



ANNUAL REPORT

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TWIN CAMPUS ADVANTAGE



JAGSOM'S BENGALURU CAMPUS

- Located in the heart of India's Startup Capital



JAGSOM'S GREATER MUMBAI CAMPUS

- Located near India's Commercial Capital.

HIGHLIGHTS FROM THE PAST YEAR

GLOBAL & DOMESTIC RANKINGS

Top 100: Learning Experience

INDIA'S BEST ► B-SCHOOLS

LEARNING EXPERIENCE RANK	INSTITUTE
1	Indian Institute of Management (IIM) Ahmedabad
2	Indian Institute of Management (IIM) Bangalore
3	Indian Institute of Management (IIM) Calcutta
4	S.P. Jain Institute of Mgmt & Research (SPJIMR), Mumbai
5	XLRI Xavier School of Management, Jamshedpur
6	Indian Institute of Management (IIM) Indore
7	Indian Institute of Management (IIM) Lucknow
8	Symbiosis Institute of Business Management, Pune
9	Management Development Institute (MDI) Gurgaon
9	International Management Institute, New Delhi
11	Faculty of Management Studies (FMS), University of Delhi
12	Institute of Management Technology (IMT), Ghaziabad
13	Jamnalal Bajaj Institute of Mgmt Studies (JBIMS), Mumbai
13	Department of Industrial and Mgmt Engineering, IIT Kanpur
15	Goa Institute of Management (GIM), Sanquelim
16	ICFAI Business School (IBS), Hyderabad
17	Indian Institute of Foreign Trade (IIFT), New Delhi
17	Indian Institute of Management (IIM) Shillong
19	SVKM's NMIMS, School of Business Management, Mumbai
20	Great Lakes Institute of Management, Chennai
20	Jagdish Sheth School of Management (JAGSoM), Bengaluru
22	Department of Management Studies, IIT Delhi, New Delhi
23	Indian Institute of Management (IIM) Udaipur
23	Vinod Gupta School of Management (VGSOM), IIT Kharagpur
25	Symbiosis Institute of International Business, Pune
26	National Institute of Agricultural Extension Management (MANAGE), Hyderabad
27	K J Somaiya Inst. of Mgmt, Somaiya Vidyavihar Univ., Mumbai

JAGSoM's Rank in the Learning Experience parameter of the BT-MDRA Rankings 2022 rose from the 28th to the 20th position.

Top 100: Future Orientation

INDIA'S BEST ► B-SCHOOLS

FUTURE ORIENTATION RANK	INSTITUTE
1	Indian Institute of Management (IIM) Calcutta
2	Indian Institute of Management (IIM) Indore
3	S.P. Jain Institute of Management & Research (SPJIMR), Mumbai
4	Indian Institute of Management (IIM) Lucknow
5	Indian Institute of Management (IIM) Ahmedabad
6	XLRI Xavier School of Management, Jamshedpur
7	Indian Institute of Management (IIM) Bangalore
8	T.A. Pai Management Institute (TAPMI), Manipal
9	Management Development Institute (MDI) Gurgaon
10	Indian Institute of Foreign Trade (IIFT), New Delhi
11	International Management Institute, New Delhi
12	Jagdish Sheth School of Management (JAGSoM), Bengaluru
13	K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai
14	Indian Institute of Management (IIM) Udaipur
15	ICFAI Business School (IBS), Hyderabad
16	Institute of Management Technology (IMT), Ghaziabad

In the Future Orientation parameter, JAGSoM's All-India Rank improved from the 15th to the 12th position

BT-MDRA Rankings 2022

JAGSoM achieved an overall All-India Rank of #28, and is ranked #14 among the Private Business schools in India.

In addition to being ranked #12 for Future orientation and #20 for Learning Experience, JAGSoM has been ranked as the #2 best Business school in Bengaluru.

QS Business Masters Rankings 2023

JAGSoM featured in the QS Masters in Marketing, QS Masters in Finance & QS Masters in Business Analytics Rankings 2023 for its PGDM (Marketing), PGDM (Finance) and PGDM (Analytics) programs respectively.

JAGSoM is now amongst the select few Business Schools in India with an International Profile:

AACSB Accredited & QS Ranked for Marketing, Finance and



Top 100: Private B-schools

INDIA'S BEST ► **B-SCHOOLS**

PVT. RANK 2022	INSTITUTE	TOTAL SCORE (1,000)	OVERALL RANK (2022)
1	S. P. Jain Institute of Management & Research (SPJIMR), Mumbai	863.7	5
2	XLRI Xavier School of Management, Jamshedpur	859.1	6
3	Management Development Institute (MDI) Gurgaon	810.2	8
4	SVKM's NMIMS, School of Business Management, Mumbai	774.8	11
5	International Management Institute, New Delhi	773.3	12
6	Institute of Management Technology (IMT), Ghaziabad	755.6	14
7	Symbiosis Institute of Business Management, Pune	752.7	15
8	Symbiosis Centre for Management & Human Resource Development, Pune	750.5	16
9	Great Lakes Institute of Management, Chennai	748.0	18
10	Xavier Institute of Management (XIMB), XIM University, Bhubaneswar	747.0	21
11	T.A. Pai Management Institute (TAPMI), Manipal	744.8	22
12	ICFAI Business School (IBS), Hyderabad	738.8	25
13	K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai	730.1	27
14	<u>Jagdish Sheth School of Management (JAGSoM), Bengaluru</u>	726.0	<u>28</u>
15	Goa Institute of Management (GIM), Sanquelim	721.5	30
16	Institute of Rural Management Anand (IRMA)	717.2	31
17	SVKM's Narsee Monjee Institute of Management Studies, Bengaluru	716.0	32



INDIAN MANAGEMENT CONCLAVE 2022 – GOLD AWARD

JAGSoM was honoured with the Gold Award at the Indian Management Conclave 2022, which took place at the Indian Institute of Management, Kozhikode.

The presentation given by JAGSoM was based on the theme “Corporate Readiness-Innovations and Initiatives”.

During the ceremony, the award was presented to Prof. Edwin Moses by the former President of India, Shri Ram Nath Kovind.

The award signifies the recognition of JAGSoM’s innovative approach and initiatives towards ensuring student’s readiness to join the corporate world.

FACULTY AUGMENTATION

In the past year, 13 new Faculty Members joined JAGSoM, further augmenting the strength of the domain specialist faculty body at JAGSoM.

