



NEWSLETTER 2020-2021

Geetha Shishu Shikshana Sangha®

GSSS INSTITUTE OF ENGINEERING & TECHNOLOGY FOR WOMEN

Affiliated to Visvesvaraya Technological University, Belagavi, Karnataka

Approved by AICTE, New Delhi and Government of Karnataka.

K R S Road, Metagalli, Mysuru – 16



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Accredited by NAAC Grade 'A'

VISTAAR

ABOUT THE DEPARTMENT:

The MBA program is approved by All India Council for Technical Education, New Delhi and Government of Karnataka, is affiliated to Visvesvaraya Technological University (VTU), Belagavi. Students who join the department of MBA are offered a variety of choices for learning ranging from core specialization programs in Human Resource Management, Finance and Marketing. The department is also supported by a fully-fledged library. Some of the most sought-after e-journals like Pro-Quest and J-Gate are also made available in the library. Placement training, interaction with the industry experts, attending and organizing conferences, academic group activities, outbound training and campus recruitment with personalized attention to each student are the unique offering of the department. The department provides opportunities and facilitates industry visits to enable them to learn from the real-life exposure and bridge the gap between theory and practical knowledge. Socio cultural and extracurricular activities are given impetus to provide the students with overall managerial acumen which will benefit them in the long run.

Vision of the Department

"To provide good management education for women through academic excellence and managerial skill to face the challenges of the dynamic business environment with human values"

Mission of the Department

M01: To create a culture of academic excellence that can provide sound management education.

M02: To bridge the gap between academics and industry through industry interaction programmes.

M03: To empower women with professional skills for a successful professional career.

CONTACT US

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DEPARTMENTAL ACHIEVEMENTS

“Memorandum of Understanding”



GSSS Institute of Engineering and Technology for Women, Department of MBA, Mysuru signed MOU with BUSINESS TOYS Pvt. Ltd, on 21st of October 2020 at GSSSIETW campus, Mysuru.



A Memorandum of Understanding (MoU) was signed on 8th January 2021 between the Department of MBA, GSSSIETW, Mysuru and Regional Institute of Digital Marketing, Mysuru.

“Inauguration of First Year Post Graduate Classes in MBA-2020”

