

“YAŚOGĀTHE”

Welcome to the Department of MBA, a centre of leadership, innovation, and applied management education. Established in 2007, the department is led by Dr. DM Arvind Mallik and supported by a highly qualified, dedicated faculty. **Empowering minds, shaping leaders.** Our MBA program is designed to develop future business leaders by integrating academic rigor with practical experience. Through a contemporary curriculum, strong industry partnerships, experiential learning, and real-world projects, we prepare students with strategic thinking, analytical problem-solving, and entrepreneurial vision. We share the latest updates, achievements, and opportunities from our vibrant academic community. Join us as we celebrate success and continue our pursuit of excellence in management education.

Department Vision

To be a prominent business management education provider known for developing highly adaptable & passionate professionals who excel in their chosen field and serve the society.

Department Mission

M1: To offer a highly inspiring learning platform wherein students from diverse backgrounds develop their competencies to optimum level.

M2: To be relevant to Industry and Society through strategic linkages

“Chartered Accountant Day & Expert Talk on “Simplifying GST”



Prerana Educational and Social Trust (R)
PES Institute of Technology and Management
 #E1 206, Sagar Road, Shivamogga - 577 204
 (Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi, Recognized by Govt, Accredited by NAAC with 'A' Grade)

Department of MBA
 In Association with
 Shivamogga District Chartered Accountants Association
 Organises

Chartered Accountant Day
 &
 An Expert Talk on “Simplifying GST- Expert Talk by the CA”

Chief Guest & Keynote Speaker
CA. N L Prasad
 President, SDCAA

Guest of Honour & Resource Person
CA. Narendra K V
 GST Expert, SDCAA

Other Delegates

CA. S K Nagaraja Singh Secretary – SDCAA	CA. Mahendra Treasurer – SDCAA
--	--

Date: 18th July 2025 | Time: 10:30 AM
 Venue: Main Seminar Hall



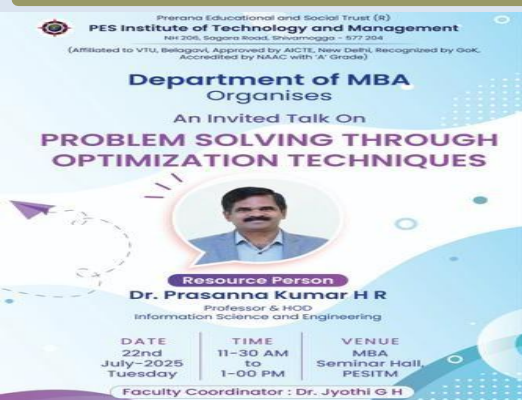
The Department of MBA, PES Institute of Technology and Management, Shivamogga, organised the “Chartered Accountant Day Celebration” on 18th July 2025 in collaboration with the Shivamogga District Chartered Accountants Association (SDCAA). The event was held to acknowledge and appreciate the valuable contributions of chartered accountants to the financial and economic systems of the country. The program was presided over by Dr. D.M. Arvind Mallik, HOD & Associate Professor, and Dr. Jyothi G.H., Assistant Professor, Department of MBA, PESITM, and a total of 102 students from MBA departments participated. The highlight of the program was an expert talk titled "Simplifying GST —Expert Talk by the CA" aimed at educating students and faculty on the current developments and practical aspects of the Goods and Services Tax (GST) in India.

“Data Visualization workshop using Tableau and Power BI”



The Department of MBA, PESITM, in association with the Department of Artificial Intelligence and Machine Learning, organised a hands-on workshop on “Tableau and Power BI Basics” for the first -year MBA students. The session aimed to introduce students to modern data visualization tools that are widely used in business analytics and decision -making processes. The workshop highlighted the importance of data -driven insights in today’s corporate world. The workshop was conducted every starting from 16th to 30th August, 2025 at AI&ML lab. The event was conducted under the valuable guidance of Dr. D. M. Arvind Mallik, Head of the Department of MBA, and Dr. Likewin Thomas, Head of the Department of AI & ML. The event was coordinated by Dr. Hemantha Kumara M. G from the Department of MBA along with Mrs. Tejaswini N. D., Mrs. Akhila CV and Mrs. Shilpa K. C. from the AI & ML department. Their support and leadership ensured the smooth execution of the workshop, making it a meaningful and enriching experience for the students.

