaigns, and drive unprecedented growth. In this editorial, we explore the transformative impact of AI in marketing and its implications for businesses in today's dynamic market.

AI has become a game-changer in understanding customer behavior, preferences, and needs. By harnessing the power of AI algorithms, businesses can analyze vast amounts of data from multiple sources, unveiling valuable insights into customer journeys and patterns. These insights equip marketers with a comprehensive understanding of their audience, enabling them to tailor marketing strategies to deliver personalized experiences that resonate with customers on a profound level.

Gone are the days of relying on intuition and guesswork, when it comes to crafting effective marketing campaigns. AI-powered predictive analytics has paved the way for data-driven decision-making. By leveraging historical data and identifying patterns, AI algorithms can accurately predict customer behavior, enabling businesses to optimize their marketing strategies. This results in targeted campaigns, reduced costs, and increased ROI, propelling businesses toward success.

Customers crave personalized experiences, and AI is making it possible on a grand scale. With AI-driven recommendation engines and advanced segmentation techniques, businesses can deliver highly personalized content and offer to individual customers. By understanding customer preferences, purchase history, and browsing behavior, AI enables businesses to create tailored interactions that foster long-term customer loyalty and advocacy.

AI-powered chatbots and virtual assistants are transforming the way businesses engage with their customers. These intelligent virtual agents provide instant and personalized responses, ensuring a seamless customer experience. Whether it's addressing queries, assisting in purchases, or providing recommendations, AI-driven chatbots enhance customer satisfaction while enabling businesses to scale their operations and manage customer interactions efficiently.

AI is not just a tool for data analysis; it is also a catalyst for creativity. AI algorithms can generate dynamic and engaging content, opening doors for marketers to experiment and innovate in their campaigns. Natural Language Processing (NLP) algorithms produce compelling narratives, while AI-driven visual recognition tools create stunning visuals. By collaborating with AI, marketers can break free from traditional boundaries and captivate audiences in new and exciting ways.

The fusion of AI and marketing is a paradigm shift that has reshaped the way businesses engage with their customers. By utilizing AI-driven insights, optimizing campaigns, and delivering personalized experiences, businesses can create meaningful connections and achieve remarkable results. As the AI revolution continues, embracing its power becomes crucial for businesses that seek to stay ahead in the ever-evolving marketing landscape. It's time for businesses to embrace the future, harness the potential of AI, and embark on a journey of unparalleled growth and success.

Dr. Syed Kazim
Editor



AI and Tectonic Shift in Marketing

Two disclaimers before I start this article. Firstly, I know not much of AI (Artificial Intelligence). And I have not come across many people who claim to know much of it. Secondly, no ChatGPT is involved in writing this. This article neither looks at the concerns related to loss of marketing jobs due to advent of AI nor advocates on urgent need for regulating this technology. I am intrigued by how AI, which imitates human intelligence but lacks passion, empathy, and emotional intelligence, can affect marketing decisions that are mostly targeted to build emotional bonds with customers and partners.

By 2030, AI is expected to reach and fully mimic human intelligence. Once AI achieves a significant level of reinforced learning, its potential impact on the world of marketing is beyond imagination. One can only speculate on the transformative possibilities that AI could bring to the field of marketing. Primitive AI tools have been and are in use in marketing. Marketers currently use available AI tools for analyzing customer data, creating personalized advertisements and messaging, generating tailored recommendations, employing chatbots and virtual relationship managers, and conducting sentiment analysis on digital platforms. However, when one dives deep, it is observed that the industries that have large amount of data, a need for certain level of customization and an appetite for large scale automation have been using AI tools. Mostly these are the healthcare, financial and telecommunication industries.

Marketing and technologies are always intertwined. If I may profess, marketers are often the first to embrace technology (technology = body of science that gets commercialized). The future of AI will touch every kind of marketers - who have commenced the usage of it or who are yet to adopt it or who are even unaware of it. If you are a marketer and ignore use of AI and its implications on decision making support systems, you are missing out the benefits of it.

Increasing adoption of AI will create level playing field for all kinds of companies – big and small. This transformational technology will have following interventions to make marketing processes most effective and efficient.

Customer Insights

Capabilities of AI and related technologies will help marketing and sales functions understand customers deeper and better. Understanding of competitors and their marketing actions will be accurate at a firm level. More and more companies will become customer-responsive and develop customer-centric processes and experiences.

Segmentation and Targeting

With capabilities to use lot of data, AI will help marketers split markets into distinctive segments with distinctive needs. Predictive analytics can determine strategies for targeting the segmented group(s) that is (are) most likely to be interested in a specific product.

Co-creating the marketing mix elements

AI will bring marketers and customers closer and make them partners in value co-creation. Perceived convenience and ubiquitous nature of AI will encourage customers to participate in co-developing products, content and relationship. Consumer communities will become common for most of the brands to create value for the target customers. Deeper understanding of customers will lead to creation of niche markets, niche brands, niche channels and niche communication platforms.

Customer experiences (CX)

Marketers will be able to design and create CX that will become barrier for customers to shift. Indices for measuring CX and customer loyalty will evolve and newer set will emerge. Humanoids, machines and robots with AI technologies will be able to do most of customer facing activities, including contributing to emotional bonding functions.

I can see AI bringing in a new way of doing marketing and sales. More and more segmentation splits will happen on array of psychographic and lifestyle oriented variables to result in niche and effective strategies. New digital platform will emerge to make acquisition and retention processes efficient. While the voice of consumers will become paramount, conversion rates in the sales funnel will reach newer heights. Sales professional will be better equipped to build and manage customer and client relationships. While brands will be able to predict consumer purchase actions with unparalleled accuracy, the consumers will be aided by technologies to anticipate brand actions. With availability of diverse data about any brand or any product, consumers are expected up the level of involvement at every stage of buying process.

AI is a self-learning system that mimics human intellect. It does so by using data mining, recognizing patterns and utilizing natural language processing. As the output of any AI tool is input-data dependent, GIGO (garbage in, garbage out) is going to be inevitable. Marketer must remember this!



Dr. Krishna Koppa
Associate Professor
Marketing Area



NextGen Marketing: Leveraging the Power of AI based Tools

The next time you browse internet for an assignment or any office task, don't be surprised if your browser suggests you an assistant that can do it all for you. It may have suggestions for a perfect project, or take you to a page which might ease your task of juggling with loads of data. The diffusion of artificial intelligence (AI) into our daily lives has been subtle yet pervasive. Without much fanfare, AI has seamlessly transformed itself into various aspects of human lives. From workplaces to cars, and from mobile phones to gaming devices, AI is slowly becoming an indispensable part of our lives, shaping preferences and adjusting to our needs.

On professional front, AI is seen as a promising and ground breaking technology with major strides toward replicating the efficacy of human intelligence in carrying out countless tasks. It is noteworthy that the modern day advanced AI is confined to large big tech companies as it is expensive to build AI projects. Technically, companies involve dozens of highly skilled engineers and millions of dollars to develop an AI system. Nevertheless, there are tools available in the market that help create automated decisions based on data. The best part is, most of the time they do not require any human intervention. Furthermore, these tools/platforms come with flexible pricing options which make them more worth the money. There are multiple options in the market, so let's explore four famous AI based tools and check out what they have for the marketers:

1. Jasper: Jasper is a cutting-edge writing assistant powered by artificial intelligence (AI) technology. Its primary purpose is to assist businesses in generating content for online platforms including social media websites, blogs, websites, and more. Jasper has a capability to conveniently organize information for clients and projects by creating folders. To start with, it requires a set of seed words and then Jasper converts it into phrases in the form of

text documents. Jasper is useful in creating high-quality content, blogs, social media content, emails and more. Jasper provides a seven-day free trial for users to try out and use the software without any costs before making any investment into the subscription plans.

2. SEMrush: SEMrush is not an alien word to digital marketing enthusiasts. SEMrush comes with a complete suite that empowers digital marketers to execute content marketing campaigns, SEO strategies, social media marketing initiatives, analytics tracking, and PPC campaign. One of its distinguished features is the position tracker, which allows businesses to monitor their keyword usage rankings compared to other websites. Also, SEMrush comes with AI-powered marketing tool which facilitates marketers' topic searches to uncover trending subjects. By leveraging this feature, marketers can gain valuable insights and create content marketing plans based on the market trends. With a limited per day request account, first time users can create a free account in SEMrush before going for paid subscriptions.

3. CleverTap: CleverTap is a customer engagement platform that helps marketers to personalize and optimize consumer touch points for enhanced user engagement. It comes with a comprehensive, all-in-one solution that integrates analytics, segmentation, and engagement tools. By utilizing CleverTap, marketers can gain real-time insights into their customers, enabling them to establish valuable, long-term relationships. CleverTap simplifies the process of monitoring user interactions and tracking their activities within a product. Furthermore, marketers can execute targeted campaigns aimed at specific user groups, thereby enhancing user engagement and retention. Marketing professionals can start using this platform by scheduling a free demo after filling basic consumers' details.

4. WebEngage: WebEngage is a seamless marketing automation platform that enables marketers to create personalized campaigns to effectively engage users through multiple channels, including push notifications, web notifications, and email. This feature loaded platform comes with a one of its kind service labelled as "journey designer," which allows marketers to create campaigns in a short time. Due to its huge client base and access to market data, this platform is considered an indispensable marketing tool for cloud businesses, allowing them to enhance user retention. Furthermore, this platform also offers an automated communication tool that assists brands in sending targeted messages to their audiences. WebEngage services can be availed by scheduling a live demo.



Dr. Vishal Soodan
Assistant Professor
Marketing Area



Business School Dynamics

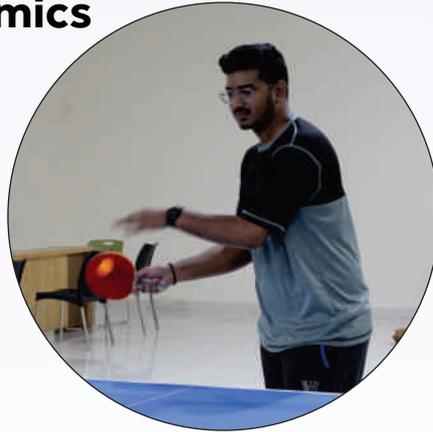
Khel Utsav 2023

Khel Utsav is a flagship event of CMS Business School JAIN (Deemed-to-be University) which serves as a celebration of sportsmanship, teamwork, and dedication. Students from all specific disciplines congregate at this amazing event, breaking down barriers and uniting to display their athletic prowess. Athletics, football, basketball, cricket, badminton, table tennis, and many other sports are featured during Khel Utsav. It is a talent-melting pot where students, teaching and non-teaching staff compete against their peers, encouraging friendly competition and respect for one another.