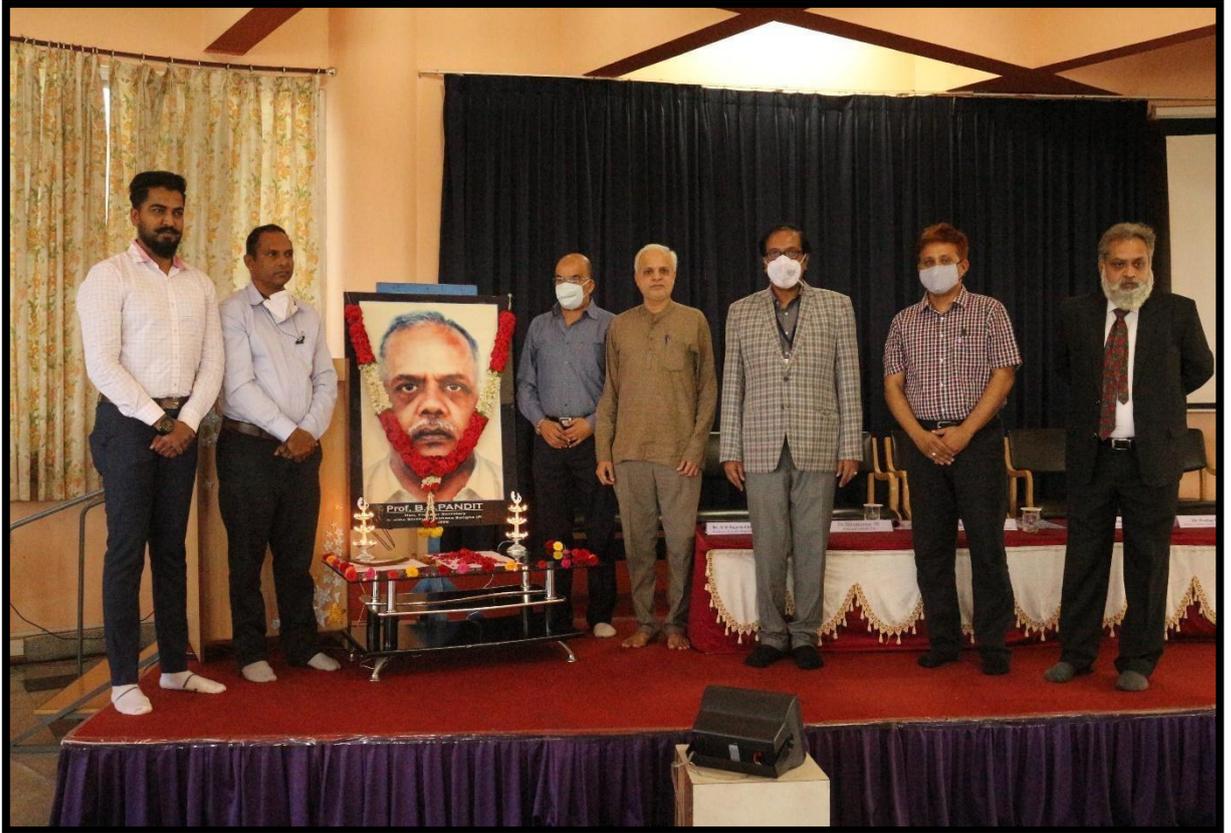


GSSS Institute of Engineering and Technology for Women, Mysuru, organized the Inaugural function of First year Post Graduate Courses in MBA for the academic year 2020-21 on 23rd January 2021 at 11.30 a.m. Dr S Vidyashankar, Hon'ble Vice Chancellor of Karnataka State Open University (KSOU), Mysuru was the Chief Guest for the function.



Our Beloved Principal Dr. Shivakumar. M, addressing first year MBA students during their orientation class.

TECHNICAL FORUM



The department of MBA, GSSS Institute of Engineering and Technology, Mysuru in association with Edin Synergy Global, an educational research organization and the MoU partner, has organized a two-day workshop on HR Analytics on 21/12/2020 and 22/12/20 for the third semester MBA students.



The Department of MBA, GSSSIETW organized the inaugural function of Entrepreneurship club on 24th February, 2021 at Seminar Hall, GSSSIETW Mysuru. Mrs. Savitha Mallappa, Founder & CEO, rProcess Outsourcing Services Pvt. Ltd, Bangalore has graced the occasion as the chief guest.



The Department of MBA, GSSSIETW organized an expert talk delivered by Mr. Kenji Kawamota of Mitsubishi, Japan for the students of Master of Business Administration at GSSS Institute of Engineering and Technology for Women, Mysuru on 24.03.2021. Mr. Kenji Kawamoto who is associated with Mitsubishi for more than 4 decades and currently the Managing Director of Mitsubishi Heavy Industries - VST Diesel Engines Pvt. Ltd, Mysuru delivered the expert talk.



Department of Master of Business Administration of GSSS Institute of Engineering and Technology for Women (GSSSIETW), Mysuru has organized workshop on Business Research Methodology and SPSS, in association with Business Toys Private Limited, Bengaluru, our MoU Partner, at our college premises which encourages and stimulates learning environment for the students from 19th to 20th March, 2021.



MBA Fourth Semester students selected for Advi Group of Companies during the Campus Placement 2020-21.