“Expert Talk on Optimization Techniques “



The Department of MBA, PESITM, Shivamogga, successfully organised an invited talk on “Problem Solving Through Optimization Techniques” on 22nd July 2025. We were honored to host **Dr. Prasanna Kumar H R, Professor & HOD, Information Science and Engineering**, as the resource person. His insightful and engaging session provided our second - semester MBA students with practical perspectives and a deeper understanding of structured problem -solving using optimization techniques. Dr. Jyothi GH, Faculty Coordinator, effectively organised and coordinated this enriching academic event.

“Financial Awareness & Financial Literacy At An Early Age”

Prerana Educational and Social Trust (R)
PES Institute of Technology and Management
NH 206, Sagara Road, Shivamogga - 577 204
Approved by AICTE, New Delhi | Affiliated to VTU, Belagavi | Recognized by Govt. of Karnataka
MBA Accredited Programs: CSE, CV, ECE, ISE, EEE & ME

Department of MBA
National Securities Depository Limited (NSDL)
sponsored

WEBINAR ON
Financial Awareness & Financial Literacy
at an early age



Mr. Suhas Rajput
CEO - Proficient Minds
SEBI Smart Trainer

Registration Link  Meeting Link 

Date
24th JULY 2025

Time
11:20 AM - 12:20 PM



The Department of MBA is organising a webinar session sponsored by National Securities Depository Limited (NSDL) on the topic "Financial Awareness & Financial Literacy at an early age" featuring Mr. Suhas Rajput, CEO, Proficient Minds, SEBI Smart Trainer on 24th July 2025. His insightful and engaging session provided our second - semester MBA students with practical perspectives and a deeper understanding about Financial Awareness & Financial Literacy at an early age. Mr. Arjun. J & Mrs. Arpitha. R S, Faculty Coordinators, effectively organized and coordinated this enriching academic events.

“AI-Driven Business Analytics: Trends, Tools & Real-World Impact”

Prerana Educational and Social Trust (R)
PES Institute of Technology and Management
NH 206, Sagara Road, Shivamogga - 577 204
Approved by AICTE, New Delhi | Affiliated to VTU, Belagavi | Recognized by Govt. of Karnataka
MBA Accredited Programs: CSE, CV, ECE, ISE, EEE & ME

Department of MBA
Organises
A Technical Talk
**AI - Driven Business Analytics - Trends
Tools & Real World Impact on Future Business**



**Monday
December
01st**

Time
**10.00 AM
to
11.00 AM**

Resource Person
Mr. Girish Kumar M S
Deputy General Manager
Global Sales Enablement
Tata Communications



The Department of MBA at PES Institute of Technology and Management, Shivamogga, organised an insightful technical talk for first-year MBA students, focusing on the transformative role of Artificial Intelligence in modern business analytics. The session was delivered by Mr. Girish Kumar M. S., Deputy General Manager – Global Sales Enablement, Tata Communications, who shared valuable perspectives on how AI is reshaping decision-making processes, driving innovation, and influencing emerging business models across industries. He also highlighted the latest trends in AI-powered analytics and demonstrated practical, real-world applications that organizations are leveraging. Students gained a comprehensive understanding of emerging AI tools, explored live industry use cases, and learned how AI-driven analytics is opening new career opportunities in the evolving business landscape. The interactive session enabled participants to connect academic concepts with real-world practices, enriching their learning experience. The department expresses its sincere gratitude to Mr. Girish Kumar M. S. for his engaging and knowledge-rich session and commends the students for their enthusiastic participation, which contributed to the success of the event.

“Industrial Visit to Shanthala Spherocast Pvt. Ltd.”



MBA students of PES Institute of Technology and Management (PESITM), Shivamogga, undertook an industrial visit to Shanthala Spherocast Pvt. Ltd., Machenahalli, Shivamogga, as part of their experiential learning initiative. The visit offered valuable insights into the manufacturing processes, operational practices, and managerial dimensions of the foundry industry. During the interaction, students had the opportunity to observe real-time production activities, enabling them to connect theoretical concepts with practical industrial applications. The experience significantly enhanced their understanding of operations management, supply chain practices, and quality control systems followed in modern manufacturing organizations. The department expresses its sincere gratitude to Mr. R. Rudregowdru for granting permission for the visit, and to Mr. Nanjudeshwar (HR Manager), Mr. Vinay Dhoddamane (Director – Marketing & R&D), Mr. Manjunath, and Mr. Vinay for their valuable time and informative knowledge-sharing sessions at the company premises. The students were accompanied and guided by Dr. Hemantha Kumara M. G. and Dr. Jyothi G.H., whose mentorship ensured a meaningful learning experience. The department also extends its appreciation to the PESITM Management, CCA, Principal, and Head of the Department for their continuous encouragement in organising such industry-academia engagement activities, which motivate students to relate classroom learning to real-world managerial practices.