The objective of Khel Utsav 2023 is to encourage the virtues of fair play, cooperation, and sportsmanship to gain valuable teamwork and communication by engaging in team-based activities. To bring the students, teaching, and non-teaching staff together in a competitive and friendly environment to create a community within the campus.

Khel Utsav 2023 began with a launch event where the logo was unveiled. The torch was then lit to signal the start of the main event. The indoor games officially began on April 24, 2023. There were more than 100 students and staff competing against one another in the indoor sports of Carrom, Chess, Table Tennis, and Snooker.

The outdoor games took place on 1st and 2nd May 2023 at Coolulu Turf Club – Kormangala, Kithur Rani Chennamma Stadium – Jayanagar, and Mount Carmel Grounds - Vasanth Nagar. Various field events, track events, football, badminton, cricket, throwball, volleyball, and basketball were organized at the above venues. Students, teaching and non-teaching staff actively participated in various events to show off their athletic prowess and sense of sportsmanship.



International Immersion Week with Toulouse Business School and Airbus, France

A group of highly ambitious students of MBA in Aviation Management and Logistics & Supply Chain Management embarked on a unique journey to experience the rich European culture, attend an International Seminar on Aviation Management in partnership with Toulouse Business School, France, and an industry visit to witness the Final Assembly Line operations of Airbus, France allowing them to develop a deeper understanding of deeper global business practices and forge international connections. The group was led by Capt. Vaibhav Goutham Suresh and Dr. Harold Andrew Patrick.

The Final Assembly Line (FAL) visit of Airbus in France is a highly valuable experience for Management students pursuing careers in the Aviation and Aerospace sectors. This was the first time Indian University MBA students entered the FAL of Airbus in France. The students were provided with a unique opportunity to witness firsthand the operations of one of the world's leading aircraft manufacturers and gain insights into the complexities of aircraft production and assembly.

In addition to the cultural immersion, the program facilitated valuable insights into the European Aviation landscape. The International Seminar was conducted in

partnership with Toulouse Business School at their state-of-the-art campus in Toulouse France.

As part of the International Seminar, the students immersed themselves in the Airline Pricing Simulation to gain hands-on experience in understanding the complex dynamics of the airline industry and the factors that influence pricing decisions. In the airline simulation game, the participants assumed the role of airline managers and made pricing decisions based on various scenarios and market conditions. The simulation considered factors such as demand, competition, costs, and external influences like fuel prices and regulatory changes.

As part of Immersion Week, the students had the wonderful opportunity to interact with the leadership team of Open Airlines based in Toulouse.

Open Airlines is an innovative consulting and software company with world-class experience in optimizing airlines' operations and providing solutions for the reduction of fuel burn. The team shared their unwavering passion for climate change and engaged in intense discussions with the students on the sustainability efforts in aviation to reduce carbon emissions, mitigate climate change, and minimize the industry's ecological footprint by adopting sustainable practices, such as investing in cleaner aircraft technology and optimizing flight routes.

The International Immersion Week started with an immersive cultural experience that went beyond the classroom. Exploring the rich heritage and vibrant atmosphere of renowned cities like Paris, Barcelona and Toulouse, the students were exposed to the art, history, cuisine and lifestyle that define the rich European culture. From visiting iconic landmarks such as the Eiffel Tower, Louvre Museum, Arc de Triomphe, Pantheon in Paris; Sagrada Familia, Casa Batllo, Camp Nou in Barcelona and Basilique Saint-Sernin, Point Neuf, Place du Capitole in Toulouse, the students had the chance to fully immerse themselves in the local way of life.





FDP on Data Analysis using SPSS

A 7-day FDP on 'Data Analysis using SPSS' was conducted online from 3rd to 11th April 2023 from 5:30 PM to 8:00 PM for 7 days. The resource persons for the FDP were Dr. Vinod Kumar Murti, Country Head (India), IOA (Institute of Analytics), and Dr. Jacqueline Loleta Associate Professor, Christ (Deemed-to-be University), Bengaluru. The participants comprising mostly academicians, a few industry professionals, and students from all over India participated enthusiastically in the sessions wherein practical exercises in analyzing data using SPSS were taught hands-on along with theoretical and conceptual teaching explained by the resource persons amply and clearly. More than 100 people participated in the FDP.

Smt. Nirmala Sitharaman Visits CMS Business School

Smt. Nirmala Sitharaman, Honorable Union Minister of Finance and Corporate Affairs visited CMS Business School, JAIN (Deemed-to-be University) on 6th April 2023 and spoke on the topic 'Interaction on Indian Economic Recovery Post Covid- A Case Study in Excellent Performance'. She highlighted the setbacks every family faced during the pandemic, how the money supply was a cause for the setback, imports, and exports, and how digitization helped the government meet expectations. Faculty Members and Students of CMS Business School, JAIN (Deemed-to-be University) participated in the program.



India Immersion Programme

Indian Immersion Programme was initiated by the CMS Business School Campus as a move towards collaboration and an international student knowledge exchange program. The event lasted for three days from 10th to 12th April 2023. Students of ISCTE, Lisbon, Portugal participated in this program. JAIN (Deemed-to-be University) and are ISCTE connected through the NIBES network. Dr. Shakeela Banu, Dr. Salma Begum, Dr. MH Sharieff, Dr. Hemanth Kumar S, Dr. Rajani Jairam and Dr. Harold Andrew Patrick addressed the students. The students were also taken for a visit to Infosys Campus in Mysore followed by the market visit of Mysore. The students had a glimpse of the local market and experienced the flavour of regional culture.



MIG G20 Summit – Own A Country

The Marketing Area of CMS Business School, in collaboration with its Marketing Interest Group (MIG), organized an esteemed event called MIG G20 on the 12th of April, 2023. This event aimed to engage the students enrolled in the MBA Semester I, specializing in core marketing. The MIG G20 event saw the participation of approximately 140 students, along with esteemed faculty members from the Marketing Area. The occasion provided a platform for showcasing the efforts and outcomes of the student teams, as they presented their investment pitches and shared their research findings with the audience.



Entrepreneurship Mela: S- Preneurs- Sustainable Economically, Socially & Environmentally

ENVC Area of CMS Business School organized the Entrepreneurship Mela under the theme 'S- Preneurs- Sustainable Economically, Socially and Environmentally' on April 19th and 20th 2023. The purpose of the event was to Foster Sustainable Entrepreneurs among the students. The students were provided with an opportunity to showcase their creativity and originality by developing their own products and services. The event was aimed at cultivating an entrepreneurial mindset among the students. The primary focus of the event was to support and guide students who aspire to earn money and launch their own businesses. The event was executed under the guidance of Dr. Monoo John, Dr. Kumar Mukul, Dr. Lubna Ambreen, Dr. Sakshi Chhabra, Dr. Vijayalakshmi P, and Dr. Shalagya Sharma.



Artistic HR: A Poster-Making Extravaganza

The HR Area organized the HR Cruise - Artistic HR titled 'Artistic HR: A Poster-Making Extravaganza' on 20th April 2023, with the theme "Gen-Z HR Practices", the event was aimed at evaluating the participants' ability to visualize present HR Practices and convey them on a poster. The students were invited to participate in the event and to create and present their thoughts on the topic of HR as a whole in the form of a poster. The participants had to prepare posters on the topics rolled out by the HR area. Winners of the competition were Ms. Karthika A - CHR2 and Ms. Sreenidhi B - CHR1, while the runner up teams were Mr. O R Pavan Raghavendra - ENVC & Mr. Tanmay Pandya - ENVC; and Ms. Anshu - CF1 and Ms. Shruti Arya - CM1.



Channeltect - Designing the Channel Network

The SOLS Club, the Department of LSCM, and SOM of CMS Business School, organized a club activity titled 'Channeltect-Designing the Channel Network' on 20th April 2023. The objective of this activity was to develop and design a channel network for a chosen product portfolio, along with suitable distribution approaches and channel partners. The winning team of the event included Mr. H Vignesh, Mr. Dwitin G Shetty, Mr. Ashif MS, Ms. Megha Vijay, Mr. Avelin A, Ms. Anusha V Rai, and Mr. Deepak Hariharan N. The program was organized under the guidance of Dr. Ravishankar S Ulle, Dr. Vinoth Kumar V, and Dr. Yoganathan S.



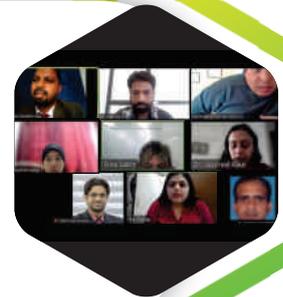
Dalal Street 2023

Dalal Street 2023 was an event organized by FIG Club of the Finance Area, CMS Business School, on 21st April 2023, with an objective to provide its students with a hands-on experience of how the stock market worked before the advent of electronic trading. The event was based on the open outcry system, which was a method of trading in which traders would shout out their bids and offers in a trading pit to buy or sell stocks. A trading floor was set up with multiple trading pits, where students played the role of traders and brokers. They were given a set of stocks to trade with and were required to negotiate prices with other traders using hand signals and verbal cues. 12 institutes with a total of 222 students participated in the event.



Dr. Syed Kazim Invited as Session Chair at an International Conference

Dr. Syed Kazim was honoured with an invitation to serve as the Session Chair at the prestigious International Conference on Business and Technology (ICBTISTANBUL'2023), held in Istanbul, Turkey on May 27-28, 2023. This esteemed conference was organized by the EuroMid Academy of Business & Technology (EMABT). Dr. Syed Kazim played a crucial role in fostering meaningful discussions and facilitating knowledge exchange among the conference attendees. With his subject knowledge and invaluable insights, he further enriched the conference's intellectual discourse and enhanced its overall impact.



Interaction with Shri Jairam Ramesh on Rights-Based Framework

CMS Business School, JAIN (Deemed-to-be University) invited Shri. Jairam Ramesh, Member of Parliament, Rajya Sabha, on 27th April to interact with our students on the topic 'Rights based framework: An equitable approach to India's socio-economic prosperity'. Addressing the students, he spoke about various acts namely Right to Information Act, Forest Rights Act which recognizes the rights of the forest dwelling tribal communities and other traditional forest dwellers to forest resources, on which these communities were dependent for a variety of needs, including livelihood, habitation and other socio-cultural needs. His session was followed by Q & A session where students quizzed him on a wide array of topics.