WORKSHOP/OUTBOUND PROGRAM/FEST CONDUCTED

Sl. No	Title of the Event	Targeted Students/Faculty	Date
1	Workshop on HR Analytics	HR Specialization 3rd Semester Students	21 st & 22 nd December 2020
2	Workshop on SPSS (Statistical package for social science)	III Semester Students (Batch 2019-21) have participated	19 th & 20 th March 2021
3	Pre-Placement Training	IV Sem MBA Students	21 st to 29 th June 2021
4.	Digital Marketing Certification Course.	IV Sem MBA Students	21 st June to 17 th July 2021.
5.	Placement related Training Activities	II Sem MBA Students	Every Saturday

GUEST TALKS ARRANGED

Sl. No	Title of the Event	Resource Person	Date
2021			
01	Understanding Plagiarism in Academic Assignments	Dr. Sunil M V Head-Academic Administration, SDM Institute of Management Development.	26/05/21
02	New Labour Codes & Trends in Industrial Disputes	Mr. Satish Chandra, AGM-HR, L&T Constructions & Equipment Ltd Bangalore.	30/05/21
03	Demat Services-Shares and Debentures	Mr. Suhas Rajput Freelance Trainer SEBI&AAFMM	08/06/21
04	Investment Opportunity for Investors in Crypto Market.	Mr. Arjun J Asst. Professor PES Institute of Engineering and Technology, Shivamogga Karnataka.	13/06/21
05	Leaderships Skills for Aspiring Managers: An unbiased perspective.	Dr. Nirav Mandir, Chief Human Capital Officer, SRK Exports Pvt. Ltd, Surat	19/06/21
06	"Business after dark-The new sales secret"	Mr. Anil Balachandran Freelance Trainer for Financial Products	22/06/21
07	Overview on GST and Customs	Mr. Kumar Pal Jain Chartered Accountant Mysore.	25/06/21
2020			
01	National Level Project Symposium	NA	04/08/20 to 05/08/20
02	Webinar on Capital Market	Mr. Sushant Rajput, Trainer from Proficient Minds, School for Employability Training and Recruitment Services	08/08/20
03	Online Career Guidance Program	Mr. Jasobant Narayan Singal, Director, IDENTITY GROUP, Bhubaneswar	24/08/20 & 25/08/20
04	Emerging Careers Post COVID 19 & how can You Shield your Career from Disruptive Changes?	By Dr. Geetha Sharma, Associate Dean & Deputy Placement Coordinator, Bangalore	07/09/20
05	Enhancing Resilience among Students during COVID 19	Dr. Parvathy Varma S, Director of Graduate Programs in Counseling Psychology, Assumption University, Bangkok, Thailand	08/09/20

06	Money Management and Career Opportunities post covid scenario.	Mr. Suhas Rajput Freelance Trainer SEBI & AAFM	07/09/20
07	Investment awareness program (IAP)	Mr. Thangaraj Trainer For Jai Vatnani & Co.	11/09/20
08	Successful Marketing Beyond Speculation	Dr. Abraham Koshy, Former Professor in Marketing, IIM, Ahmedabad	09/09/20
09	Trends in HR: Recruitment and staffing	Mr. Prashant Senior Empaneled Trainer Proficiency Minds	03/10/20
10	Money Management: Secondary Markets	Mr. Suhas Rajput Freelance Trainer SEBI & AAFM	16/04/21

STUDENTS ACHIEVEMENTS

Sl. No	Title of the Event	Targeted Students	Date
1	Campus Placement 2020 -2021 Marvel Corporate Solutions	Nayana.R CTC- 3.5 Lakhs PA	24/03/2021
2	Campus Placement 2020 -2021 Advi Group of Companies	Lavanya C Kavya K N Bhumika Pawaar Apoorva Shekar Akshaya D Reena R CTC - 5 Lakhs PA	07/04/2021
3	Sushmitha Krishna Selected for Internship in SpeEdLabs Company	Stipend of Rs.7000 per month	19/06/2021
4	Chandana N D Selected for Internship in Guide2Success & Buzibrain	Stipend of Rs.3000 for two months and Rs.6000 p.m.	06/06/2021
5.	55 students of MBA II semester have registered for various MOOCs courses.	MBA II semester	26/06/2021

FACULTY ACHIEVEMENTS

- Dr. Aparna J Varma, Served as Member, Board of Examiner at PES College of Engineering, Mandya during 20-21
- Dr. Aparna J Varma, received best paper award in the Marketing for the paper “An empirical study of hospitality industry with respect to effect of customer experience on customer revisit intention in the Two-Day International Conference on “Transformation through Innovation and Sustainable Practices to Build Competitive Advantage” hosted by CMS Business School, Jain Deemed to be University on 13th and 14th August 2020.