A SNAPSHOT OF THE DIVERSE FACULTY BODY AT JAGSOM IS GIVEN BELOW:

**TOTAL NO. OF
FACULTY**

48

NO. OF WOMEN

16

**INTERNATIONAL
QUALIFICATIONS**

07

IIM ALUMNUS

07

**JBIMS/SPJIMR/ MDI
ALUMNUS**

04

IIT ALUMNUS

09

BITS ALUMNUS

05

**CHARTERED
ACCOUNTANTS**

02

NID ALUMNUS

01

NO. OF CXOS

14

Scan the QR Code



For details of
JAGSoM's Faculty
Members

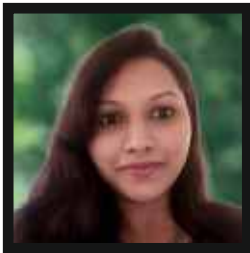
MARKETING AREA



PROF. ADITI MUDGAL

SPECIALTY DOMAIN: Online Consumer Behavior | Social Media Marketing

QUALIFICATION: MBA (IMT Nagpur), FPM (BIMTECH) (pursuing)



DR. ANJALI SHARMA

SPECIALTY DOMAIN: Marketing Management | Consumer Behavior | Service Marketing

QUALIFICATION: MBA (Jamia Hamdard University), Ph.D (IIT Kanpur)



PROF. EDWIN MOSES

SPECIALTY DOMAIN: B2B Marketing | Key Account Management | Negotiations

QUALIFICATION: B.E. (Bangalore University)

Last Position held - President & COO, Sasken Technologies Ltd.



PROF. PARTHO DASGUPTA

SPECIALTY DOMAIN: Strategy | B2B Sales & Marketing | Entrepreneurship | Sales Management | Marketing Principles

QUALIFICATION: MMS (BITS Pilani)

Last Position held- Managing Partner & CEO, Digicert Consulting



DR. SUMANJIT DAS

SPECIALTY DOMAIN: Digital Marketing | Brand Management

QUALIFICATION: MBA (ICFAI University), Ph.D (ICFAI University)

Last Position held- Assistant Professor, Birla Global University

FINANCE AREA



DR. AMIT RAM

SPECIALTY DOMAIN: Quantitative Finance | Financial Analyst | Risk Management

QUALIFICATION: B.Tech (IIT Bombay), Ph.D (Stanford University)
Last position held- Professor, Goa Institute of Management



DR. PUNITA RAJPUROHIT

SPECIALTY DOMAIN: Accounting | Capital Markets | Valuation | Corporate Governance

QUALIFICATION: M.Com (Sardar Patel University), Ph.D (Nirma University)
Last Position Held- Assistant Professor, Institute of Management, Nirma University



DR. SULAGNA MUKHERJEE

SPECIALTY DOMAIN: Microeconomics | Macroeconomics | International Business | Economic Policy

QUALIFICATION: M.Phil (Jadavpur University), Ph.D (IIT Kharagpur)
Last position held- Associate Professor, TAPMI Manipal

HUMAN RESOURCES AREA



DR. SHRABANI B BHATTACHARJEE

SPECIALTY DOMAIN: Sustainable HRM | Strategic HRM | HR Audit | Negotiation

QUALIFICATION: MBA (University of Burdwan), Ph.D (Nirma University)
Last position held- Assistant Professor, KJ Somaiya Institute of Management

ENTREPRENEURSHIP AREA



DR. ANANTHAVALLI RAMESH

SPECIALTY DOMAIN: Transformational Leadership | Technology Transformation for Entrepreneurs | Thinking in Design | Interactive Qualitative Analysis

QUALIFICATION: M.S. (by Research) (IIT Madras), Ph.D (IIT Madras)
Last position held- Assistant Professor, Christ University

DIGITAL BUSINESS AND ANALYTICS AREA



PROF. MADHURI PRABHALA

SPECIALTY DOMAIN: User Generated and Firm Generated Content | Digital Content Analytics

QUALIFICATION: M.SC (MADRAS SCHOOL OF ECONOMICS), PH.D (IIM CALCUTTA) (PURSUING)



DR. MANALI CHATTERJEE

SPECIALTY DOMAIN: Digital Transformation | Technology Management | Panel Data | Technology & People

QUALIFICATION: ME (Maulana Abul Kalam Azad University of Technology), Ph.D (IIT Kharagpur)

Last position held- Assistant Professor, Amrita Vishwa Vidyapeetham



DR. TUHIN CHATTOPADHYAY

SPECIALTY DOMAIN: AI & ML, Natural Language Processing, Predictive Analytics | Statistical Modelling | Digital Transformation

QUALIFICATION: Ph.D (Dr. APJ Abdul Kalam Technical University)

Last position held- Chief Technology Officer, QuantFarm Pvt. Ltd.



LEARNER

LEARNER POTENTIAL MULTIPLIERS

Supervised Learning
Personality Enhancement Program
Outbound Leadership Lab
Purposing & Corporate Mentoring
Effective Execution
Social Immersion Program
Research Incubation
Design Thinking & Innovation Incubation
Industry Internship Program
Career Track
Request For Problem

LEARNER POTENTIAL MULTIPLIER





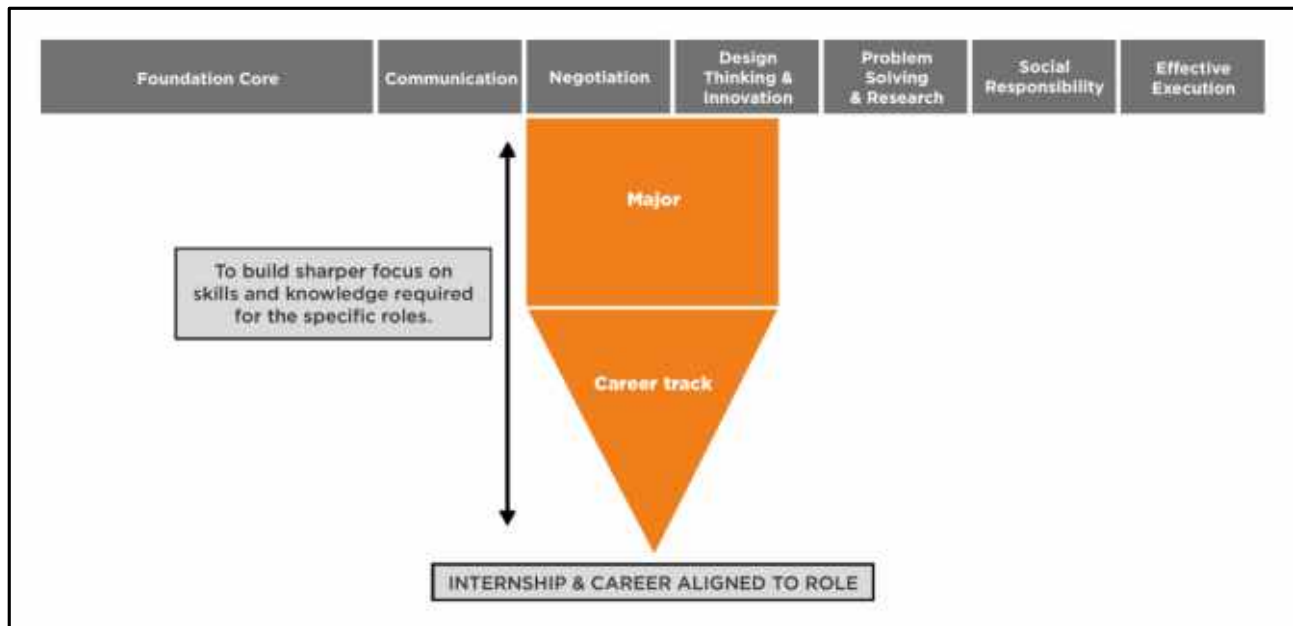
1 T-SHAPED PROFESSIONALS

2 LEARNER SUCCESS

‘LEARNING BY SOLVING’ at JAGSoM

JAGSoM grooms T-shaped Professionals through a unique 3-step Pedagogy of 'Learning by Solving'.