Graduation Day 2023

The Achievers and Graduation Day Batch 2021-2023 event was a celebration of the graduating students' achievements and successful completion of their academic programs on 5th May 2023 at MLR Auditorium from 10:00 am to 5:00 pm. On the occasion, Dr. Dinesh Nilkant, Director – CMS Business School, and Dr. Harold Andrew Patrick, Dean - CMS Business School addressed the students. Speaking on the occasion, Dr. Dinesh Nilkant motivated the students to do what they were good at, rather than trying to do what others are doing. Various achievers of Parichay, Cranium, Khel Utsav Achiever, and Club Activities for the academic year 2022-23 were felicitated.

Prof. Minerva Das invited as the Keynote Speaker

Prof. Minerva Das was invited as the keynote speaker for Symbiclave 2023, on 5th May 2023, organized by Symbiosis University of applied sciences. She spoke on the topic 'Study of employability gap among management graduates in India'. She was also invited as the keynote speaker at the International Conference on Global Transformations Ensuring Sustainability: Opportunities and Challenges', on 15th April 2023, organized by Bharat College of Arts and Commerce, Mumbai University. She spoke on the topic 'The Role of HR in Sustainable Businesses'. She also was a panelist at the international conference, marketing, and HRM 2023, on 1st March 2023, organized by Sambhram College the topic 'Reimagining possibilities of changing role of Human resource management'.



FEP Workshop: Fin Sense - Financial Planning for the Salaried Professionals

The Finance Area and Arthakaran-Faculty Enrichment Cell of CMS Business School organized the workshop 'Fin Sense: Financial Planning for the Salaried Professionals' on 9th May 2023. The resource persons for the session were Dr. Batani Raghavendra Rao and Dr. Shrinivas Patil, Professors, Finance Area. During the session, they spoke on various aspects such as defining and setting goals, expense budgeting, assessing risk appetite, asset allocation, investment plan, risk protection plan, monitoring, tracking much more. Faculty members actively participated in the program.



MDP on Leadership for Employees of Econz IT Services Pvt. Ltd.

The Management Development Program (MDP) on Leadership was organized on 17th May 2023 at CMS Business School, Bengaluru. The event aimed to enhance the leadership skills and competencies of the participants from Econz IT Services Pvt. Ltd. The event was attended by the CEO, Manager, and Senior Executives of Econz IT Services, emphasizing the company's commitment to fostering effective leadership within the organization. A total of 19 participants actively engaged in the program, benefiting from the knowledge and expertise shared by the facilitator and the rich experience of the resource persons. The program was organized by Dr. MH Sharieff.



Act of Kindness - Mental Health Awareness Month

Mental Health Awareness Month is observed in May to raise awareness and destigmatize mental health. In accordance with this month, the 'Act of Kindness' was organized in CMS Business School on 22nd May 2023 to celebrate kindness, raise awareness about mental health, and share experiences of kindness with gratitude. During the program, insights were shared by Dr. Pallavi Vyas, who highlighted the importance of kind acts in her own life and Prof. Suparna Ghoshal who emphasized how acts of kindness can be life-saving. Additionally, Dr. Moovendhan and Dr. Sangeeta Devanathan emphasized the importance of passing on good deeds, further emphasizing the ripple effect of kindness. Overall, the attendees experienced a sense of goodness and peace as they reflected on the power of kindness and its impact on individuals and the broader community.



Dr. Syed Kazim Invited as Chief Guest at Graduation Day Ceremony at Hira Women's College

On the auspicious occasion of the Graduation Day Ceremony at Hira Women's College in Mangalore, held on the 22nd of May 2023, Dr. Syed Kazim was extended a prestigious invitation to serve as the Chief Guest. The keynote address resonated deeply with the students, faculty, and esteemed guests present at the ceremony. His words of wisdom, coupled with their personal anecdotes and experiences, instilled a sense of confidence and purpose in the graduating students as they embarked on their professional journeys. His presence at the Graduation Day Ceremony underscored the college's commitment to providing its students with the best possible opportunities for learning and growth.



HR Conclave on 'The Role of Technology in HRM: Trends & Future Directions'

The Area of OB and HR organized an HR Conclave on 'The Role of Technology in HRM: Trends & Future Directions' on 27th May 2023. The objective of this HR Conclave was to bring together HR professionals, industry experts, and thought leaders to explore and discuss the role of technology in HRM. Distinguished speakers for the conclave were Ganapuram Venu-Principal Scientist - CSIR - National Aerospace Laboratories (NAL) – Bangalore; Mr. A.K.Amith Kumar - General Manager - HR, 3M India; Mr. Glen D Souza - Senior HR Leader - DIAGEO –India; Mr. Nadeem Pasha - TA Head, Robosoft Technologies; and Mr. Mohan Kumar - Practice Head- WIPRO. A total of 65 participants attended the conclave including the students and faculty.



Training for Corporate HR Managers by Dr. M.K.Lodi

Dr. M. K Lodi was invited by National HRD Network (NHRD), Bangalore Chapter to conduct a training programme on "Strategies for Effective Employee Relations and Employee Engagement" for 30 HR Managers of Computa Center (India) Pvt. Ltd. in Bangalore on 2nd June 2023. He spoke on the important aspects of 'Labours Laws Pertaining to the IT Industry'. The programme was very well received and was appreciated by both, the Company and from the NHRD Network. The training covered not only important issues of Labour Laws but also recent cases from the IT Industry which helped them to understand the practical implications.



World Environment Day 2023

The World Environment Day 2023 was celebrated at CMS Business School on 5th June 2023. On the occasion, Dr. Shashank Hiremath was invited as the chief guest. The guest, in his address, brought out the importance of saving water and the environment using various visuals on what's currently happening in the world, around us. Apart from the guest, students and the faculty members of CMS Business School spoke about various aspects of sustainability, climate change, rainwater harvesting, replacing daily use objects (such as toothbrushes) from plastic to wooden, carpooling, using mud-pots instead of plastic water bottles, to name a few.



Dr. M H Sharieff Receives Innovator (Nava Paravarthak) Award

Dr. M H Sharieff, was recently honored with the prestigious Innovator (Nava Paravarthak) Award. This esteemed recognition was bestowed upon him by the Vice-Chancellor of Davangere University and the Director of Higher Education, Government of Karnataka. The Innovator (Nava Paravarthak) Award recognizes individuals who have demonstrated exceptional innovation, creativity, and contributions in their respective fields. Dr. M H Sharieff's dedication to education and his impactful work in the realm of leadership development made him a deserving recipient of this prestigious award.



Industry Institute Interface



Mr. Vinod S I
Associate Director
Embitel Tech (Volkswagen Group)

12th April 2023



Mr. M K Krishna
Financial Advisor & Consultant

20th April 2023



Mr. Tejas Hemantkumar Bellubbi
Associate Partner
Win Nest Private Limited

13th April 2023



Mr. K E Venkatachalapathy
Ex-CEO
Megamart

21st April 2023



Dr. Karanam Nagaraja Rao
State Operations Manager (Rtd)
Bajaj Allianz, Karnataka

17th April 2023



Mr. Balasubramaniam Mohan
CEO
Criterion Screeners

21st April 2023



Dr. Muhammed Rafi OPC
Assistant Professor
Dr. B. R. Ambedkar School

17th April 2023



Mr. Krishna kumar
Lead Consulting Data scientist
Rectrix Technologies Pvt Ltd

21st April 2023



Mr. Satish M
RFP Team Manager
VFI SLK Global Services Pvt. Ltd.

18th April 2023



Ms. Ayusshi Agarwal
Founding Partner
Karya Associates

21st April 2023



Mr. N Raveendranath Kaushik
Consultant
Raveendranath Kaushik & Associates

18th April 2023



Dr. Reena Roy
Growth & Strategy Consultant

24th April 2023



Mr. Rahul Singh
Founder & CEO
Tycho Investing & Artha Chanakya

19th April 2023



Mr. Gurumurthy
Training Manager
Capitaline Databases

24th April 2023

Business Practitioner Sessions



Mr. Anand Navaratna
Asst. Manager - Warehousing
Honeywell Technology Solutions, Inc.

24th April 2023



Mr. Rajeev Roshan R
Founder
VR Financial Services

27th April 2023



Mr. G Vijay Raghavan
Stock Mastery Coach
Stockathon Academy

24th April 2023



Mr. Ranganathan Mahapatra
Ex-Managing Director
Hancorn India

27th April 2023



Mr. Santosh J
Digital Analytics
Lowe's Companies, Inc

24th April 2023



Mr. Ramakrishna Joshi
Founder
MoneyJet

3rd May 2023



Mr. Mani Lakkaraju
Founder
Solworxs

26th April 2023



Mr. Pankaj Mehta
Co-Founder
Seminarroom

3rd May 2023



Mr. Pardeep Kumar
Author & Guest Professor

26th April 2023



Dr. N.S. Viswanath
Former Director & Principal
Bharatiya Vidya Bhavan

11th May 2023



Mr. Zaid Razvi
Founder - Razvi and Co
CFO - Rehbar Financial Services

27th April 2023



Dr. Antony Cruz
Freelance Business Consultant

19th May 2023



Mr. R K Kasturi
Sales Trainer

27th April 2023



Ms. Mahalakshmi
Sr. Associate (SME)
Cargill Business Services

23rd May 2023

Transformative Years at CMS Business School

As I reflect on my time at CMS Business School, I am filled with gratitude for the profound impact it has had on my life. The years spent at CMS have been transformative, equipping me with the knowledge, skills, and experiences that have shaped my personality and career in ways I could have never imagined.

My journey at CMS Business School has been nothing short of remarkable. The rigorous academic curriculum, combined with a dynamic and inclusive learning environment, has helped me develop a strong foundation in business management. The faculty at CMS are not just knowledgeable, but also passionate about teaching and mentoring. Their guidance and support have been invaluable in helping me expand my horizons and develop a holistic understanding of the business world.

However, CMS is not just about academics. The campus is abuzz with a plethora of extracurricular activities. Parichay, Cranium, and other events that provide ample opportunities for personal and professional growth. I was actively involved in various student clubs, which helped me hone my leadership skills, enhance my communication abilities, and develop a network of like-minded peers. The exposure to diverse cultures and perspectives at CMS has also enriched my worldview, making me a more empathetic and inclusive individual.