- Dr. Aparna J Varma, Completed 6 Months Executive Development Program in Leadership and Change Management, XLRI-Xavier Institute of Management (XLRI-XIM), Jamshedpur, 2020-21.
- Dr. Jayan V K Certified as Lean Six Sigma Green Belt from Ministry of Micro, Small & Medium Enterprises, Government of India on August 2020.
- Dr. Jayan V K Certified as Lean Six Sigma Black Belt from Ministry of Micro, Small & Medium Enterprises, Government of India on September 2020.
- Dr. Aparna J Varma Certified as Lean Six Sigma Green Belt from Ministry of Micro, Small & Medium Enterprises, Government of India on September 2020.
- Dr. Aparna J Varma Certified as Lean Six Sigma Black Belt from Ministry of Micro, Small & Medium Enterprises, Government of India on October 2020.
- Dr. Aparna J Varma, invited as a Resource Person for a webinar on “Self-Management- The pathway to professional success in an international webinar titled “Right nurturing to be a Successful Woman” on 30th January 2021 at KMEA Engineering College, Cochin.
- Dr. Aparna J Varma has invited as a faculty for the subject “Consumer Behaviour and Market Research” at Karnataka State Open University (KSOU), Mysore for the III Semester MBA programme from 19th -25th February 2021.
- Dr. Ashok Kumar R S delivered a talk on “Career Opportunities awaiting for Science students” after PUC to Koshys Group of Institutions, Bangalore on 17th May 2021.
- Dr. Aparna J Varma has Invited as a Session Chair for the International Conference of Project Management: 2021-Malang ICPM held on 12th -13th June 2021 at Malang, Indonesia.

BOOK CHAPTERS

- Ranjith, P. V., Varma, A. J., & Ashwini, J. (2021). Connected Societies Through Digital Transformation. In Emerging Challenges, Solutions, and Best Practices for Digital Enterprise Transformation (pp. 199-220). IGI Global.
- Dr. Aparna J Varma, contributed a chapter titled “Social Entrepreneurship: Creating Business Models to Resolve Social Inequalities” to an edited book titled: Entrepreneurship and Economic Development ISBN -978-93-5407-454-7 published on June 2020.

FDP/SYMPOSIUM/CONFERENCE ATTENDED

- Prof. Pavithra Gowtham NS has Participated in two Day session on “Stress Management for working Professionals’ organized under IQAC at GSSSIETW, Mysuru from 5th to 6th August 2020.
- Dr. Aparna J Varma, presented a paper titled “A Literature Study on Consumer Perception towards Digital Payment Mode in India at International conference hosted by Finance India on 8th August 2020.
- Prof. Mamatha H S has participated in an interactive session on “Consequences of Cyber Crime and its Legal Aspects” organized by Lawest in association with Judicia nova on 9th August, 2020.
- Dr. Aparna J Varma, presented a paper titled “An empirical study of hospitality industry with respect to effect of customer experience on customer revisit intention in the Two-Day International Conference on “Transformation through Innovation and Sustainable Practices to Build Competitive Advantage” hosted by CMS Business School, Jain Deemed to be University on 13th and 14th August 2020.
- Prof. Pavithra Gowtham NS has attended a session on “Commodity Derivative Market” conducted by National Commodity & Derivative Exchange Limited (NCDEX) on 23 November 2020.
- Prof. Pavithra Gowtham NS has Attended 5 Days FDP on Intellectual Property Rights & Contributions of Academia towards Innovation at MIT, Mysuru from 15th to 19th Dec 2020.