JAGSoM partners with Corporates to deepen student learning by cracking real-time Industry problems.



RI-RFP-IIP Integrated Pathway

There are 3 key interventions, that every student at JAGSoM's PGDM program goes through:



RESEARCH/INNOVATION INCUBATION (RI/II)

Students work in small groups either on Research Projects or Start-Up Ideas, under the guidance of faculty mentors.

In the **Research Incubation** practice course, the focus is on research topics that impact practice where students get an in-depth understanding of various domains through sector and company analysis. The **Innovation Incubation** practice course is aimed at developing the entrepreneurial mindset of students and at providing them a structured path to creating and launching their own startups.

CAREER TRACK PROGRAM & REQUEST FOR PROBLEM (RFP)

The same student groups move on to work on a live industry project in the Career Track program.

Students select a **Career Track** aligned to their professional goals and do a deep dive immersion to acquire the required competencies and critical skills to become industry ready. The **'Request for Problem' (RFP)** project is an integral component of the Career Track Program.

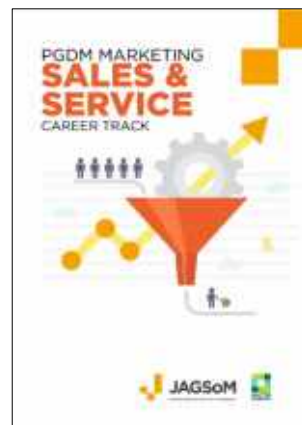
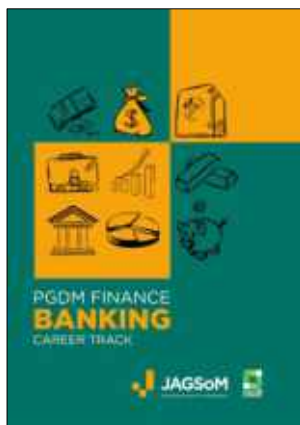
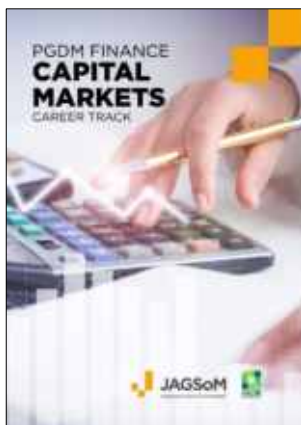
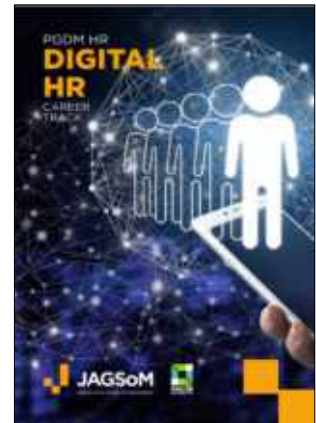
INDUSTRY INTERNSHIP PROGRAM (IIP)

The final step in the pathway is a 4-and-a-half-month long Industry Internship where the students intern with new-age companies to get hands-on experience.

The IIP is an **intensive immersion**, enabling the students to apply the domain knowledge acquired in Research/Innovation Incubation, Career Track and RFP projects, while also understanding real-world industry applications.

CAREER TRACK PROGRAM & REQUEST FOR PROBLEM (RFP)

JAGSoM offers several Career Tracks for students - **MarTech, Sales & Service, FinTech, Capital Markets, Banking, Business Analytics and HR-Digital Transformation.**



Each track is designed to provide students with in-depth knowledge and skills specific to their chosen field, preparing them for successful careers in their respective areas and roles of interest.

To know more about **CAREER TRACK FOCUS**, Scan the QR Code



JAGSoM has collaborated with Internationally renowned Institutions and Corporates for the various Career Tracks offered to students. The details of the same are given below:

AREA	PARTNER INSTITUTIONS	AREA	PARTNERS
MARTECH		SALES & SERVICE	
FINTECH		CAPITAL MARKETS	
ANALYTICS		BANKING	
		DIGITAL HR	

The 'Request for Problem' (RFP) project is an integral component of the 'Career Track' Program.

Each year, JAGSoM invites industry partners to refer business problems that they are currently facing, which student consulting teams help to solve, each team being led by a fulltime faculty member (or an interdisciplinary team of faculty members).

Over the past three years, JAGSoM students and faculty have successfully completed over 90 RFP projects.



ISBN: 978-93-5780-716-6

The White Papers of eight shortlisted RFP projects were compiled into an Edited Volume titled 'Learning by Solving: Select White Papers Vol. 3'.

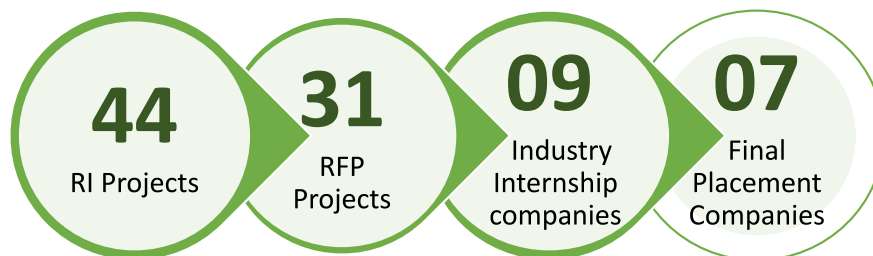
To view the **LEARNING BY SOLVING** Edited Volume 2023, Scan the QR Code



RI-RFP-IIP INTEGRATED PATHWAY - OUTCOME

In a testament to the effectiveness of the RI-RFP-IIP Integrated Pathway, the Research Incubation (RI) and the Request For Problem (RFP) projects of the PGDM 2021-23 Batch students led to Industry Internships and Final Placements in 9 Companies and 7 Companies respectively, where the Companies belonged to the same Industry sectors as the students' projects.

This is a clear demonstration of the Learner Potential Multiplier effect of the RI-RFP-IIP Integrated pathway, wherein students chose Industry Sectors and Roles that matched their career aspirations.



PATHWAY FROM RESEARCH INCUBATION (RI) TO FINAL PLACEMENTS - SIMILAR SECTORS

INTERNSHIPS

100% of the PGDM Batch of 2021-23 secured internships.

The students received a total of 204 internship offers from 78 different organizations.

PGDM Batch of 2021 - 2023	
Stipend	
Maximum	INR 2,25,000
100% internships with 204 offers from 78 organizations	



Internship Companies – 2022-23

PLACEMENTS

The placement process at JAGSoM is an engagement driven approach, unlike 'mela' driven placement followed by most B-Schools.