The internships and industry interactions facilitated by CMS have been instrumental in helping me bridge the gap between theory and practice. The practical exposure gained through internships has not only honed my skills but also given me a glimpse of the real-world business environment. The guest lectures and workshops conducted by industry experts have provided valuable insights and enriched my understanding of various domains.

CMS Business School has also played a pivotal role in my overall personality development. The emphasis on soft skills such as communication, critical thinking, and problem-solving has equipped me with the competencies necessary to excel in the professional world. Regular interactions with faculty, peers, and industry professionals boosted my confidence and improved my interpersonal skills, making me a more well-rounded individual.

As I transitioned from CMS to the professional world, I was proud to see that CMS graduates are making their mark in various sectors. Many of my peers are working in reputed organizations across industries such as finance, marketing, human resources, and consulting. They have taken up diverse roles such as Business Analysts, Marketing Managers, HR executives, and Entrepreneurs. The strong foundation and practical exposure gained at CMS have empowered them to excel in their chosen fields and contribute meaningfully to their respective organizations.

Let me conclude with some tidbits of advice for my juniors. Firstly, make the most of every opportunity that CMS has to offer. Embrace academic rigour, engage in extracurricular activities, and seek guidance from faculty and seniors. Secondly, be proactive and take ownership of your learning journey.

Set clear goals, develop a growth mindset, and constantly challenge yourself to step out of your comfort zone. Lastly, build meaningful relationships with your peers, faculty, and industry professionals. Networking is a powerful tool that can open doors to new opportunities and help you grow both personally and professionally.

I have evolved at CMS and experienced my journey toward excellence. I will be glad to read about your journey as well.



Shubakar K
MBA Batch 2017 - 19
Currently working as
Senior Team Member
JPMorgan Chase & Co



Achieving Placement Excellence



Average Package
for Top 100
Offers **13.70 LPA**

Average Package
Secured
8.30 LPA



Highest Package
30.00 LPA

300+ companies
 participated in
 campus recruitment

The Journey to Financial Mastery: Cultivating Talent in the Finance Industry

Financial Talent

Technical expertise, analytic prowess, strategic thinking, market awareness, risk management, effective communication, adaptability, and moral behaviour are all part of what is referred to as financial talent. These traits enable people to excel in occupations related to finance and make wise financial decisions. In other words, "financial talent" refers to the specific knowledge, skills, and experience that people have in the area of finance. It includes a variety of skills that are necessary for success in financial roles and sectors.

Components of Financial Talent

- Financial Acumen
- Analytical Skills
- Strategic Thinking
- Risk Management
- Knowledge of Financial Markets
- Ethical Conduct
- Adaptability and Continuous Learning

Strategies to integrate financial talent into MBA Program

Incorporating the development of financial talent in MBA students can be achieved through a comprehensive and multi-faceted approach. Here are some strategies to integrate financial talent development into MBA programs.

Scope of Financial talent

The variety of positions, abilities, and specialisations found in the world of finance are referred to as the breadth of financial talent. Managing, analysing, and optimising financial resources within organisations as well as offering financial advice and services to people and businesses are all included in this broad category of professions and jobs. Corporate finance, Investment Banking, Financial Analysis, Asset Management, Risk Management, Financial Planning and Wealth Management, Financial Consulting, Insurance and Actuarial Science, Fintech and Financial Innovation, and many other fields fall under the broad category of financial talent.



Corporates Role to the development of students

Corporates play a significant role in preparing students for financial talent by providing various opportunities and initiatives. Here are some ways in which corporates contribute to the development of students in this field:

- Internship Programs
- Graduate Programs and Entry-Level Positions
- Campus Recruitment
- Financial Training and Development
- Mentorship and Guidance
- Networking Opportunities
- Collaborations with Educational Institutions
- Scholarships and Financial Support

To close the knowledge gap between the classroom and the real-world abilities needed in the financial talent market, corporations actively collaborate with educational institutions and students. Their projects and programmes are designed to give students access to the financial industry, a well-rounded education, and chances to reach their full potential.

Industries /Sectors prioritizing financial talent

A wide spectrum of businesses have a significant demand for financial talent. There are several professions that emphasise and heavily rely on financial talent, even though almost every sector requires some level of financial understanding. Here are some industries that appreciate financial expertise.

These are just a few examples of industries that give importance to financial talent. However, it's important to note that the need for financial expertise extends to various other sectors, as financial knowledge and skills are essential for effective financial management and decision-making in any organization.



Indian and Multinational companies that value Financial Talent

Indian Companies

Tata Group

The Tata Group is one of India's largest conglomerates with diverse business interests. Companies within the group, such as Tata Consultancy Services (TCS), Tata Motors, Tata Steel, and Tata Power, value financial talent for financial planning, analysis, and management.

Reliance Industries Limited

Reliance Industries is a conglomerate with businesses in petrochemicals, refining, oil, and telecommunications. It emphasizes financial talent to manage its complex financial operations, investment decisions, and strategic planning.

HDFC Bank

HDFC Bank is one of the largest private sector banks in India. It places significant importance on financial talent for banking operations, risk management, corporate finance, investment banking, and retail banking.

ICICI Bank

ICICI Bank is a leading private sector bank in India. It provides various financial services and gives importance to financial talent for areas such as corporate finance, retail banking, treasury operations, risk management, and investment banking.

MNC Companies

Aditya Birla Group

The Aditya Birla Group is a conglomerate with businesses in sectors like metals, cement, textiles, and telecommunications. The group companies, including Aditya Birla Capital and Aditya Birla Finance, value financial talent for financial planning, analysis, and strategic decision-making.

Accenture

Accenture is a global professional services company that provides consulting, technology, and outsourcing services. It emphasizes financial talent in its financial consulting, strategy, and operations divisions.

Deloitte

Deloitte is one of the "Big Four" accounting firms and offers a wide range of financial and professional services. It values financial talent for auditing, tax advisory, financial consulting, and risk management services.

J.P. Morgan Chase & Co.

J.P. Morgan is a multinational investment bank and financial services company. It gives importance to financial talent across various divisions, including investment banking, asset management, private banking, and risk management.

Citigroup

Citigroup is a global banking and financial services corporation. It values financial talent for areas such as corporate banking, investment banking, wealth management, and risk management.

Ernst & Young (EY)

Ernst & Young is another member of the "Big Four" accounting firms and offers a wide range of financial services. It values financial talent for auditing, tax advisory, financial consulting, and transaction advisory services.

Conclusion

The scope of financial talent is not limited to these areas alone but extends to various other specialized roles and functions within finance. The industry is dynamic and evolving, with emerging fields such as sustainable finance, impact investing, and cryptocurrency gaining prominence. As financial systems and regulations continue to evolve, the demand for skilled financial talent will remain robust across sectors, offering diverse career opportunities.

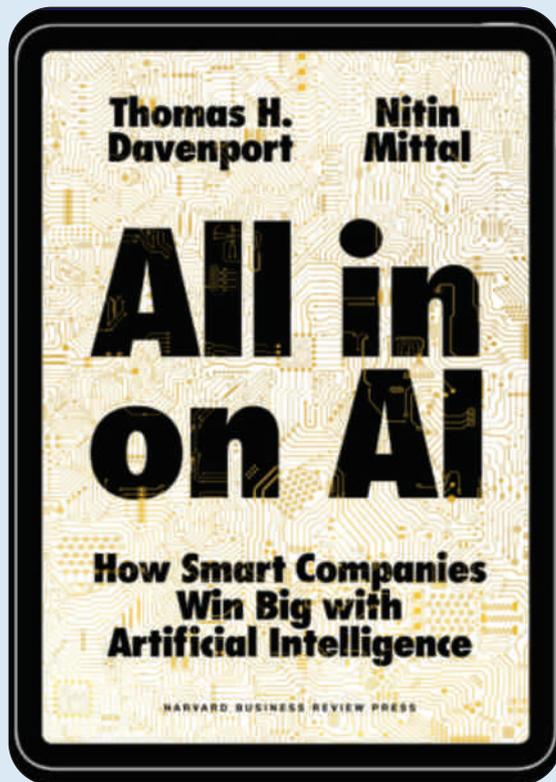


Dr. Selvi S

Associate Professor
Finance Area
IQAC Head & Coordinator

All in on AI

by Thomas H. Davenport and Nitin Mittal



The book "All in on AI" by Thomas H. Davenport and Nitin Mittal explores the immense potential and significance of artificial intelligence (AI) in the modern world. This book is a must-read for anybody interested in comprehending the transformational power of AI since the authors, who are both well-known authorities in the field, offer a thorough overview of AI's uses, difficulties, and consequences.

The authors lay a strong basis, at the start, by clearly and concisely describing the essential ideas of AI. They achieve the ideal harmony between technical detail and readability, enabling readers with different degrees of AI experience to participate in the discussion. "All in on AI" provides insightful information that will deepen your comprehension of this quickly developing topic, regardless of your level of expertise.

This book's focus on real-world AI applications across many industries is one of its most notable aspects. In their case studies and real-world examples, Davenport and Mittal explain how AI is transforming industries like healthcare, banking, manufacturing, and more. The authors successfully demonstrate how AI may spur creativity, strengthen decision-making procedures, and increase overall corporate performance by examining these many applications.

The writers also explore the moral issues raised by the use of AI. They dig into significant issues including privacy, bias, and transparency, imploring readers to consider the appropriate and moral application of AI. "All in on AI" encourages readers to become informed participants in the AI revolution by tackling these complicated concerns, ensuring that the technology is used for the good of society as a whole.

This book stands out for offering useful advice on putting AI concepts into practise. For businesses and individuals wishing to effectively adopt AI, Davenport and Mittal offer insightful frameworks and recommendations. The authors provide practical guidance that enables readers to successfully traverse the AI landscape, from creating an AI strategy to constructing the necessary capabilities and handling potential problems.