“Technical Talk on Emerging Financial Risk Management”



The Department of MBA successfully organised an online technical talk on, 20th August, 2025, featuring Mr. Brijesh Kumar Agarwal, Senior Vice President – Operations, Consero Global, as the distinguished speaker. During the session, Mr. Agarwal shared valuable insights into the evolving global financial landscape, highlighting the growing importance of risk anticipation, proactive planning, and effective mitigation strategies in modern organizations. Drawing from his extensive industry experience and leadership expertise, he provided students with practical perspectives that effectively connected academic learning with real-world financial applications. The session witnessed enthusiastic participation from 59 MBA students, who actively engaged through thoughtful questions and interactive discussions, making the program highly enriching and impactful.

The Department of MBA extends its sincere gratitude to Mr. Brijesh Kumar Agarwal for his valuable time and for delivering an insightful session that significantly enhanced students' understanding of contemporary financial practices.

"International Webinar on "Black Marketing: The Other Side of Marketing"

Prerana Educational and Social Trust (R)
PES Institute of Technology and Management
 NH 206, Sagara Road, Shivamogga - 577 204
 Approved by AICTE, New Delhi | Affiliated to VTU, Belagavi | Recognized by Govt. of Karnataka
 NBA Accredited Programs: CSE, CV, ECE, ISE, EEE & ME
Industry Institute Interaction Cell (IIIC)
 in association with

Department of MBA
 Organises
International Webinar Series on Marketing
**BLACK MARKETING:
 THE OTHER SIDE OF
 MARKETING**

Join Our
WEBINAR

Monday
 December
15th

Time
 2:00 PM
 to
 3:00 PM

Mohammed Edan Alkhazraje
 Assistant Professor
 Head - Dept. of Financial & Banking Techniques
 Institute of Administration Rusafa
 Middle Technical University
 Baghdad, Iraq.



The Industry–Institute Interaction Cell organised an **International Webinar Series on Marketing** titled **“Black Marketing: The Other Side of Marketing”** on **22nd December**, providing students with valuable global exposure to contemporary marketing perspectives. The session was delivered by **Mr. Mohammed Alkhazraje, Assistant Professor and Head, Department of Financial & Banking Techniques, Institute of Administration Rusafa, Middle Technical University, Baghdad, Iraq**, who shared insightful perspectives on the lesser -discussed dimensions of marketing practices and their implications in global markets. The webinar offered participants critical insights into ethical, regulatory, and strategic aspects associated with black marketing practices, enriching their understanding beyond conventional marketing concepts. The event witnessed active participation from around **50 MBA students** from the first and second year, many of whom also contributed to organizing and coordinating the programme. The department also appreciates the efforts of **Ms. Aruna (III Semester MBA)** for introducing the webinar, **Ms. Amrutha Varshini** for delivering the welcome address, and **Mr. Shashank** for presenting the vote of thanks. The webinar served as a valuable platform for strengthening global academic engagement and enhancing students’awareness of diverse marketing practices in the international business environment.

"Research Paper Achievements at Global Innovation and Technology Summit 2025"

Prerana Educational and Social Trust (R)
PES Institute of Technology & Management

Two Research Papers on AI in Marketing and Health sector were Selected at Global Innovation and Technology Summit 2025 by Atlas Skill University Mumbai

Congratulations

Shwetha K A
 USN : 4PM24BA044
 Batch 2023-25
Topic
 Impact of Artificial Intelligence on Healthcare System in India

Pooja S
 USN : 4PM23BA033
 Batch 2023-25
Topic
 Application of AI Technology in India Digital Marketing Environmental Cloud

Best Wishes from Department of MBA PESITM, Shivamogga

The Department of MBA, PES Institute of Technology and Management (PESITM), Shivamogga, proudly congratulates **Ms. Shwetha K. A. and Ms. Pooja S.**, whose research papers were selected for presentation at the **Global Innovation and Technology Summit 2025 (AAROHAN 3.0)** organised by Atlas Skill University, Mumbai.

