



# PRAGNA

VOLUME 7

## Why ISBR?

ISBR Business School, among the finest business schools in India, boasts of fostering an environment where learners and educators can pursue limitless knowledge under one roof.

Here, theoretical teachings amalgamate with practical experiences, enabling a profound comprehension of oneself and the world.

As an institution, ISBR prioritises academic growth and aims to prepare students for life, moulding them into visionary leaders of tomorrow.

## Top News

We Welcome our PGDM Batch of 2024-26!



ISBR Game Zone now available on the Fourth Floor!



[WWW.ISBR.IN](http://WWW.ISBR.IN)

**MAY-JUNE 2024**

# Table of CONTENTS

## 01 Impact



From the Founder's Office	04
From the Executive Director's Office	05
From the Director of Academic's Office	06
International Office	07

## 02 Innovate



Research Excellence	10
---------------------	----

## 03 Engage



Events at ISBR	12
Happy Folks Club	13
Success with International Accreditation	14
Student Engagement	15
Faculty Engagement & Achievements	16
Amrita AHEAD FDP	17

## 04 Transform



Internships	19
-------------	----

**IMPACT**

# DR. MANISH KOTHARI

MANAGING DIRECTOR, ISBR BUSINESS SCHOOL  
REAL WORLD. REAL LEARNING



## Dear Esteemed Readers,

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

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

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

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

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

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

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



# DR. ANAND AGRAWAL

## EXECUTIVE DIRECTOR, ISBR

BUSINESS SCHOOL  
REAL WORLD. REAL LEARNING



### **Dear readers,**

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

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

We invite all our readers to connect with us and share their thoughts, ideas, and feedback. Your active involvement is vital in our journey toward excellence. Please feel free to reach out to me at [executivedirector@isbr.in](mailto:executivedirector@isbr.in). We look forward to hearing from you.

Thank you for your continued support and readership.

Dr. Anand Agrawal  
Executive Director  
ISBR Business School

# DR. NILA A CHOTAI

## DIRECTOR OF ACADEMICS, ISBR (MBA)

BUSINESS SCHOOL  
REAL WORLD. REAL LEARNING



### Dear readers,

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

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

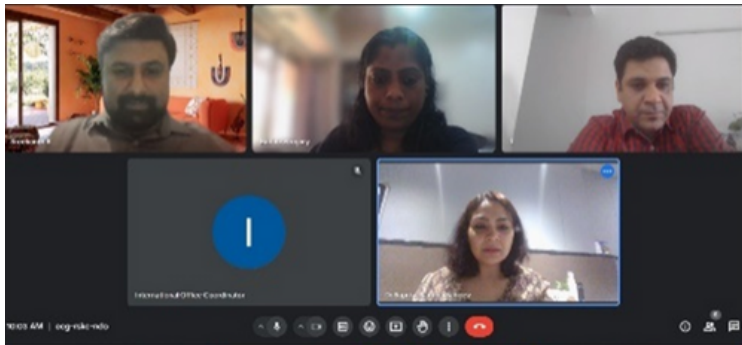
Furthermore, education plays a pivotal role in fostering social mobility and equality. It has the power to break down barriers and provide opportunities to individuals from all walks of life. By prioritizing inclusive and equitable education systems, we can create pathways for individuals to fulfill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

Dr. Nila A Chotai  
Director of Academics  
ISBR Business School

# INTERNATIONAL OFFICE



Mr. Sreekanth K, Assistant Manager, ISDC, along with his team, visited ISBR Business School on May 9, 2024 for delivering a master session for UG students of ISBR Business school and gave the certificates to the students after completing the session. Dr. Supriya Lamba Sahdev and Ms. Snehal Dhordawere present during the event.