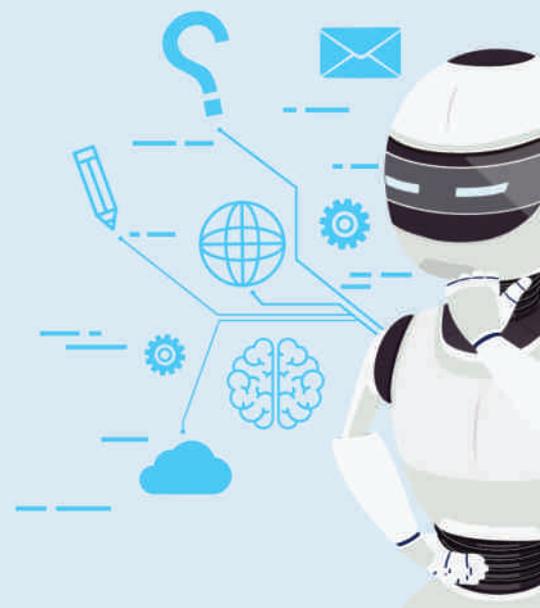
Additionally, "All in on AI" has an interesting and approachable writing style. The content is accessible and simple to understand because the authors illustrate their points with examples and anecdotes from real life. The book successfully strikes a mix between fascinating tale and technical facts, keeping readers interested throughout their voyage into the world of AI.

It's important to keep in mind, however, that "All in on AI" requires some basic understanding of AI. Although the writers give clarifications and background information, readers who are unfamiliar with the subject may find some of the more sections difficult to understand. However, the book's overall organisation and readability make it accessible to a variety of readers.

In conclusion, the book "All in on AI" provides a thorough examination of artificial intelligence. The uses, difficulties, and ethical ramifications of AI are well-examined and insightfully analysed by Thomas H. Davenport and Nitin Mittal. Students, professionals, and anybody else interested in the potential of AI may find this book to be a useful resource. You may better grasp how AI is affecting many industries and society as a whole by reading "All in on AI," giving you the knowledge you need to confidently navigate the AI-driven future.

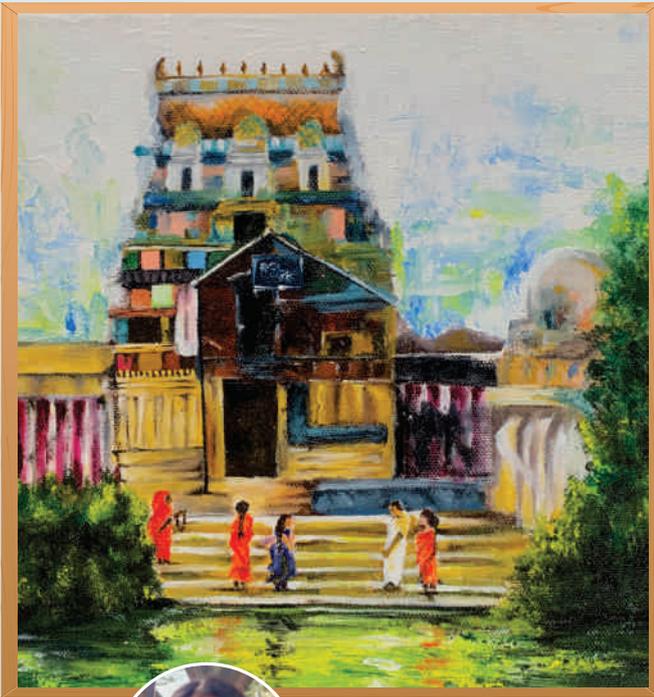


Shruti Arya S
MBA Batch 2022 -24

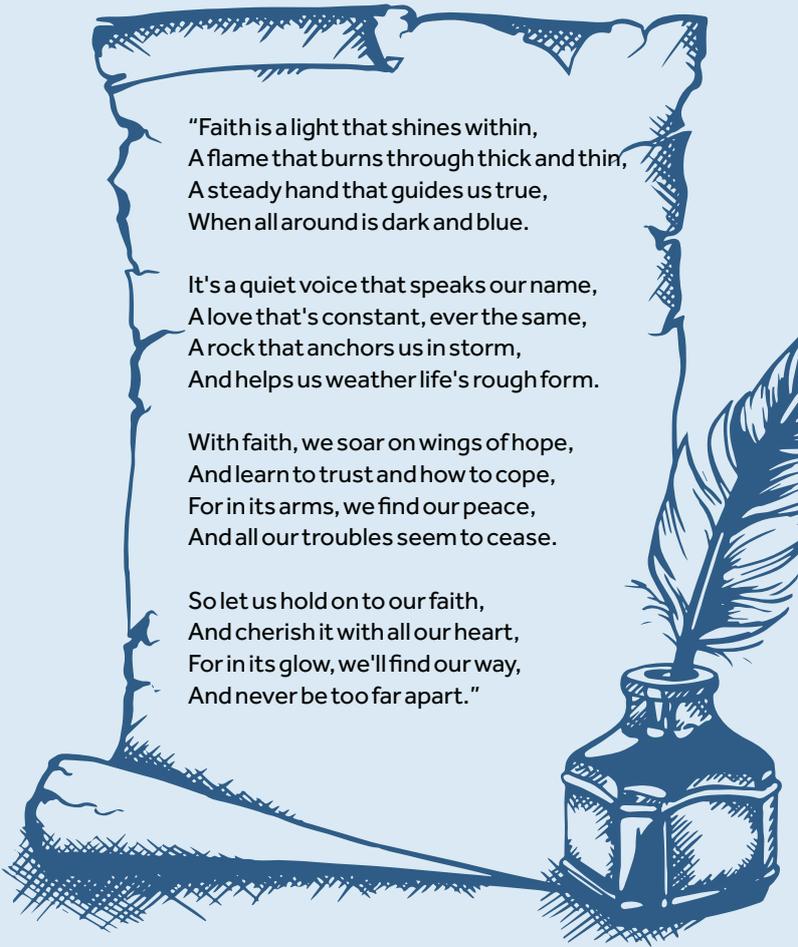


CMS Got Talent

Light of Faith



Siri M Rao
MBA Batch 2022 -24



"Faith is a light that shines within,
A flame that burns through thick and thin,
A steady hand that guides us true,
When all around is dark and blue.

It's a quiet voice that speaks our name,
A love that's constant, ever the same,
A rock that anchors us in storm,
And helps us weather life's rough form.

With faith, we soar on wings of hope,
And learn to trust and how to cope,
For in its arms, we find our peace,
And all our troubles seem to cease.

So let us hold on to our faith,
And cherish it with all our heart,
For in its glow, we'll find our way,
And never be too far apart."

The Folding Fan

The folding fan was invented in the Japanese court between the 6-9th century. There is no confirmed account of who created them, but a few challengers. One put forward, is a hermit, while the other is Emperor Gosanjo (1069-1073AD), who in an attempt to save his favorite fan, stuck the cracking wooden slats onto paper.

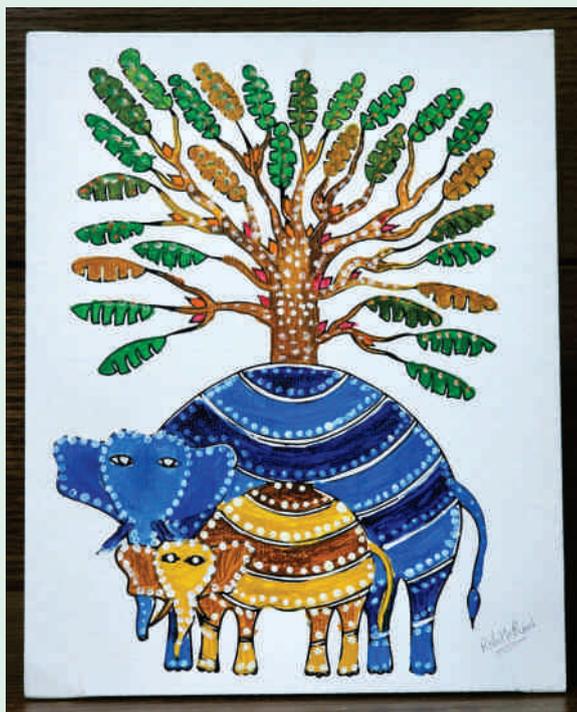
Fans were not pieces of artwork initially. Indeed, it was many centuries before it was considered an art form, worth properly pursuing. In fact, these fans were actually supposed to be opened only when necessary. Their journey started as being tools to transport information for the aristocracy and for the use of the Samurai classes. They were used for recording maps, textbooks, prayers, calendars, letters, court announcements and so on. Women in court had specific folding fans that they had to carry depending on their social standing and marriage; a symbol of their rank.



O R Pavan Raghavendra
MBA Batch 2022 -24



Gond Art form Description



The beautiful and Godly bond between a mother Elephant and her child is personified. Nothing about elephants is small and their pregnancies are no exception. Before giving birth to a 110 kilograms calf, mothers carry the foetus for 22 months. Then, they ensure their babies get the best food, teach their children the most useful skills and show their children how to lead the herd during hard times, are being ever protective of them.

The word 'Gond' comes from the Dravidian expression 'Kond' which means 'green mountain'. Gond painting is a famous folk art of the Gond tribal community of central India. It is a form of painting from folk and tribal art that is practiced by one of the largest tribes in India – the Gond – who are predominantly from Madhya Pradesh, but can also be found in pockets of Andhra Pradesh, Maharashtra, Chhattisgarh, and Odisha. The history of the Gond people dates nearly 1400 years. Blended with mystery, pattern, blend of colours and humour, these art pieces depict a modern psyche.



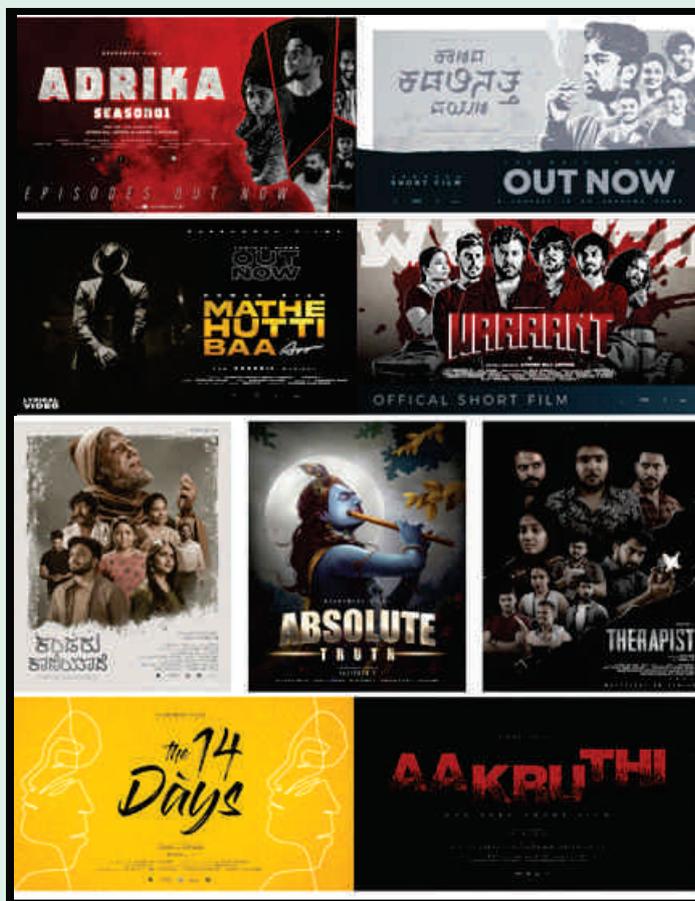
Rohith Ravi
MBA Batch 2022 -24

Rudramsha Films



Rudramsha Films was started with the goal of giving opportunities to young talents passionate in their specific field. The team also has a bunch of amazing actors varied from 25 years to 50 years, who put up an amazing show in each of the projects.