This has resulted in several notable achievements for the placements of 2023.

Students have found roles as Functional Consultants, Business Analysts, Market Research Analysts, Data Analysts, Digital Marketing & Social Media Analysts, Marketing Analysts, Financial Analysts, Financial Modelling across IT & ITes, Financial Services, Automotive, Banking, and Manufacturing sectors, among other sectors.

A snapshot of the Corporates who hired JAGSoM students are given below.

This has resulted in several notable achievements for the placements of 2023.

Students have found roles as Functional Consultants, Business Analysts, Market Research Analysts, Data Analysts, Digital Marketing & Social Media Analysts, Marketing

3

INTERNATIONAL OFFERS

77

HIRING PARTNERS

USD 103,000

HIGHEST INTERNATIONAL OFFER - GAMMA TECHNOLOGIES

INR 4.3 MILLION

HIGHEST DOMESTIC OFFER -

Analysts, Financial Analysts, Financial Modelling across IT & ITes, Financial Services, Automotive, Banking, and Manufacturing sectors, among other sectors.

A snapshot of the Corporates who hired JAGSoM students are given below.

Hiring Partners - Placements - 2022-23

INTERNATIONAL PLACEMENTS

JAGSoM has not only placed students in the Domestic market but has been able to place its students in International markets.

JAGSoM students have been placed in the US job market, with the highest package being USD 103,000/- which is approximately INR 85 Lakhs Per Annum.

The students were placed in companies such as New York ISO (Independent System Operator), Gamma Technologies LLC, and Bectran Inc.



RAKESH NAIK R

IT Services and
IT Consulting
Cybersecurity
Operation Analyst



DISHA N S

IT Services and
IT Consulting
Cybersecurity
Operations Centre
Analyst



VINIT PARAKH

IT Services and
IT Consulting
DevOps Engineer

DESIGN THINKING

The Design Thinking course at JAGSoM is a practice course that precedes the Innovation Incubation and Research Incubation courses. JAGSoM students are coached to apply design thinking principles to solve business problems. The course culminated in the Design Thinking Exhibition (DTE) which was held in the JAGSoM campus on the 25th of February 2023.



ISBN: 978-93-5780-716-6

JAGSoM student teams, under the guidance of Dr. Manali Chatterjee, Assistant Professor, JAGSoM, presented their innovative ideas as part of their Design Thinking practice course.

The student groups were judged by a Jury comprising of Blessen Philip, Senior Design Manager, 3M; Mangesh Kulkarni, Group Product Manager, Meta; and Jagannathan V, Senior Director, Human Resources, Biocon.

The Design Thinking - Volume 1 Edited Book was authored by Dr. Manali Chatterjee. The Edited Book is dedicated to addressing business issues through the use of the Design thinking principles. It features chapter-by-chapter solutions to various business problems in different sectors by utilizing the design thinking methodology.



Snippets of the Design Thinking Exhibition on the 28th Founder's Day

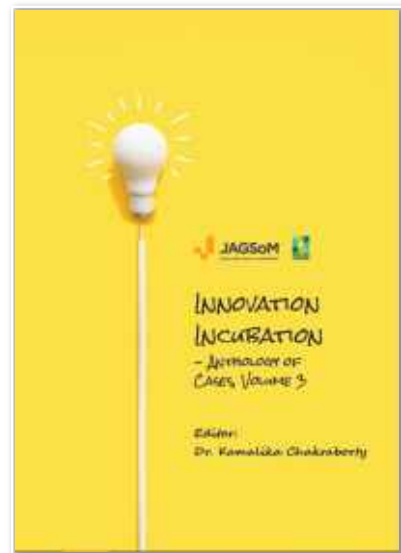
INNOVATION INCUBATION

The Innovation Incubation program at JAGSoM empowers participants to develop an entrepreneurial mindset and enables them to tackle business programs and challenging creativity and innovation.

The Edited Volume of 5 Cases derived from student startup project ideas titled 'Innovation Incubation: Anthology of Cases Volume 3' was compiled and edited by Prof. Kamalika Chakraborty.

The 5 Cases included 'Waste Management', 'LightHouse', 'Parking Lounge', 'Milky Way', and 'SAM' (Supper from Another Mother).

The Edited volume was published and unveiled during the Founder's Day celebrations.



ISBN: 978-93-5780-656-5

To view the Innovation Incubation
Edited Volume 2023,

PLEASE SCAN THE QR CODE



ENTREPRENEURSHIP AT JAGSoM

Tanuj Panchasara, an alumnus of the PGDM 2020-22 Batch, has established his own entrepreneurial venture called 'WHY Water and Iced Teas'.

Throughout his journey, Tanuj received guidance and support from JAGSoM faculty, including financial assistance of INR 400k.

His venture has been successful in obtaining seed funding of INR 1 million from angel investors and has been accepted into the 100-day 'Launchpad' program at NSRCEL, IIM Bangalore.



“The mentors in the Innovation Incubation program played a significant role in guiding different perspectives of looking at customers”

**- Tanuj Panchasara,
PGDM 2020-22**

STUDENT ACHIEVEMENTS

JAGSoM students participate in a diverse variety of extra-curriculum activities and competitions, winning a number of accolades over the past year.

Devesh Sengar, Lokeswar Reddy Nallasiddu and Kartavya Nair won the Third prize in the Equity Research Competition - 'The Fintastic Investor Competition' hosted by the Faculty of Management Studies (FMS), Delhi University.

Om Sawarkar, Pratyush Pratik and Preeti Singh won the Runner-up prize of INR 10,000 'IDEATHON-Business Plan Competition' hosted by NSB Academy.

Diganta Dey, batch 2022-2024, secured a place for himself as a National finalist at the 'Atharv 2022 Filmmaking Event' hosted by IIM Indore. He also reached the Prelims round of the 'Vista 2022 Business Quiz Competition' hosted by IIM Bangalore.

Vikrant Chaudhary, batch 2022-2024, participated in 'Ace of Ads 2022', a Management fest organised by IFIM College and secured the First prize.

The CMT Association's 2022 Internship Challenge had named Aryan Sharma and Satyam Sourav as Winners at the Institute level. They have been selected to serve as Campus Ambassadors for 2023.

Anish Das, batch 2022-2024 was awarded as the 'Best All-rounder' and 'Top-Bowler' at the district and state level of East-Zone University Cricket Tournament. Sumit Kumar, batch 2022-2024 won the 3rd prize in Table Tennis at Umang (Inter-College Sports Tournament) hosted by IIIT, Bangalore.

JAGSoM Students have participated in various other competitions such as, 'Bizzare Quiz', IIM Bangalore; 'CMT Association Investment Challenge 2022'; 'PRISM 2.0 Conference', IIM Nagpur, 'BIMTECH' at Noida, 'HUL LIME', 'B-Vista' at IIM Bangalore, and 'Geo-Politics Debate' hosted by JAGSoM.



Gurvir Singh, Nihal Kiran Oppol, and Devesh Sengar earned the 5th place in the Business Strategy and Trends competition held by the Indian Institute of Management Bangalore.