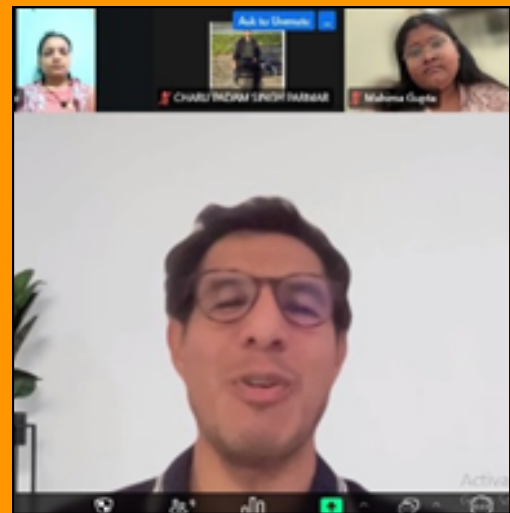


On May 22, 2024, a virtual meeting was held between Mr. Sreekanth K., Assistant Manager at ISDC, Mr. Tanesh Arora, Vice President of ISDC, Ms. Babita Poojary, Zonal Head of ISDC, and the International Office ISBR team to discuss about the master sessions to be offered to the UG students of ISBR and other opportunities of future collaborations and student exchange.

On May 17, 2024, a virtual meeting was held between Dr. Ivan and Dr. Supriya Lamba Sahdev, Associate Professor + HOD Marketing and International Programs Manager, ISBR Business School, along with 10 students of ISBR to discuss the international internship offered to the students (Batch 2023–25).

Two students Mr. Jugajyoti Behera and Mr. Aravind James from ISBR Business school batch 2023-25 have started their in-person International Internship with a Vietnamese company, Do Agency on 9th June, 2024 through our partner FPT University, Vietnam.

## STUDENT ENGAGEMENT



Ten students from ISBR Business School batch 2023–25 participated in a virtual meeting regarding Spain International Internship with Dr. Ivan and Dr. Supriya Lamba Sahdev on May 30, 2024.

An application of Lamar University and HOF University has been submitted by the students with the help of the International Office, ISBR.

On Saturday, 22th June, Dr. Supriya Lamba Sahdev had attended an event "Bangalore Education Conference" at Pride Hotel 93, Bangalore



Dr. Supriya Lamba Sahdev along with her spouse had attended the Italian National Day reception, at the Leela Palace Bengaluru on Sunday, 2nd June 2024.

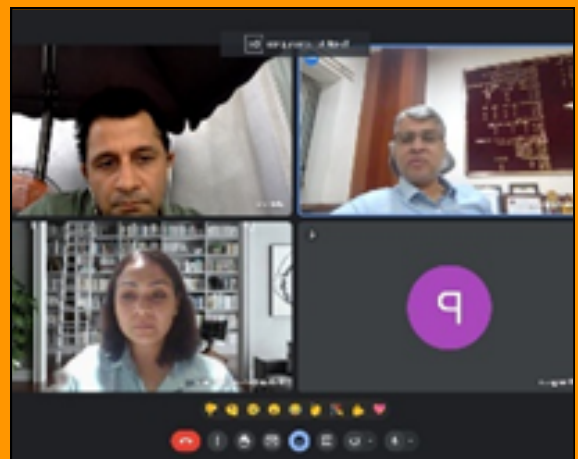


Mr. Zingade Parmanand, University Partnership Manager, Synergy University, Moscow and Dr. Supriya Lamba Sahdev, Associate Professor + HOD Marketing and International Programs Manager, ISBR Business School and her team had an online meeting on 21st June, 2024 to discuss about future collaboration and MOU between Synergy University, Moscow and ISBR Business School, Bengaluru, India. Details of Immersion program offered by Synergy University, links of the faculties from Synergy University who would like to collaborate with ISBR Business School for research.

A virtual meeting was held between Prof. Manoj Kumar MD & CEO of iEdui and Dr. Supriya Lamba Sahadev Associate Professor HOD Marketing and International Programs Manager, ISBR Business School and the International Office team on 7th June, 2024 for discussion on collaboration between iEdui and ISBR Business School to explore mutually beneficial opportunities in the realm of education.

Ms. Vasudha Varma the Head - Southern Region Indo Italian Chamber of Commerce and Industry had visited ISBR Business School on 12th June, 2024, to discuss the potential collaborations between ISBR and the Indo-Italian Chamber of Commerce and Industry.

## MOUs



On 19th June, 2024 an online meeting was held between Mr. Vishwas Saraswat, Ms. Priya Bhargava and Dr. Anand Agrawal, Executive Director, ISBR Business School, Dr. Supriya Lamba Sahadev Associate Professor + HOD Marketing and International Programs Manager ISBR Business School to discuss about the new 7 MOU signed with the Vietnamese Universities.