At Rudramsha Films, they strive to bring in new concepts, new technological skill sets and a new flavour of film making. The venture is nearly two years old and with all the knowledge and skills acquired over the years, they are looking forward to enter into the big screen. They also have a series of contents to be released in the near future.



Jaijeeth
MBA Batch 2022 -24

Personalisation at Scale: Leveraging Digital and AI in Tailored Marketing

In today's digital age, consumers expect personalised experiences with the brands they interact with. Personalised experience refers to tailoring the needs and wants of customers to their preferences and specifications. As a result, customers are delighted and feel more valued which builds a sense of loyalty and affinity towards the brand. However, delivering personalised experience to a broad audience is a daunting task that spikes the operating cost. Digital technologies and Artificial Intelligence (AI) can be leveraged to provide tailored experience to a large audience.

Understanding Personalisation At Scale

At the core of personalisation lies the ability to collect, analyse, and interpret vast amounts of customer data, encompassing various touchpoints, including online interactions, purchase history, social media engagements, and more. By harnessing the power of data analytics on the customer journey and engagement, businesses can gain valuable insights into customer preferences, behaviour patterns, and individual needs. This knowledge forms the foundation for delivering personalised experiences and can be delivered through digital technology and AI, chatbot and virtual assistants, and predictive analysis.

Chatbots and Virtual Assistants

Chatbots and virtual assistants with AI capabilities are becoming more and more common in targeted marketing campaigns. These proficient conversational interfaces allow businesses to offer clients personalised assistance and help at any time. Chatbots offer a personalised and effective customer care experience by answering common questions, making product recommendations, and even having human-like conversations. Businesses may scale their customer care operations using chatbots, freeing up employees for more difficult tasks.

Predictive Analytics

AI makes it possible to gather and process enormous amounts of data from several sources. AI can analyse and interpret structured and unstructured data, including customer demographics, behaviour patterns, purchase histories, social media activity, and more, with the aid of machine learning algorithms. This rich data ecosystem provides the foundation for predictive analytics models which can predict individual customer responses to different marketing stimuli. This information helps marketers tailor their messages, offers, and product recommendations to specific customer needs and preferences, enhancing customer engagement and driving better marketing outcomes.

Tailored Marketing Impact On The Economy

The growth of significant technological impacts, on customer data, has the scope to add fizz to growth. Businesses may give their clients more relevant and interesting experiences by utilizing personalised techniques, which will enhance customer delight and loyalty. Higher customer retention rates, repeat business, and favourable word-of-mouth recommendations follow from this, all of which help businesses expand and the economy as a whole.

Additionally, tailored marketing enables companies to maximize their marketing plans by cutting back on wasted expenditure on generic campaigns and putting more effort into customized initiatives that result in higher conversion rates. This effectiveness boosts the marketing campaigns' return on investment (ROI), enabling companies to better utilize their resources and deploy money for innovation, growth, and job creation.



Sivanandavalli A P
MBA Batch 2022 -24

Digital Technology and AI

Digital platforms and artificial intelligence (AI) are two technologies that enable personalised marketing techniques in a revolutionary way. Businesses can offer tailored messaging and personalise client interactions at an unprecedented scale by utilising digital channels and employing AI-driven data.



Digital and Artificial Intelligence for Sales What you Need to Know!

In this era of technology, the shift from a traditional way of doing things to the use of technology is very much distinctive. Let's look at how Artificial Intelligence has empowered selling!

Understanding AI, Dataverse, and AI Builder Predictive Models

The birth of Artificial Intelligence (AI) is a collective effort of pioneering computer scientists, researchers, and engineers (Sharer, 2023). AI trains machines to learn, learn, and learn deeper inside, to predict human behavior based on the past and current data. AI is omnipresent and its application is significant, in areas such as education, medicine, transportation, communication, data security, flight, robotics, business, and so on.

Dataverse by Microsoft, fat to be integrated from multiple sources into a single source, allows businesses to store and manage data in a certain format which is used for behavior prediction (Microsoft, 2022). AI Builder prediction models analyze patterns in historical data that a business provides. Prediction models learn to associate those patterns with outcomes. Then, Microsoft uses the power of AI to detect learned patterns in new data and use them to predict future outcomes.

AI for Sales – Your future behavior is predicted, and that is 99% accurate most of the time.

One basic example of prediction – remember writing an email, and Gmail suggests your next words. This is how Google uses AI to predict the words you would prefer writing next. Why did Google not use these three years back? Because AI was being trained with the stored data on how human tends to write in different contexts. Remember the personalized recommendations on your shopping site such as “You might like this”, this is the use of an AI model to predict your behavior based on your past purchase and activities on the site.

AI's prediction of future outcomes are of three types – binary outcome, multiple outcome, and numerical. Binary focuses on close-ended questions such as yes/no, true/false, late/on time, etc. For example, “Is an applicant eligible for membership?” Multiple outcome model includes questions like “Which product would a customer be interested in?” And, numerical prediction includes questions like “How many leads should a sales team convert in a month?” (Microsoft, 2022).

Thus, AI works on a mathematical model which is scientific, and the results are reliable that help humans in making intelligent decisions in the area of sales, and many other important areas.



Megha Kumari Sah
MBA Batch 2022 -24



Unleashing digital and AI-driven insights

In today's dynamic digital market, the search for novel methods to build bridges with target customers has led to the development of effective artificial intelligence (AI) and data driven communication channels, which have become a top priority for most businesses. Communication serves as a key differentiator between successful and failing businesses. The words, the motives, and the placement of the communication all make a huge difference. The merger of artificial intelligence and communication processes has radically changed the world of marketing and communication and enabled businesses to use data driven insights to improve their brand communication and engage customers more successfully.

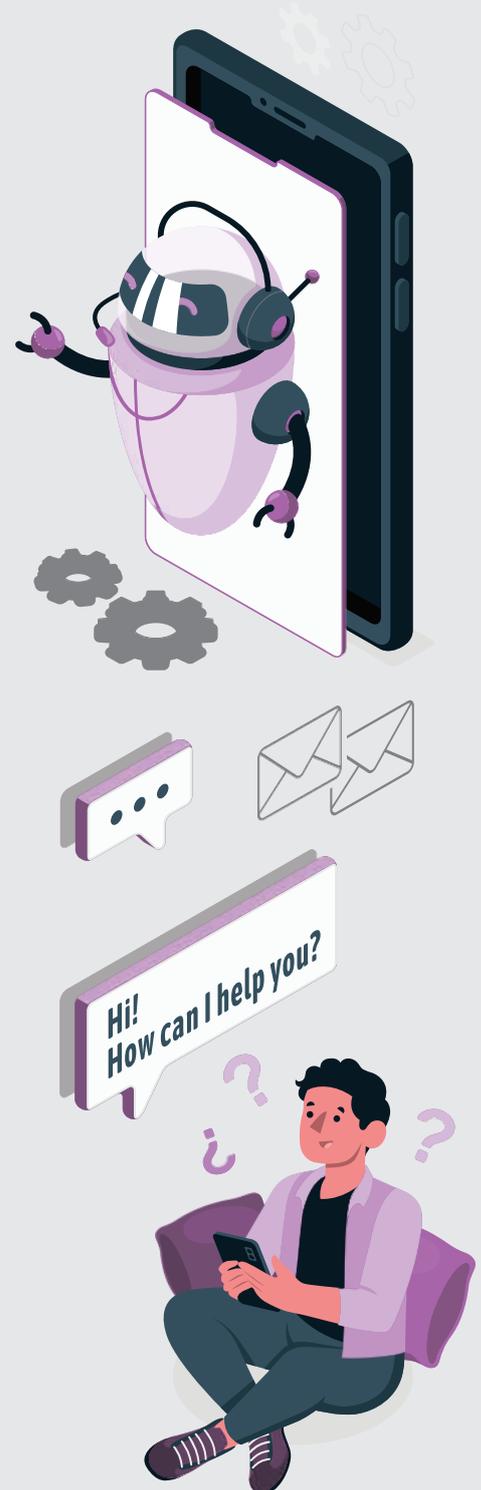
The transition of the markets to digital marketplaces has made the use of digital and AI - driven insights the only channel through which a business can collect and analyse vast amounts of data in relation to consumer behavior, preferences, and trends. Leveraging this data can enable brands to gain valuable insights in regard to their target audience, their purchasing pattern, and their interests. Thus, the analysis of this data can help shape the brand communication strategies that resonate with audiences and drive customer engagement.

AI-driven algorithms help create unique brand experiences through the study of individual preferences and behaviors and in the process enable brands to create tailored and targeted messages, content and offers to specific segments or even individuals. Brands, through the help of AI tools, create content that is engaging, relevant and effective. This further helps brands to create deeper connections with their audience and foster greater brand loyalty between them.

Brand communication has been completely overhauled through the use of digital virtual assistants and AI-driven chatbots. These chatbots provide human-like discussions by adding machine learning and natural language processing capabilities to answer questions raised by customers. The uniqueness about AI-chatbots is that they can respond instantly by providing solutions that are unique for the customer and help in giving the best solution in the least time.

Customers have been asking questions to AI Chatbots for ages now and getting answers without even realising it. The first AI chatbot, ELIZA, was developed by Professor Joseph Weizenbaum of MIT in the 1960's. Later in the 2009, a Chinese brand, WeChat introduced an advanced chatbot which won the hearts of its users who, even today demonstrate an unwavering loyalty towards it. Apple's SIRI, another AI driven chatbot, launched in 2011, has become one of the most popular chatbots of our century, which caters towards the needs of millions of customers on a daily basis.