Om Sawarkar, Pratyush Pratik and Preeti Singh won the Runner-up prize in the 'IDEATHON-Business Plan Competition'

In addition to participating and winning various competitions, JAGSoM students have also received praise for their work in both RFP projects and in Industry Internships.

Drishti Sharma, Prakash Sharma, Aparna Dwivedi & Zehra Bagasrawala worked with Baby Chakra, which is part of the GoodGlamm Group, on building the company's Brand Affinity across social media platforms.

The company appreciated the expanse and impact of the students' work on social media.





#3 HOLISTIC DEVELOPMENT

OUTBOUND LEADERSHIP LAB (OLL)

JAGSoM's goal is to support the growth of professionals who are well-rounded, socially aware, and are continuously employable throughout their careers.

Various activities at JAGSoM empower students to achieve this goal, including the Outbound Leadership Lab (OLL) which focuses on helping students understand themselves better.

The OLL involves psychometric tests that create individual development plans for each student, guiding their personal growth both during and after their time at JAGSoM.

The OLL also includes team-building and leadership exercises, as well as sports and fitness challenges.

From October 1 to 5, 2022, the Outbound Leadership Lab (OLL) program was conducted at Value Lanes, Savanadurga, Manchnabele, Awerahalli, Karnataka.

The OLL program focused on identifying the strengths of the participants. After the OLL program, participants created Individual Development Plans (IDP) that align with their career goals and their strengths.

Additionally, participants received mentoring support from industry professionals.



PERSONALITY ENHANCEMENT PROGRAM (PEP)

The Personality Enhancement Program is a course focused on developing essential life skills and promoting a holistic approach to personal growth.

It covers topics related to wellness, effective communication, negotiation, and cross-cultural orientation.

The program aims to enhance one's personality by improving communication skills, physical well-being, grooming habits, and developing managerial skills such as negotiation, planning, teamwork, and geopolitical awareness.

The course emphasizes the projection of one's personality through these skills to become a well-rounded individual.

The Personality Enhancement Program (PEP) at JAGSoM comprises of the Lifeskills and Lifestyle modules.

LIFESKILLS: This module covers soft skills such as Email writing, Report writing, Presentation skills, Sales Pitch, Extempore Speaking and Aptitude skills. Simulated placement practice and working in the Kanyathon Company help students improve their confidence, persuasion, negotiation, planning, organization, and execution skills. The Lifeskills Module also comprises the Geo-Politics and Business Environment course which encourages students to articulate their opinions on Global topics through debates





LIFESTYLE: The Lifestyle & Wellness module is credited and comprises assessments against various parameters over 4 terms. It includes participation in sports and co-curricular activities, lectures on nutrition and mental wellness, and focuses on building team spirit. House and inter-collegiate competitions also count towards grades.

The table below gives a snapshot of the improvement in Lifeskills and Wellness parameters before and after participation in the Personality Enhancement Program (PEP).

S. No.	Skills	Before Intervention	Post Intervention
1	Oral Communication	16.5% in Exemplary	39.7% in Exemplary (IIP)
2	Written Communication	11.0 % in Exemplary	36.2 % in Exemplary
3	Aptitude Skills	64.4% in Unsatisfactory	14.6% in Unsatisfactory
4	Wellness	11% in Exemplary 15% in Unsatisfactory	20% in Exemplary 6% in Unsatisfactory

EFFECTIVE EXECUTION

This course aims to improve students' skills in collaboration, conflict resolution, and in executing critical tasks efficiently and cost-effectively in order to achieve Institution building milestones.

JAGSoM has 18 Effective Execution student committees responsible for Institution building and Student activities.

Guest Lectures 19	Webinars 38	Workshops 36	Industry Visits 09
Competitions 08	Journals & Articles 05	Shiksha Aadhar Classes 05	Other Events 2

SUMMARY OF STUDENT COMMITTEE ACTIVITIES IN THE PAST YEAR

A snapshot of the activities of the student committees in the past year is given below:

MASTERCLASSES, WEBINARS & EXPERT SESSIONS

- JAGSoM's Analytics Committee hosted sessions on 'Data Strategy for the Digital Age' and 'The possibilities of Generative AI in a future world'. Mr. Snehanishu Mitra, Global Head- Data Strategy and Financial Analytics, BAT Malaysia was the speaker in both the sessions
- The MarTech committee organized and conducted a webinar titled 'Foot in the Door - Your Entry into the B2B Marketing World.' Paridhi Gupta, VP Product Marketing and Branding at Smart Energy Water, delivered the keynote address.
- Mr. Sanjay Sahay, VP Digital Marketing and Marketing Automation of Infosys, delivered an expert session about Digital Marketing in the context of B2B to the marketing students at JAGSoM on January 31, 2023.
- The Innovation Incubation Committee organized a session on the potential for start-ups in the UK market. Keynote speakers included Leena Paul, Yogan Patel, and Sijoy Thomas. The event occurred on the 6th of December 2022 The presenters reiterated the advantages of establishing a business in the United Kingdom.
- The Analytics Committee conducted a successful event on 'Pitch your Technology' on December 4th. This event witnessed active participation from the students.



- The Alumni Committee organized a Webinar on the topic 'Lead Generation in Marketing and Analytics' by Alumnus - Mr. Rohit Agarwal, PGDM Batch of 2003-05 – on the 4th of December, 2022.
- The Alumni Committee invited Mr. Surajit Mishra for a Mentoring Session on the 27th of November 2022; He is an Alumnus of the 1996-29 PGDM batch. He is currently the Head of Marketing at TCS.
- On November 23, 2022, the JAGSoM Placement Committee and the MarTech Committee hosted a webinar on the subject – 'New age platform companies and how they work.'; participating and speaking about new age platform businesses was Mr. Amit Singh, AGM – Marketing and Growth. PharmEasy.
- On November 20, 2022, the JAGSoM MarTech Committee hosted a webinar on the subject of 'Affiliate and Influencer Marketing'. The webinar was led by Mr. Subhash Mangalam, a digital marketing instructor at Unacademy and Simplilearn.
- A webinar on 'Search Engine Optimization' was organized by JAGSoM's MarTech Committee. Mr. Amrit Mohapatra, a digital marketing expert delivered the webinar on November 15, 2022.
- The Analytics Committee at JAGSoM organized a webinar on 'AI Careers – Master class' on October 28, 2022. Jayanth Rasamsetti, the Founder of Pixeltests was the speaker.
- The Capital Markets Committee at JAGSoM organized a webinar on the 'Basics of Risk Analysis' on October 19, 2022. The webinar was conducted by Sukhpreet Kaur, who is the Growth and Marketing lead in MPRAM – Business valuation advisory.
- The PEP & Student Affairs Committee at JAGSoM organized several PEP Talk events on various topics for JAGSoM students. The program has witnessed enthusiastic participation of students.
- The MarTech Committee at JAGSoM organized a session on JAGSoM's unique initiative called Request for Problems (RFPs). The current batch of students interacted with their seniors who recently completed their RFP projects.
- The MarTech Committee at JAGSoM organized a webinar titled 'Digital Marketing Strategies and Tools' on

October 10, 2022. Mr. Sahil Shah, Digital Marketer & Social media strategist conducted the session.