**INNOVATE**



# RESEARCH EXCELLENCE

Dr. S. Prabhakar published a paper titled "Empirical Evaluation of Stock Market Prediction System using Intelligent Learning Scheme with Data Processing Logic" in IEEE, a Scopus-Indexed Journal.

Dr. Sheetal Mahendher, Prof. Dhananjai Rao, Dr. Anand Agrawal, Prof Leonard L and Dr. Balachandar published a paper titled "The Impact of Fintech on Banking Services in the Rural Sector" in the Journal of Informatics Education & Research.

Dr. Nila Chotai published a paper titled "Impact of User Generated Content in Building Brand Trust" in the Journal of Economics and "Impact of UPI on Digitalization and Financial Inclusion" in the Journal of Social Sciences.

Dr Nila Chotai, Dr Sheetal Mahendher, and Prof Leonard published a paper titled "Examining the Cybersecurity Challenges Faced by Individuals and the Regulatory Measures to Ensure Data Protection and Their Financial Stability" in Asian and Pacific Economic Review.

Dr Balachandar S, Dr S. Prabakar, Kiran Kumar B, Dayana Das, Dr Nila A Chotai & Prof Dhananjai E Rao published a paper titled "Comparative Analysis of Employability Perceptions among MBA and PGDM Students: Factors Influencing Career Readiness and Job Market Preparedness" in European Economic Letters.

Dr Nila Chotai, Prof Madan Gowda, Prof Leonard L, Ms Vanella Maratha and Ms Chitranka K published a paper titled "Determining Salary of Professors with Help of Student Average Package of the Institute: Mba and Bschoools in India" in Journal of Informatics Education and Research

Dr M.R. Jhansi Rani & Ms. Vishnu Priya L V published a paper titled "Enhancing Employee Satisfaction and Retention in Private Hospitals: A Comprehensive Analysis of Job Dynamics, Attrition Factors, And Strategic Interventions in Bengaluru's Hospital Sector"

Dr Sheetal and Prof Leonard published 2 papers, in the Rabindra Bharathi University : Journal of Economics

- Effects of Food Service Aggregators on Online Consumer Experience
- Navigating the Metaverse: A Study on Exploring the Implications of Virtual Environments on Online Shopping Experiences

Dr. Nila Chotai, Prof. Madan, Prof Leonard and Ms Shruti Sharma published a paper titled "Augmented and Virtual Reality and Consumer Engagement in Education Sector: An Empirical Analysis" in EEL.

**ENGAGE**

# EVENTS AT ISBR

Professor Mansi Aurora hosted a session on the 'Importance of Power Dressing' on June 26, 2024. The event was conducted at ISBR Business School, Bangalore.



ISBR Family celebrated International Yoga Day on June 21, 2024. At our college, we recognize the transformative power of yoga and are committed to fostering an environment where students and staff alike can reap its rewards.





# HAPPY FOLKS CLUB



The Happy Folks Club is an ISBR initiative spearheaded by Dr. Manish Kothari, our Managing Director, along with the support of ISBR Family.

This project aligns with our commitment to Sustainable Development Goals SDG 3: Good Health and Well-Being, SDG 10: Reduced Inequalities, SDG 17: Partnership for the Goals. Under the mentorship of Rtn Veena Shenoy, Head of SDG's Impact at ISBR Business School, an initiative was driven by a dedicated team of enthusiastic 12th-grade interns: Siddharth Kothari, Harshita Bhansali, Siddharth Tandle, Ravela Martin, Mudit R, Vineet Jain, Sasha Borker, Advika Patel, and Sidh N Jain.



Endeavours culminated in the Happy Folks Club Summit, where over 100 senior citizens embraced a future where age is merely a number. We're not only establishing a club but also fostering a community where every senior citizen flourishes with dignity and happiness. Here's to reshaping the ageing narrative and fostering genuine inclusivity.