Overall, AI has the ability to automate tasks, personalise interactions, understand natural languages, derive insights and be available 24/7 and most importantly combine all of these to continuously learn and communicate. Leveraging digital and AI-driven insights empower brands to create personalised, real time, and efficient communication strategies. AI-driven communication helps brands deliver impactful messages, enhance customer experiences, and drive business growth in the ever-evolving digital landscape.



Satyam Pandey
MBA Batch 2022 -24

Road Accidents in 2021: A major developmental issue

A heads up on the ground-level study conducted by MBA Students of Jain University

A total of 4,03,116 road accident cases were reported in 2021. Road accident cases in the country have increased from 3,54,796 in 2020 to 4,03,116 in 2021. Uttar Pradesh, Tamil Nadu, Madhya Pradesh, and Maharashtra are the top 4 states in two-wheeler traffic injuries and deaths. According to government data, over 2,000 children below the age of 15 and over 14,000 children below the age of 18 died in motorcycle accidents in 2020. Many these victims died while riding pillion with their parents to their schools. Importantly, most of these kids were not wearing helmets and succumbed to head injuries. This is a devastating number that highlights the urgent need for measures to be taken to control this issue.

Seven MBA students of the Faculty of Management Studies, CMS Business School, JAIN (Deemed-to-be University, under the mentorship of Dr. Ujjal Mukherjee, conducted a study among school administration, traffic police, and parents to understand the causes of death, ways to identify the causes of accidents involving kids and teenagers, and ways to reduce the fatalities.

The conducted study using two different methodologies: (1) Observational research was conducted to understand the nature of the problem. (2) Survey Method was conducted to study the challenges and problems for the cause. These studies conducted in the phenomenon across 18 different cities of India. They conducted an interview with parents gain an insight into the challenges. This study was a part of their transdisciplinary project conducted by the university. The study revealed that the traffic police generally don't stop vehicles, especially two-wheelers carrying kids without helmets, during and after school hours. Moreover, there is a lack of awareness among parents about the consequences of riding with their children without a helmet. The school administrations also do not educate the children and their parents about the consequences of such lapses.

The study proposes that regular checks by traffic police during school hours may actually help reduce such accidents. At the initial stages, the violators may be educated and warned by the police personnel. The study also suggests that the school administration may also help in this regard by educating parents during, e.g., parent-

teacher meetings, about the significance of wearing a helmet. They can also conduct regular awareness programs among students through seminars and events. The security personnel outside school premises manage traffic could also educate the parents regarding the usage of helmets to their children while dropping and pickup from school.

Additionally, helmet companies can develop creative helmets that may attract the attention of different age groups of children. Importantly, these helmets have to be sold in the market at reasonable prices. Continuous intervention by the legal system and education institutes may help substantially bring down the fatality rates among young children.



Shubakar K
MBA Batch 2022 -24



Vinu Surutha L
MBA Batch 2022 -24



Amilineni Gouthami
MBA Batch 2022 -24



Artificial Intelligence: Re-Humanising Digital Customer Experience

Customer experience (CX) in today's world has evolved leaps and bounds. How a business engages with its customers at every point of their buying journey – from marketing to sales to customer service and everything in between – has become dynamic, thanks to fast-developing technologies. An explosion of new digital user experiences is on the horizon.

Every physical and virtual touch-point of a brand is now carefully designed to target personalisation which is gradually being powered by Artificial Intelligence (AI). Studies show that increase in revenue of companies is attributable to personalization initiatives. It is therefore inevitable that a brand's core corporate strategy should include personalised and seamless omni-channel experiences. In a highly competitive market, a company's ability to capture, analyse, and utilize personalised customer data at scale will determine its market standing.

CXO's of the world are increasingly pondering over how they can understand, shape, customize and optimize customer journey with the use of AI – the new disruptive kid on the block. Generative AI, particularly, will be remembered in business history as a milestone that intelligently reshaped CX, thereby enabling distinctly valuable and deep customer engagement. AI's ability to deliver highly credible content in near real-time makes it a powerful tool in curating digital CX.

CX is imagined in four phases where AI can help identify and resolve customer pain points. The initial phase of customer journey is recognition of customer's unmet needs. AI based large language models are great assistants in interpreting texts and integrating relevant data.

AI systems, upon access to information like health records, can prompt the user of possible needs such as need for a health screening visit, or need for a more comprehensive insurance coverage and so on via chatbots. Such prompts, that initiate customer experience, can overcome the forces of inertia and myopia that generally hold back users. Customers can further engage in a conversation with generative AI to help describe and discover needs more clearly.

The next phase of customer journey is where user needs are translated into requests. AI systems can analyse user needs from its database and create a list of possible solutions and recommendations to fulfil the unmet needs. Thereafter, the firm needs to respond back to the customers. AI language models can be used to write to customers based on their need, solution, and in an emotive tone that is appropriate for the occasion. For instance, new medical reports can be generated and appointment could be fixed with appropriate care providers.

The series of experiences can be transformed into a deeper customer relationship by repeating the first three phases of recognition, requests, and response to create a positive feedback loop. Large language models are inherently designed to interpret past data, learn from prior experiences, and make inferences from similar users, thereby training themselves to be more effective in future user interactions.

It is imperative to realise that new technologies should be treated as compliments to a firm's existing capabilities rather than a substitute. While chatbots may substantially bring down costs, they alone cannot bring about a unique competitive differentiation, especially when it is available to everyone.



Shruti Chandrashekar
MBA Batch 2022 -24



Industry Perspective



Mr. Vijay Shenoy
Digital Marketing &
Advertising Consultant

Vijay Shenoy is a marketing & business management professional with over 17 years of experience. He takes keen interest in conceptualizing digital tech, data, and creative-led marketing & advertising solutions. He has experience in Brand & Digital Strategy, Design & Technology, eCommerce, CXM & Media solutions. He has worked in strategy & growth leadership roles at some of the large advertising & marketing consulting agencies including Dentsu, Hakuhodo, Langoor & Havas. He has led GTM & growth charter in Innovative global startups in India & middle east including Avataar (AI-led 3D/AR technology platform), Power League Gaming (Gaming & Esports consultant) & Pensaar (Design Strategy & Innovation consulting). Outside of work he enjoys cycling, swimming, meditation, and long walks in the company of podcasts and audio books, they help him unwind, think anew & reboot.

1. How has digitization (digital media) and the emergence of Artificial Intelligence, impacted business strategy of traditional as well as digital agencies?

a. We are in my opinion in one of the most interesting decades of advertising agency business. The line between so called traditional & digital marketing have blurred. We as an industry are helping brands win in a digital world with marketing strategies aided by technology. Be it the tools used to collect data & analyze customer behavior or the ones we use to plan and execute media campaigns, they all have an underlying influence of emerging digital technologies including artificial intelligence. Its only gotten more prominent with prevailing wave of Generative AI.

b. The global digital marketing market is expected to grow from USD 523 billion in 2023 to a value of USD 807.92 billion by 2028 as per a report by Expert Market Research. Closer home in India over the last 2 years, digital adex has grown 2x in size to Rs. 34,405 crore as per The 'Pitch Madison Advertising Report 2023'.

c. As per Statista the market for artificial intelligence (AI) in marketing is estimated to be more than USD 107.5 billion by 2028, which 7x times growth as compared to 2021.

d. These datapoints are critical to understand the fact that digital marketing and emerging digital tech services including AI and other immersive technologies are critical components for survival & growth of advertising agency businesses at large. The businesses who operate and excel at the intersection of creativity, technology and data are the future agencies that would thrive.

2. In the same vein, how is digitization and the use of artificial intelligence enabling marketing / communication strategy development, at agencies?

a. At the heart of a well-crafted marketing communication strategy is the deep understanding of consumers. Their changing behavior with evolving technologies reflects the fast pace of digital adoption among consumers. A study of factors that influence their decision making to their purchase journeys would tell you that breadcrumbs of signals can be traced across customers digital footprints.

b. The narrowing divide between traditional and digital medium in consumer life, has resulted in agencies adopting a more holistic and inclusive approach in their brand strategy development. As per a report prepared by jointly Google, Temasek, and Bain India's internet economy is set to grow six-fold (6x) in the next eight years to reach \$1 trillion by 2030.

c. There has been increased relevance & adoption of digital tools across agencies to collect, analyze, visualize consumer data to derive actionable insights from it. With consumer overreliance on digital medium as source of communication, brands must be seen, heard and reachable to its consumers equally on digital as much as across other traditional platforms. Multiple industry reports from the likes of Dentsu & GroupM have been prophesizing that Digital media will overtake the ad spends share of television in 2023 and could account for over 45% in 2024 of total media spends in India.

d. Developments in Artificial Intelligence space has peaked in the last few months. Beyond Generative AI tools such as ChatGPT & MidJourney which has been hogging the headlines, there are hosts of AI powered tools that are enabling agencies to research, plan, strategize, create content, run campaigns and measure better. Case in point tools like Quilt.AI are helping planners convert big data signals into human insights and uncover cultural meaning.

3. Could you elaborate on how traditional agencies are leveraging these two megatrends to Remain competitive and building customer experience?

Across the globe traditional agencies have embraced digital technologies and have evolved to integrate digital services as part of their offering. In the decade gone by we saw several of the traditional group agencies expediting digital adoption through acquisition of pure play digital agencies to stay competitive. We have also seen several technology partners- hips taking shape between agencies & digital product firms including the likes Google, Meta, Adobe, and Salesforce. These partnerships have not only helped agencies get to speed with shifting consumer behaviors but also their clients' priorities. One of the most recent developments which reflects how quick agencies globally are adopting to new technologies is the partnership between WPP & NVIDIA. NVIDIA and WPP have announced a partnership to develop a content engine to build generative AI-enabled content engine for digital advertising. Most of the traditional agencies today have in-house business units for digital & emerging tech.

A good signal for competitiveness of traditional agencies is the likes of Ogilvy, Leo Burnett, DDB, among others acing digital & tech categories with the big wins at Cannes Lions.

For consumers of the day the expectation is very high for consistent brand experience across platforms and touch points. Brands have upped the ante on Data-Driven Marketing for Hyper-Personalized Experiences and superior customer experience. There's also significant investment in emerging technologies and newer avenues including Artificial Intelligence, Augmented Reality and Gaming.