- The Analytics Committee organized a Workshop on 'Application of Analytics & Data Science in various Domains'. The Workshop was delivered by Mr. Mukesh Jain, CTO (Data), Vice President & Global Head of Innovation – Capgemini.
- The Analytics committee of JAGSoM organized a Webinar on 'Data Management' by Vijay Bharathi, Senior PM at Capgemini. He discussed the data architecture for business intelligence applications, and the legal aspects of data management in industry sectors having personally identifiable information.
- The HR COMMITTEE of JAGSoM organised a workshop titled 'Be your own therapist' where the students learnt about stress management. The workshop was conducted by mental health therapist Arouba Kabir on the 10th of August.
- Prof. A. Parasuraman, Emeritus Professor and Holder of the James W. McLamore Chair in Marketing at the school of

Business, University of Miami, and Pro-Chancellor of Vijaybhoomi University conducted a Masterclass on 'Service Excellence' for the students of the Sales & Service Committee.

- On July 12, the students of Banking Committee interacted with the senior officials in Liability Business and MSME Business of Fincare Small Finance Bank at their Head Office in Bengaluru.
- JAGSoM's Data Analytics Committee hosted a webinar on 'Data science skills for the 21st Century'. Ms. Smriti Singh, Data and Applied Scientist at Microsoft, Digital Stores/XBOX conducted a very informative session to the students.
- The MarTech Committee at JAGSoM organised a webinar on 17th May 2022 on 'MarTech trends of OTT streaming in 2022'. Mr. Naman Gupta who works as a Brand Manager at Ultra Media OTT was the speaker.
- The MarTech committee hosted a webinar with Mubin Khan, a well-known expert in advertising research and consumer insights. He shared his



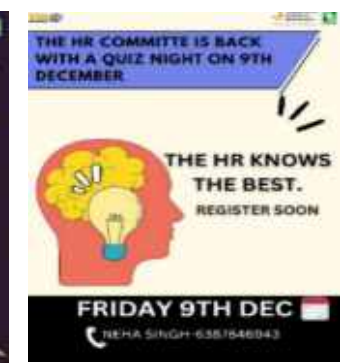
insights on 'Advertising in marketing' with the students and assisted them in understanding how advertising plays a part in marketing.

- Mr. Dipak Ray from Yes Bank conducted a webinar on 'Credit Assessment for large corporate loan Proposals at Banks/FIS'. This was organized by the Alumni Committee of on 30th July, 2022.
- Ms. Auroba Kabir from Enso Wellness conducted a webinar on 'Be your own Therapist (Learn Self-Stress Management)'. This was organized by the Human Resources Committee on 10th August, 2022.
- Ms. Varsha BM from Skill Lync conducted a webinar on 'Career in Sales and Marketing'. This was organized by the Alumni Committee on 25th August, 2022.
- Mr. Sandeep Hazra from PwC conducted a webinar on 'How Digital Marketing is reshaping the Retail Industry'. This was organized by the External Relations and Placement Committee on 16th September, 2022.
- Mr. Abhishek Singh from Evalueserve conducted a webinar on 'Becoming an Equity Analyst'. This was organized by the Alumni Committee on 15th October, 2022.
- Mr. Akarshan Srivastava from HCL conducted a webinar on 'Future & Data Science'. This was organized by External Relations and Placements Committee on 5th November, 2022.
- Ms. Neha Saxena from Byte Dancer conducted a webinar on 'Application of quality tools in Management Operations'. This was organized by the External Relations and Placements Committee on 12th November, 2022.
- Dr. H P Kumar from Power2SME Pvt. Ltd. and Ms. Ruchi Agrawal from Receivables Exchange of India conducted a webinar on 'MSME Credit: Cash Flow Financing and Invoice Discounting'. This was organized by Banking Committee on 2nd December, 2022.
- The Analytics committee organized a session by Ms. Sumana Ray (Digital Transformation Program Management and Investment Advisory), an IIM Calcutta alumnus who discussed the future trends for digital transformation and its implications in the financial industry.
- The PEP & Student Affairs Committee organized several Mock GDPIs and Personal Interviews for JAGSoM students with the executives of various leading corporates such as Infosys and Godrej. The event kicked off with over 50 executives from Corporates taking the students through the corporate GDPI process. The executives provided feedback to the students on how they have fared in the entire process and also advised them on how they might improve.

CONTESTS, QUIZZES & INTELLECTUAL CONTRIBUTIONS

JAGSoM students are constantly involved in a variety of activities, and quizzes have become a crucial component of their extracurricular pursuits. These quizzes are designed to challenge students' knowledge and help them develop critical thinking skills. In addition to quizzes, JAGSoM students organize various contests as well as contribute to intellectual endeavours such as publishing of magazines. A few examples of their activities are given below:

- The Sales and Services committee organized "Pitch the product" contest on 26th November. Prof. Rajesh Kumar judged the event in which students made the sales pitch for a chosen product.
- The Innovation Incubation Committee at JAGSoM organized a quiz titled "Decade of Innovation". It was a quiz about how Indians have innovated in the last decade on 2nd November 2022.
- The Banking Committee released 3 Editions of the 'Bank Blast Magazine.
- The latest edition of BANK BLAST contains a special feature on "Account Aggregators (AA)" and "Digital Financial Expansion", written by JAGSoM's PGDM students, who are talented emerging writers. The issue includes a compelling article on 'Identification of Undervalued and Overvalued Companies using Deep Learning' authored by Dr. RK Sinha.



CSR ACTIVITIES

- The CSR Committee organized Shiksha Adhaar classes for underprivileged students between the ages of 6 and 15; helping the students with their studies, extracurriculars, and their overall development.
- The students of the CSR Committee organized campaigns to increase awareness about street animal welfare and undertook an initiative to collar stray dogs with reflective collars to prevent road accidents.
- Over the past year, the CSR Committee has organized the screening of several documentaries to encourage people to consider conservation and to instil the importance of adopting a sustainable lifestyle.



SPORTS ACTIVITIES

Apart from the activities mentioned above, the PEP & Student Affairs Committee organized several sports activities and events over the past year. A glimpse of the activities conducted is given below:

- **JPL Cricket Tournament:** The First Cricket Tournament of the academic year 2022-2023. The tournament saw an amazing participation of around 100 students and large crowds.
- **IJPL Cricket Tournament:** This event began with an auction which is the first of its kind in JAGSoM. The number of entries in the auction were 150 and the number of players sold at the end of the auction were 120.
- **Football Tournament:** The Tournament had a unique player auction and saw an impressive participation of close to 70 people as well as a good crowd turnover.
- **Tug of War**





#4 SCHOLARSHIP & THOUGHT LEADERSHIP



PROF. A PARASURAMAN

JOURNAL CATEGORY: A*

TITLE OF RESEARCH PAPER: The fifth industrial revolution: how harmonious human-machine collaboration is triggering a retail and service [r] evolution.