Ms. Shwetha K. A. presented her paper titled *“Impact of Artificial Intelligence on the Healthcare System in India,”* while Ms. Pooja S. presented her work on *“Application of AI Technology in India: Digital Marketing and Environmental Cloud.”* Their selection at this prestigious international platform reflects the strong research culture and academic excellence nurtured within the department.

The Department of MBA extends its heartfelt congratulations to both students for their commendable achievement and wishes them continued success in their future academic and research endeavours.

“Students Participation on International Conference”

 PES Institute of Technology and Management
Shivamogga - 577204, Karnataka, India

Department of MBA

20 MBA students shortlisted to present Research Papers

At the International Conference
Conducted by GFGC, Shivamogga
19.7.2025

CONGRATULATIONS

We celebrate our students success



The students from the Department of MBA, PES Institute of Technology and Management (PESITM), Shivamogga, participated in the International Conference on “Harnessing Artificial Intelligence and Digital Platforms for Sustainable and Inclusive Global Development,” organised by the Department of Commerce & Management, Government First Grade College & PG Centre, Shivamogga. The conference provided a valuable platform for academic exchange, enabling deeper exploration of emerging AI - driven marketing practices and their implications for improving customer experience in the digital era.

“Students Participation on National Conference”

POORNAPRAJNA INSTITUTE OF MANAGEMENT, UDUPI



CERTIFICATE

This is to Certify That **Ms. TRUPTI S C BHAT**
has participated / presented as a Delegate and presented an Contributed
paper **“ADOPTING AI FOR GOOD: A STUDY OF
ORGANIZATIONAL INTEGRATION IN CSR INITIATIVES”**
at the One-Day
**National Conference on Innovations for Future Economy:
Synergies in Management, Commerce & Information Technology,
held on 18th December 2025 at Poornaprajna Institute of
Management, Udupi.**


Conference
Convener/Secretary


Dr. P. S. Aithal
Director, PIM, Udupi

POORNAPRAJNA INSTITUTE OF MANAGEMENT, UDUPI



CERTIFICATE

This is to Certify That **Ms. AKSHATHA P S**
has participated / presented as a Delegate and presented an Contributed
paper **“CONTRIBUTION OF AI IN ADDRESSING
URBAN HUNGER”**
at the One-Day
**National Conference on Innovations for Future Economy:
Synergies in Management, Commerce & Information Technology,
held on 18th December 2025 at Poornaprajna Institute of
Management, Udupi.**


Conference
Convener/Secretary


Dr. P. S. Aithal
Director, PIM, Udupi

The Department of MBA, PES Institute of Technology and Management (PESITM), announce that **third -semester MBA students Ms. Trupthi S. C. Bhat and Ms. Akshatha P. S.** successfully presented their research papers at the **National Conference on “Innovations for the Future Economy: Synergies in Management, Commerce, and Information Technology,”** organised by Poorna Prajna Institution, Udupi, on **18 December 2025.**

Ms. Trupthi S.C.Bhat presented her paper titled **“Adopting AI for Good: A Study of Organizational Integration in CSR Initiatives,”** which explored the role of Artificial Intelligence in strengthening and transforming corporate social responsibility practices within organizations. **Ms. Akshatha P. S.** presented her research on **“Contribution of AI in Addressing Urban Hunger,”** highlighting the potential of AI - driven solutions in tackling pressing urban challenges.

Their thoughtful presentations underscore the growing relevance of Artificial Intelligence for social good and reflect the strong research orientation and academic excellence of our students. The department congratulates both students for representing the institution with confidence and competence and wishes them continued success in their future academic endeavors.

“Placement Drives”



The Department of MBA and **CDC PES Trust - Shivamogga** at **PESITM Shivamogga**, organised two placement drives for final - year MBA students. The placement drives were hosted by two companies, CodeYoung and NJ Group, that offered our students an excellent opportunity to begin their careers final-year MBA students. The placement drives were hosted by two companies, CodeYoung and NJ Group, that offered our students an excellent opportunity to begin their careers.