Staying in line with their client needs traditional agencies have quickly adopted either by virtue of acquisition or by setting in-house digital tech consulting practice to cater to client needs on CX. In fact, CX services at these agencies include marketing automation, Data driven insight by leveraging advanced analytics and machine learning, creation of chatbots & virtual assistants with conversational AI capabilities. Some of these are facilitated with close collaboration with digital product companies. Agencies viz erstwhile JWT now Wunderman Thompson and Dentsu have dedicated CXM business units. These are indicators of their seriousness to evolve with time and technology to serve new age brand requirements.

4. Students would also be keen to understand how the marketing communication business, intends to leverage these two trends, to identify and target newer or extremely specific customer segments?

Digital media marketing strategies help identify and engage the consumers across the purchase funnel. Digital as a medium has helped brands evolve to become conversational brands across multiple touch points of a consumer journey.

Consumers are no longer okay with brands trying to engage with them with just spray and pray tactics. They are more likely to engage with brands which are more likely to personalize communication, tailored to make the engagement meaningful them.

Use of artificial intelligence and machine learning has only gotten more refined over the years on the digital spectrum. Be it Google search or social platforms viz Facebook, Instagram, or Twitter. Ecommerce marketplaces viz Amazon, Flipkart or even the brands own websites and mobile apps consumer engages with.

The digital technologies enable brands and platforms to collect, harness, analyze and segment consumer data. The data collected allows them to analyze and gain deep insights on customer behavior. The data isn't just demographic understanding of the users, but their preferences help create psychographic profiles of users. Further to this with help of predictive analytics and precision targeting algorithms brands can deliver customized and personalized communication at various stages of a consumers purchase journey.

Marketing automation is critical part of enabling brands to operate and engage with their consumers at scale. MarTech (Marketing Technology) platforms Viz Marketo, Hubspot and Salesforce are integral to the digital tech stack for brands. AdTech (Advertising Technology) platforms on the other hand help target, deliver, and analyze digital advertising efforts. There are over 9,000 AdTech platforms globally some of the popular ones include Google, Adobe, InMobi among others. Artificial Intelligence technology is integral to making MarTech & AdTech platforms efficient.

5. Compared to the traditional ways of measuring marketing outcomes, how is the marketing communication industry planning to measure the impact of digitization (and digital media) and artificial intelligence on marketing outcomes?

a. Brands can measure the impact of digital marketing strategies in more depth than traditional mediums. Traditionally the brands have relied mostly on brand health surveys and correlate it with sales uplifts as way of measurement. However, in the digital era its now possible to evaluate impact of various digital activities in more granular detail.

b. There are well defined digital metrics across, Reach, Awareness, Consideration and Conversion. Beyond the metrics of impressions, clicks and conversions, brands can attribute efficiency and ROI on each of the channels that are part of digital media mix. Some of these being CPM (Cost Per Mille), CPC (Cost Per Click), CPI (Cost Per Install), ROAS (Return on Actual Spend), CAC (Customer Acquisition Cost). This in turn helps brands keep optimizing their digital marketing efforts on both paid and organic strategies across multiple digital marketing avenues including SEO, Content marketing, social media, Influencer, search & display, mobile and email marketing among others.

c. Artificial Intelligence is covertly imbibed across multiple digital platforms & tool used by brands and agencies. The measurability of it would be through overall digital impact and digital metrics based on the marketing objectives. Google has had AI as foundation to its Google Ads product. It has recently also introduced Generative AI led features to its ad's product. In days ahead use of AI will see more prominence, we are already seeing agencies experimenting with Generative AI for creating various brand content from ad copies to blogs and ad creatives to videos. The impact of these will be measurable through digital consumer engagement metrics discussed above.



Think Out of the Box



Business Vocabulary

Arbitrage

It is the simultaneous purchase and sale of the same or similar asset in different markets in order to profit from tiny differences in the asset's listed price.

Black Swan Theory

It is the simultaneous purchase and sale of the same or similar asset in different markets in order to profit from tiny differences in the asset's listed price.

Hub and Spoke Model

Distribution channel that disperses inventory to multiple fulfillment centers from a large distribution center.

Content Seeding

It is a strategy in which content creators plant a brand's content across various platforms.

CapEx

They are investments a company makes into long-term assets. It is also called as Capital Expenditures.

OpEx

It is the money a company or organization spends on an ongoing, day-to-day basis to run its business. It is also called Operational Expenditure.

Protective Farming

The practice of preventing the crop from different agents including pest, weeds, plant diseases, and other organisms that cause damage to the agricultural crops.

Cultural Intelligence

The ability to relate and work effectively across cultures, bearing similarity to the term cultural agility.

Social Listening

Is the process of analyzing online conversations about your brand and your industry at large to find out more about your audience. It includes monitoring our social media channels, for instance when our audience mentions our brand or offers feedback.

Table Turnover

Measures the amount of time a party occupies a table over a specific period of time.

Business Across the World



Indian-origin Ajay Banga takes over as World Bank President

Indian-origin Ajay Banga started his five-year term as the 14th President of the World Bank today, replacing David Malpass. The 63-year-old is the first-ever Indian-American to head the global financial institution. He was nominated for the role by US President Joe Biden. An alumnus of St Stephen's College and IIM Ahmedabad, Banga was previously the CEO of Mastercard.



CBI files case against IL&FS subsidiary for defrauding 19 banks of Rs.6,524 crore

The CBI has filed a case against IL&FS Transportation Networks for allegedly defrauding 19 banks of ₹6,524 crore between 2016 and 2018. IL&FS Transportation Networks is a subsidiary of IL&FS, which had filed for bankruptcy in 2018. The banks that have been defrauded include Punjab National Bank, Bank of India, State Bank of India, Axis Bank and Yes Bank.



RBI releases draft on cyber resilience, security controls for PSOs

The Reserve Bank of India (RBI) released draft Master Directions on Cyber Resilience and Digital Payment Security Controls for Payment System Operators (PSOs) on June 2. The draft directions cover governance mechanisms for identification, assessment, monitoring and management of cybersecurity risks and specify baseline security measures for ensuring safe and secure digital payment transactions.



Apple plans to open 3 new stores in India in next 4 years: Report

Apple reportedly plans to open three new stores in India after launching its first two retail stores in the country in April. It can open its third Indian store in Mumbai's Borivali in 2025 and the fourth one in Delhi's DLF Promenade Mall in the year after, Bloomberg reported. The company can reportedly open another Mumbai store in 2027.



Electric 2-wheeler sales cross 1-lakh mark in May for the 1st time

The domestic electric two-wheeler industry's monthly sales crossed the one-lakh mark for the first time in May as the announcement of a subsidy cut on such vehicle purchases led to a buying rush. On a year-on-year basis, electric two-wheeler registrations were up by 147% from 42,415 units sold in May 2022. In April, the numbers had declined by nearly 23%.



Coal India share sale over-subscribed, govt to get over Rs.4,000 cr

Coal India share sale was over-subscribed and the government is expected to get more than Rs.4,000 crore. In the two-day offer for sale, the government sold its 18.48 crore shares or 3% stake in Coal India at a floor price of Rs.225/piece. Coal India OFS is the maiden government stake sale of a public sector undertaking in the current fiscal



Go First extends suspension of flight operations till 7 June

Bankrupt Go First Airlines on Friday (June 2) informed that its scheduled flight operations would remain cancelled till June 7, adding that a full refund will be issued to the passengers. Earlier flight operations were cancelled till June 4. Meanwhile, the airline's interim resolution professional has reportedly submitted a six-month revival plan with the Directorate General of Civil Aviation.



Elon Musk accused of insider trading over Doge price manipulation

Tesla CEO Elon Musk has been accused of insider trading by investors who claim he manipulated the price of Dogecoin. They said Musk used Twitter posts, paid online influencers and "publicity stunts" to trade profitably at their expense through several Dogecoin wallets. They also claim Musk drove up Dogecoin's price over 36,000% over two years and then let it crash.



We plan to go all-electric by 2030: Mercedes-Benz India MD & CEO

Mercedes-Benz India MD & CEO Santosh Iyer said the brand is dedicated to making its portfolio EV-rich and plans to go all-electric by 2030. Speaking at the India Economic Conclave 2023, Iyer said connectivity will be the next big thing and that technological advancements and a number of new features will make their way into the cars.



SBI Life to takeover liabilities of Sahara India Life Insurance

Insurance Regulatory and Development Authority of India (IRDAI) said it has decided to transfer the life insurance business of Sahara India Life Insurance Company (SILIC) to SBI Life Insurance Company (SBI Life). SBI Life will take over policy liabilities of around two lakh policies of SILIC. IRDAI has taken necessary steps to ensure a smooth transition for all SILIC policyholders.

Ready for the Challenge?

1. What is the process of promoting products or services using digital channels called?
2. What is the use of computer systems to perform tasks that would normally require human intelligence called?
3. What is the process of analyzing and drawing conclusions from data to make informed decisions called?
4. What is the process of using algorithms to analyze data and make predictions called?
5. What is the use of chatbots in digital marketing called?
6. What is the use of machine learning in digital marketing called?
7. What is the use of natural language processing in digital marketing called?
8. What is the use of AI to improve the efficiency of marketing campaigns called?
9. What is the process of using data to make informed decisions about sales activities called?
10. What is the process of optimizing a website to rank higher in search engine results pages called?
11. After GST, what is the new name for Central Board of Excise and Customs, (CBEC)?
12. Which AMC's CEO Leo Puri has quit due to differences between the foreign shareholder T.Rowe Price and the government of India institutions?
13. Name the business leader who has been accused, wrongly of idol theft from temples in South India. His family is known for restoring temples as philanthropy.
14. Which company was Anant Bajaj associated with?
15. Which is the first Indian insurance company to issue insurance policies in the government promoted Digilocker?
16. Which aviation entrepreneur started his career in 1967 as a cashier in his maternal uncle Seth Charan Das Ram Lal's travel agency East West Agencies?
17. The exit of a which top official from Infosys has been described as an 'irreplaceable loss' by Narayana Murthy? Name the official.
18. Name the business man who is a patron of Anant University?
19. Who has ISRO selected to head the Human Flight Programme?
20. An urban co-operative bank based in Pune suffered a loss of INR 90 crores due to a cyber theft? Name the bank.

Note

1. The Quiz Contest is only open to students of CMS Business School.
2. The last date to submit the answers is 20th July 2023.
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 1 Issue 4

- 1st: Nagendra Karnot (MBA Batch 2021-23)
 2nd: Sunaina Raina Patra (MBA Batch 2021-23)
 3rd: OR Pavan Raghavendra (MBA Batch 2022-24)





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