NAME OF THE JOURNAL: Journal of Retailing



DR. SUMANJIT DASS

JOURNAL CATEGORY: A

TITLE OF RESEARCH PAPER: A customer experience lens for higher education in India using journey mapping and experience quality.

NAME OF THE JOURNAL: Studies in Higher Education



DR. GOPALA RAGHURAM

JOURNAL CATEGORY: B

TITLE OF RESEARCH PAPER: Impact of change in promoters' shareholding pattern on the performance of small cap value equity stocks in the national stock exchange of India

NAME OF THE JOURNAL: Journal of Risk & Financial Management



PROF. POOJA GUPTA

JOURNAL CATEGORY: B

TITLE OF RESEARCH PAPER: Corporate governance parameters and its repercussions on enterprise performance

NAME OF THE JOURNAL: Corporate Ownership & Control



DR. AMIT BAGGA

JOURNAL CATEGORY: B

TITLE OF RESEARCH PAPER: Revisiting mean reversion in profitability and earnings: evidence from India (2007-2020)

NAME OF THE JOURNAL: Managerial Finance



PROF. JITENDER KUMAR

JOURNAL CATEGORY: B

TITLE OF RESEARCH PAPER: Revisiting mean reversion in profitability and earnings: evidence from India (2007-2020)

NAME OF THE JOURNAL: Managerial Finance



DR. KAVYA T B

JOURNAL CATEGORY: B

TITLE OF RESEARCH PAPER: Revisiting mean reversion in profitability and earnings: evidence from India (2007-2020)

NAME OF THE JOURNAL: Managerial Finance

RESEARCH HIGHLIGHTS

JAGSoM's faculty are committed to generating and sharing knowledge; This has led to the publication of Research papers in reputable Journals, Case studies, Articles for broad audiences, and Book chapters.

The Institution's Research focus has led to publications in high-quality journals, including those categorized as ABDC 'A*', 'A' and 'B'. An overview of these publications over the past year is provided below.

RESEARCH SUMMARY - 2022-23	
Journal Articles/ Intellectual Contributions	Nos.
ABDC 'A*'	1
ABDC 'A'	4
ABDC 'B'	3
ABDC 'C'	6
Scopus	3
WoS	1
Book	1
Book Chapter	2
Broad Audience Category	11
Case Study (Book Chapter)	5
Case Study (Peer Reviewed)	2
Journal Editorship	6
Consulting	2
TOTAL	47

To view more details about
**JAGSOM FACULTY'S SCHOLARSHIP &
THOUGHT LEADERSHIP IN 2022,**
please scan the QR Code





HONOURING THE 'TEACHER OF TEACHERS':

Felicitations of Senior Professor Dr. Chandrasekhar Subramanyam for the completion of 50 years in Academia.



FACULTY HIGHLIGHTS

A FEW HIGHLIGHTS OF THE ACTIVITIES OF JAGSOM'S FACULTY ARE GIVEN BELOW:

- Dr. Atish Chattopadhyay was invited to chair an AACSB session in Sri Lanka; the session featured the experiences of three Sri Lankan member schools - Postgraduate Institute of Management (PIM), University of Kelaniya Sri Lanka, and SLIIT.
- Dr. Atish Chattopadhyay was invited as a speaker at the Higher Education Leaders Roundtable - India Academic Forum held on November 24, 2022, at The Chancery Pavilion in Bengaluru, organized by QS I-GAUGE.
- Dr. Atish Chattopadhyay attended AACSB's Annual conference ICAM 2022 in New Orleans, USA, which had over 1200 participants from 51 countries.
- Dr. Atish Chattopadhyay was invited to be a part of a Panel Discussion on the topic 'Can cluster model under #NEP2020 be a game changer in higher education?'. The Panel Discussion took place as part of the Conference organized by Education Promotion Society for India at Hyatt Regency Pune.
- Prof. Anand Narasimha was invited by Storyboard 18 to write a weekly article (column) named 'Marketing Mocktail' which will be featured on multiple platforms including CNBCTV18, Moneycontrol, and Forbes India.
- Dr. Chandrasekhar Subramanyam, a highly esteemed teacher, was honoured for his 50 years of service in the field of Management education. He is considered to be one of the leading Professors of Analytics in the country today.



- Dr. Chandrasekhar Subramanyam conducted a fully hand-on workshop on 'Social and Sentiment Analytics' in collaboration with NASSCOM on 20th July 2022.
- Dr. Chandrasekhar Subramanyam conducted a fully hands-on workshop on 'Demand Forecasting using Deep Learning' in collaboration with NASSCOM on 27th July 2022.

- Dr. Ellur Anand attended a workshop on 'Teaching with Cases: Engage, Energize, and Challenge Your Students which was conducted by Harvard Business School Publishing' on 17th, 24th and 26th of August 2022.
- Prof. Rakesh Mediratta attended the Asia Pacific Annual Conference Deans & Directors Conference,
- Chulalongkorn Business School, Bangkok, Thailand from 16th to 19th November 2022.
- Dr. Kamalika attended an International workshop on 'Global Colloquium on Participant Centred Learning at Harvard Business School, USA from 24th to 29th July 2022.



- In celebration of India's 75 years of Independence, Dr. Rajendra K Sinha published and released a magazine called 'MSME Blast' that includes valuable information on the range of benefits offered by the Indian government to Micro, Small & Medium Enterprises (MSMEs). 'MSME Blast' magazine was unveiled during the MSME Conclave, which was held on February 8th, 2023, at the Bombay Chamber of Commerce and Industry.

- Dr. Rajendra K Sinha moderated a Panel discussion on 'New Financing Opportunities for MSMEs' with distinguished speakers including Mr. K. Sampath Kumar, Mr. Ketan Gaikwad, Mr. Ravi Tyagi, and Ms. Meghana Joglekar.



- Dr. Rajendra K Sinha participated in a webinar on the topic 'Cash Flow Financing and Invoice Discounting for MSMEs'. The session covered topics such as understanding cash flow financing, building eligibility for it, using bill discounting as a tool for working capital for MSMEs, and recent developments in the field.
- On the occasion of Teacher's Day on September 5, 2022, Dr. Rajendra K Sinha had the pleasure of delivering a speech and engaging in discussions with more than 100 Marketing and Rural Development Officers at the Union Bank of India Staff College in Bangalore.
- 'Mr. Ravi Krishnamurthy, President Operations & IT, SBI Life, on "Indian Life Insurance Sector: Current & Future Perspectives". The event was attended by over 200 PGDM students of JAGSoM.
- Prof. RK Sinha was invited as a Keynote speaker in three international programs on the topics - 'MSME CreditGap: Cash Flow Financing & Invoice Discounting', 'New Financial Approaches for Meeting MSME Credit Gap', and 'MSME Lending Fueling India's Economic Growth'.
- Dr. RK Sinha presented his research paper at the 1st International conference on MSMEs Management at IIM Amritsar on 22nd January 2022.