# SUCCESS WITH INTERNATIONAL ACREDITATION ISBR, SEAA & AIMS

The "Success with International Accreditations" Faculty Development Program and workshop organized by ISBR Business School on 10 and 11 May, 2024, in association with SEAA and AIMS has been a resounding success, bringing together academic leaders, accreditation coordinators, faculty members, and industry experts to explore the intricacies of international accreditations and quality improvements in Business Schools. Through engaging sessions, insightful discussions, and practical insights shared by esteemed resource persons, participants have gained valuable knowledge and skills to navigate the complex landscape of accreditation and excellence.



The success of this program underscores the importance of collaborative efforts between academia, industry, and accreditation bodies in driving educational excellence and shaping the future of business education. As participants return to their institutions armed with newfound insights and strategies, they are poised to lead positive change and uphold the highest standards of excellence in business education.



# STUDENT ENGAGEMENT

Mrs. Savita Rao G , Mr. Praveen Kamath and Ms. Devedrita Dey Sarkar, our FPM Scholars, presented their Pre-synopsis to External faculty members.

MBA freshers went on the Industry Connect Outreach Campaign on May 15, 2024 wherein they met up with TATA Power Solar and 2 other companies.



Isakali Nadaf, an MBA student, was selected for Youth Games that are to be held in Nepal.

MBA students visited ID Fresh Foods for Industry Visit on May 7, 2024 alongwith Prof. Shivaprakash.

The Alumni Success Centre hosted a virtual Fireside Chat on May 25, 2024 for PGDM Students. The speakers at the event were our esteemed Alumni Members - Nikhil MS, Anshitha Sharma, Mr. Yash Paliwal and , Ms. Abha Tiwari



As part of the Industry Outreach campaign nearly 50+ Companies were contacted at Electronics City, not only for placements & Internships but for a whole lot of Industry Academia initiatives. The whole class of MBA freshers were engaged in this task for a period of one month meeting up with the companies here. The response was overwhelming with a positive outcome. It was indeed a great experience to the students in Corporate Relations. It was an initiative of our Professor of Practice Shiva Prakash with a very Innovative Campaign.



A Patent for “Employee Well-being Monitoring System” was registered under ISBR Business School and ten faculty members.

Dr. Padma Mahadevan attended a two week long FDP on “Research Methodology: Techniques, Analysis & Presentation” between April 29 and May 05, 2024, conducted by ScrollWell.

ISBR Business School was honored for its contributon towards Sustainability at the recent ELCITA –Sustainability Awards Function. Bangalore, on June 28 2024.



Research and Teaching Scholars from ISBR Business School, attended a FDP at Oxford College of Engineering on Research in Social Sciences, held on May 9, 2024

Dr. Richa Bhalla, on the recommendation of Board of Studies in Management and approval accorded by the Hon’ble Vice Chancellor was recognized as a Research Supervisor for PhD in Management at University of Mysore!

## FACULTY ACHIEVEMENTS

Dr Supriya Lamba Sahdev completed multiple courses via LinkedIn Learning

- Sales Strategy: Building Relationships to Successfully Sell
- Strategic Planning Foundations
- Project Management Foundations: Integration
- Business Development Foundations: Alliances & Partnerships
- Neuromarketing: Tap Into your Customer's Primal Brain



Dr. Richa Bhalla and Dr. Prabhakar registered a patent for “Plastic Recycling Machine with Collection Unit.”