“Placement Achievement”



The Career Development Centre of PES Institute of Technology and Management (PESITM), Shivamogga, proudly congratulates **Ms. Akshatha P. S.** and **Mr. Tarun V. K.** (MBA – 2026) on being successfully placed at **CCO Crane Consulting**. This accomplishment reflects their dedication, skills, and consistent efforts, as well as the institution’s commitment to nurturing industry -ready professionals. The Management, Principal, Faculty, and the Career Development Centre extend their heartfelt congratulations to the students and wish them great success in their professional careers.



The Career Development Centre of PES Institute of Technology and Management (PESITM), Shivamogga, proudly congratulates **Ms. Poornima S. H., Ms. Deepa M., Mr. Sarvodaya, Ms. Arpita S., Ms. Ananya M., and Mr. Nandan A. C.** (MBA – 2026) on their successful placement at **Grant Thornton**.

The students have secured the role of **US Tax – Analyst** with an impressive package of **7 LPA**, marking a significant milestone in their professional journey. This achievement reflects their dedication, academic excellence, and industry -ready skills nurtured through the institution’s continuous training and career development initiatives. The Management, Principal, Faculty, and Career Development Centre extend their heartfelt congratulations to the students and wish them continued success in all their future endeavors.

“Faculty Member Awarded Doctor of Philosophy”



"We are proud to announce that **Dr. Hemantha Kumara M G, Assistant Professor**, a valued member of our faculty, has successfully completed their Ph.D. The Department proudly congratulates on the successful completion of the **Doctor of Philosophy (Ph.D.) from Srinivas University**, marking a significant academic milestone achieved through dedication, perseverance, and sustained research efforts.

Heartfelt gratitude is extended to **Dr. Shailashri V. T.**, whose mentorship, guidance, and continuous support played a vital role in shaping the research journey. Sincere appreciation is also expressed to family members, colleagues, friends, and well wishers for their encouragement and unwavering support throughout this accomplishment.

This achievement stands as a testament to commitment to academic excellence and serves as an inspiration for continued contributions to research, teaching, and scholarly development.

“Faculty Member Awarded Post-Doctoral Fellowship Achievement”



"We are proud to announce that **Dr. Arvind Mallik D M, Associate Professor**, a valued member of our faculty, has successfully completed their Ph.D. After successfully completing a Ph.D. from Visvesvaraya Technological University, Belagavi, in 2023, a renewed commitment to advancing research led to the pursuit of a **Post-Doctoral Fellowship at Srinivas University** in 2024. The fellowship focused on exploring the role of **Virtual Reality (VR) as a strategic branding tool for new-age management institutions in Karnataka in the era of Artificial Intelligence**.

During the fellowship period of nearly two years, the research work contributed to new academic insights into emerging digital branding approaches, resulting in the publication of four research papers. The study highlighted the growing influence of VR technologies in strengthening institutional branding and enhancing digital engagement.

On **22 August 2025**, the Post-Doctoral Fellowship was formally awarded by Srinivas University, marking an important milestone in the academic journey. Sincere gratitude is extended to **Dr. Shailsree, Dr. Sreeramana Aithal, and Mr. Sanath Bhaskar** for their mentorship, guidance, and timely support throughout the fellowship. This journey stands as a reflection of continuous learning, perseverance, and the commitment to evolving with emerging research trends.

“Faculty Development Program”



“Ethnic day-2025”



“Invites For News Articles”

We are pleased to invite everyone to send their articles for future editions of “YOSOGATHE”. That fits into the following category.

- ◆ Informative, awareness creating, trending, short or descriptive technical articles /non-technical articles.
- ◆ Paintings, pencil sketches, doodles, poems, jokes, photography etc.
- ◆ Articles are accepted both in Kannada and English languages.

“Editorial Board”

Sl. No	Names of Editorial Board of Members	Designation of Board of Members
1	Dr. D M Arvind Mallik, B.E, M.B.A (Mar), Ph D. PDF	Chief Editor
2	Mrs. Arpitha R S, MBA (Mar), Mcom, B.Ed., Slet, (Ph.D)	Editor
3	Mr. Arjun J, MBA (Fin), ICWAI, Inter, CSE, PGDMM (Ph.D)	Member
4	Ms. Trupthi S C Bhat - III Sem	Member
5	Mr. Darpan D- III Sem	Member
6	Mr. Ananya M - III Sem	Member