- Prof. Pavithra Gowtham NS has participated in Five days FDP on Emerging Technologies in “Transforming Business Models” from Nov 24 to 28, 2020.
- Prof. Pavithra Gowtham NS has Participated in “Aatmanirbhar Bharath: understanding self-reliance from a national perspective: the foundation for Atmanirbhar” organized by Government of India Field outreach Bureau: Mysuru on 26th August 2020.
- Prof. Pavithra Gowtham NS has Participated in one day session on “Nuances in NAAC-revised Accreditation Framework” held at VTU RO center, Mysuru on 14th August, 2020.
- Prof. Mamatha H S has participated and presented paper on “UN Women- Gender Equality” representing The Republic Moldova in International Model United Nation Online Conference 14.0.
- Prof. Mamatha H S has participated in 16th India Innovating For Society 5.0 held on 14th to 17th September 2020 at Digital Summit on CII Hive, organized by Confederation of Indian industry.
- Prof. Shamanth Kumar B U, has Presented a paper on “A case study impact of loan disbursement and NPA on profitability with reference to PNHFL” in two days International E-Conference Synergy -2020 on 4th & 5th November 2020 held at Seshadripuram Commerce College, Bengaluru.
- Prof. Pavithra Gowtham NS has Published paper on “A case study impact of loan disbursement and NPA on profitability with reference to PNHFL” in two days International E-Conference Synergy -2020 on 4th & 5th November 2020 held at Seshadripuram Commerce College, Bengaluru.
- Mrs. USHA B. Participated and presented a paper titled “Social Entrepreneurship: opportunities and trends in INDIA” - National E Conference on Social Entrepreneurship: issues and challenges sponsored by AICTE on 20.11.2020 and 21.11.2020. organized by MSRIT.
- Prof. Mamatha H S has presented paper on “Impact of pandemic on organization culture” in International E-Conference on Engineering Science, Technology and Management -2020, Maa Shakumbhari Trust, Greater Noida, UP, India.
- Prof. Mamatha H S has participated in a webinar on significance, impact and imperatives of accreditation, and NBA process conducted by NOORUL ISLAM CENTER HIGHER EDUCATION.
- Prof. Pavithra Gowtham NS has Participated in “Higher Education Conclave on NBA & ABET” organized by Master Soft ERP Solution Pvt., Ltd on 09th January 2021.
- Prof. Pavithra Gowtham NS has Organized Two-day workshop on “Research Methodology and SPSS” at GSSSIETW MBA department in association with Business Toys Private Limited, Bengaluru, on 19th & 20th March 2021.
- Dr.Ashok Kumar R S participated in the International Webinar titled “Marketing: Aligning Brand and Customer Behaviour” by SDM-Ujire on May 21,2021.
- Prof. Pavithra Gowtham NS has Participated in National Webinar on “Comprehensive Business Development Strategies” organized by department of B.Vee in Retail and supply chain management, SDM College, Ujire on 31st May 2021.
- Prof. Pavithra Gowtham N S, has Presented Research article on “Vendor rating a tool to minimize inventory cost and enhance profit of firm during Covid - 19” -A case study with reference to Cyient DLM Pvt Ltd, Mysuru, in 3-day International virtual conference on Recovery strategies of business in uncertain times RSBUT-2021 at MIT, Mysuru on 2nd, 3rd and 4th June 2021.