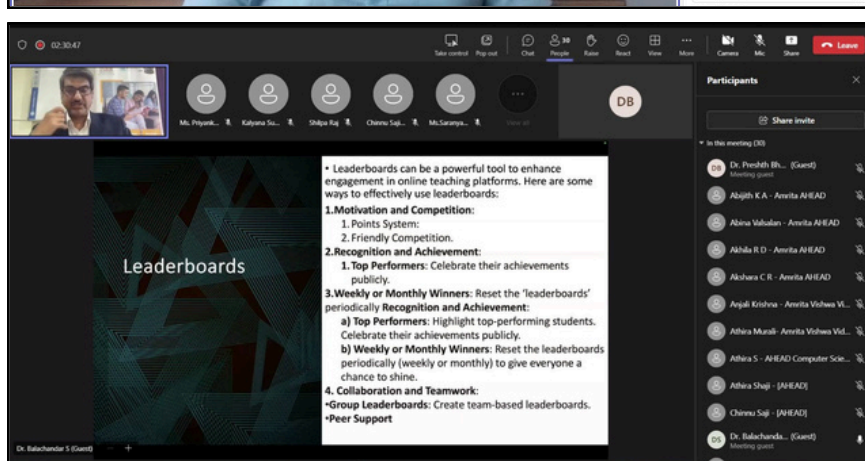
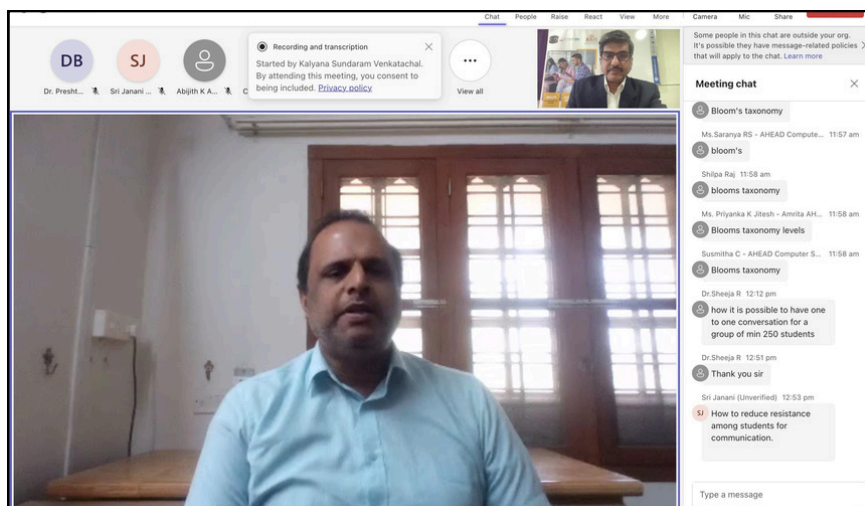
Dr. Balachandar S attended the ICECCC conference hosted by the CMR Institute of Technology, Bengaluru. He presented a paper titled “Predicting Student Dropout Rates in Massive Open Online Courses using an Attention based GCNN Model”.



# AMRITA AHEAD FDP

A two-day Faculty Development Program (FDP) was held at ISBR Business School on the 16th and 17th of May, aimed to foster pedagogical innovation and collaborative learning among educators. The program was attended online by the faculties, research scholars and the facilitators of Amrita AHEAD Online program featured comprehensive sessions led by Dr. Balachander S. and Dr. Preshth Bhardwaj.

The event was wildly successful, and raised a sum of INR 1.5 lakh, making it a milestone achievement at ISBR!



The Faculty Development Program for Amrita Vishwa Vidyapeetham AHEAD Online, proved to be an enlightening experience for all faculties, staff and research scholars. The comprehensive sessions, led by Dr. Balachander S. and Dr. Preshth Bhardwaj, offered valuable insights and practical strategies to enhance teaching effectiveness. Live feedback from participants highlighted the program's success and provided constructive suggestions for future iterations.

**TRANSFORM**

# INTERNSHIPS



OPEN WINGS  
FOUNDATION



# GLASSBOX



# intech

(business) digital



Quick Ride



# OneX Solutions



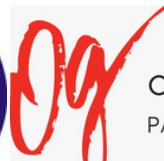
# BAS & CO LLP

CHARTERED ACCOUNTANTS



# Morgan Stanley

Flavours



outlook group  
PACKAGING & PRINTING SOLUTIONS



# FYN



# walnutfolks

# SHARP

TECHNOLOGY

# INSPIRE

WE INSPIRE, YOU EXPLORE





# PRAGNA


---

VOL. 6 MARCH-APRIL 2024 EDITION

**Chief Patron** Dr Manish Kothari  
**Advisor** Dr Anand Agrawal  
**Chief Editor** Ms Dilpreet Chadha  
**Editor** Ms Palak Misra

**International School of Business & Research**

No.107, near Infosys Drive, behind BSNL Telephone Exchange,  
Electronics City Phase 1, Bengaluru, Karnataka 560100

 **080 4081 9500**  **[www.isbr.in](http://www.isbr.in)**