- Prof. Shamanth Kumar B U, has Presented a paper on “"Vendor rating a tool to minimize inventory cost and enhance profit of firms during covid-19"-A case study with reference to Cyient DLM Pvt Ltd, Mysuru.” in three days International E-Conference -2021 on 2nd to 4th June 2021 held at MIT, Mysuru.
- Prof Mamatha H S presented a paper on “Impact of Covid 19 on work attitude” on 4th June 2021 in the International Conference organized by MIT, Mysore.
- Dr. Ashok Kumar R S participated in 5 Days FDP on "Advanced Multivariate Data Analytics using R and Structural Equation Modelling using AMOS" (Virtual Mode) from 21st June to 25th June 2021.
- Mrs. USHA B participated in 7 days faculty development programme on econometrics for time series analysis organized by Kristu Jayanti College, Bangalore from Mar 3, 2021 to Wed, Mar 10, 2021.
- Dr. Aparna J Varma, attended a 15 hours online training program in Data Analysis using Jamovi software during May 2021 by Cares, Bangalore.
- Dr. Aparna J Varma participated in 6 Days Short Term Training Programme (STTP) on “Innovative Approaches in Teaching Pedagogy” organized by Sahyadri College of Engineering & Management, Mangalore and Sponsored by All India Council for Technical Education - Govt of India from 14.6.2021 to 19.6.2021.
- Dr. Ashok Kumar R S, Prof. Sudhakar Kulkarni, Ms. Ashwini R H and Ms. Souparnika S, participated in 6 Days Short Term Training Programme (STTP) on “Innovative Approaches in Teaching Pedagogy” organized by Sahyadri College of Engineering & Management, Mangalore and Sponsored by All India Council for Technical Education - Govt of India from 24.6.2021 to 30.6.2021.
- Prof. Pavithra Gowtham NS has Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Demystifying Financial risk Management" from 07th June to 11th June 2021 at New Delhi Institute of Management.

FACULTY PUBLICATIONS

- Dr. P.V. Ranjith, Dr. Aparna J Varma, Dr. Eve Man Hin Chan and Yui-yip Lau (2020). The Role of Social Entrepreneurship during COVID Pandemic – A Case Study Analysis on Select Social Entrepreneurial Initiatives from India and Hong Kong, Journal of Advanced Research in Dynamical and Control Systems, Volume 12 |08 Special Issue :425-430. <http://doi.org/10.5373/JARDCS/V12SP8/20202541>.
- Dr. Ranjith P V, Dr. Aparna J Varma, Dr. Jayan V.K. Global Supply Chain Challenges with Specific Reference to Healthcare. JCR. (2020); 7(19): 10043-10047.doi:10.31838/jcr.07.19.1113
- Dr. Ranjith P V, Dr. Aparna J Varma. (2020). Covid 19 And Impact on Healthcare Supply Chain. European Journal of Molecular & Clinical Medicine, 7(3), 40-44.
- Prof. Shamanth Kumar B U & Prof. Pavithra Gowtham N S, has Published paper on “A Comparative study of VAT & GST” with reference to Automotive Axle Ltd. Mysuru (Nov 2020) in Muktsabd Journal, *UGC CARE List Group-I Journal, volume IX - Issue-XI*.
- Mrs. Usha B, Dr. N Babitha Thimmaiah (2020). Effect of Foreign Direct Investment (FDI) inflow, Interest rate and Inflation on Gross Domestic Product (GDP) of India” an Empirical study. ELK's International Journal of Finance, 011(4)1-9, ISSN 2349-2325; DOI: 10.16962/EAPJFRM/ISSN. 0976-7185; Volume 11 Issue 4 (2020)

- Prof. Pavithra Gowtham N S & Prof. Shamanth Kumar B U, has Published paper on “A Case Study on Impact of Bancassurance on Profitability of Selected Commercial Banks in India” (Jan 2021) in IJBRE – International Journal of Business Review and Entrepreneurship, “Skyline University, Nigeria”
- Ranjith, P. V., Kulkarni, S., & Varma, A. J. (2021). A Literature Study of Consumer Perception Towards Digital Payment Mode in India. *Psychology and Education Journal*, 58(1), 3304-3319.

MBA TOPPERS LIST

3rd Semester Batch 2019-21

SI No	NAME	USN	PERCENTAGE	PHOTO
01	NAYANA N	4GX19MBA08	79.86	
02	KAVYA K N	4GW19MBA39	77.57	
03	YASHASWI	4GX19MBA56	77.57	