- Dr. Sasmita Giri & Dr. Ambika Prasad Nanda attended the international conference on 'GMAC Asia Conference' at the Asia School of Business (ASB) Academic, Kuala Lumpur, Malaysia from 12th – 14th October, 2022.



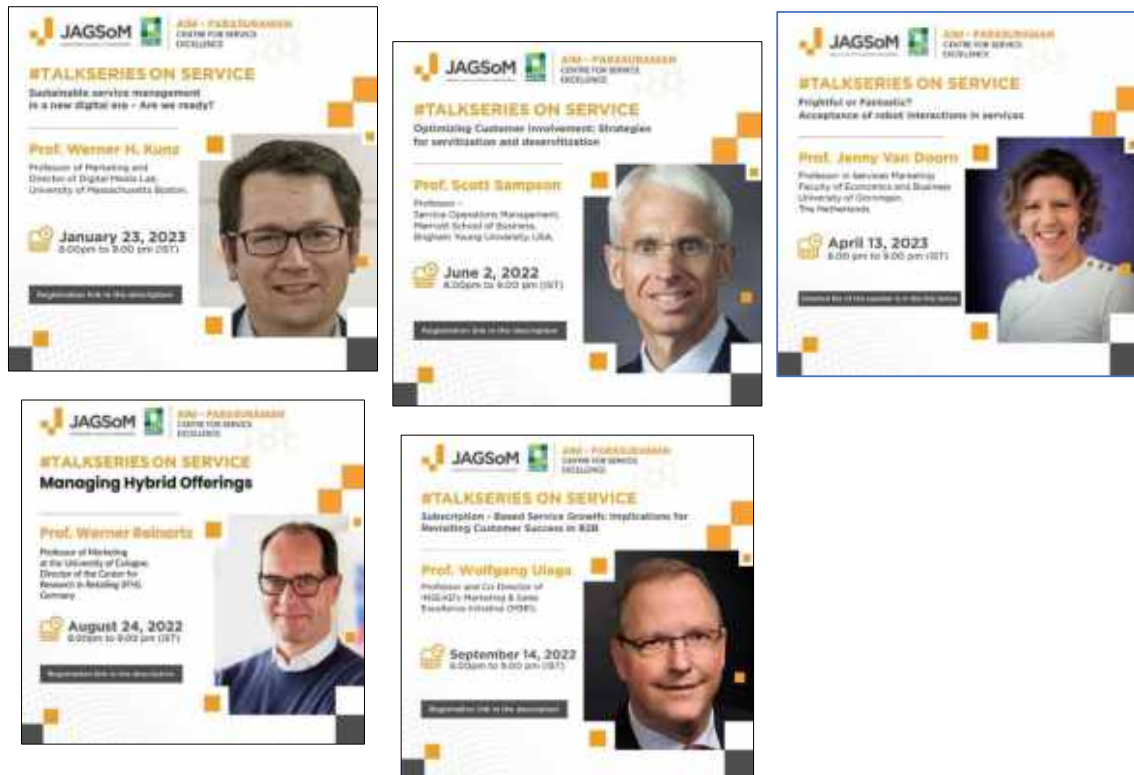
- Prof. Pooja Gupta conducted a Faculty Development Programs on 'Choreographing an Effective Case Lecture' at ISBR Business School.
- Dr. Shaji Kurian chaired the Track on 'New age Leadership' at the 2nd PRITAM SINGH MEMORIAL (PRISM) CONFERENCE hosted by IIM Nagpur from the 17th to the 19th of November 2022.
- Dr. Tuhin Chattopadhyay authored an Industry report titled "Neural Network Essentials" in partnership with Intel.
- Dr. Tuhin Chattopadhyay authored two papers in Industry reports namely: 'AI-Powered Knowledge Graphs: The Holy Grail of Omniscience' in the Industry report 'Enterprise AI: Machine Learning, Design Paradigms and Operational Impact' (Partner Company - Katana Graph) and 'Data Pipeline for Engineered

Decision Intelligence' in the Industry report 'Data Pipelines: Ingestion, Warehousing, and Processing' (Partner Companies - Dremio Corporation, RudderStack, and Hightouch).

- Prof. Zenia Nanra presented her research paper at the International conference on 'Memory in a Digital Age hosted by the Centre for Memory Studies, Indian Institute of Technology (IIT) Madras from the 23rd to 25th August 2022.
- JAGSoM Faculty members – Dr. Sasmita Giri, Prof. Ajith Kumar VS, Dr. Ambika Prasad Nanda, Dr. Rajendra Kumar Sinha, Dr. Ganes M Pandya, Dr. Kamalika Chakraborty, Dr. Kavya TB, Dr. Sivagnanasundaram, Dr. Manali Chatterjee, Prof. Parameshwar H S, Prof. Pooja Gupta, Dr. Ellur Anand, Dr. Punita Rajpurohit, Dr. Raghuram G, Prof. Rajarishi Chakraborty, Prof. Rajesh Kumar, Dr. Ratan Kumar, Prof. Sarthak Daing, Dr. Shaji Kurian, Prof. Shipra Pandey, Dr. Shrabani Bhattacharjee, Dr. Sulagna Mukherjee, Dr. Supriyo Ghose, Dr. Tuhin Chattopadhyay, Prof. Zenia Nanra, and Prof. Aditi Mudgal - presented their research papers at the ISDSI Global Conference 2022.



WEBINARS



- JAGSoM hosts a number of Webinars throughout the year, a snapshot of the same is given below:
- The AIM-Parasuraman Centre for Service Excellence and the Vithala R. Rao Centre for Business Analytics have launched the Research Talk Series in Service Excellence and the Seminar Series in Business Analytics, respectively.
- The AIM-Parasuraman Centre for Service Excellence has conducted the following #TalkSeries on Service Research by esteemed Professors over the past year:
- Prof. Jenny Van Doorn, Professor in Services Marketing, Faculty of Economics and Business, University of Groningen, Netherlands spoke on the topic 'Frightful or Fantastic?: Acceptance of robot interactions in services'.
- Prof. Scott Sampson, Professor of Service Operations Management, Marriot School of Business, Brigham Young University, USA spoke on the topic 'Optimizing Customer Involvement: Strategies for Servitization & Deservitization'.
- Prof. Werner H Kunz, Professor of Marketing and Media Lab, University of Massachusetts, Boston spoke on the topic 'Sustainable Service Management in a new digital era- Are we ready?'
- Prof. Werner Reinartz, Professor of Marketing, University of Cologne; Director of the Center of Research in Retailing (IFH), Germany spoke on the topic 'Managing Hybrid Offerings'.
- Prof. Wolfgang Ulaga, Professor and Co-Director of INSTEAD's Marketing and Sales Excellence Initiative (MSEI) spoke on the topic 'Subscription- Based service growth: Implications for re-visiting customer success in B2B'.
- Prof. Lia Patrício, Associate Professor, Department of Management and Industrial Engineering, University of Porto, Portugal - on the topic 'Understanding Customer Experience with Smart Services'.
- Prof. Raymond P. Fisk, Professor of Marketing at Texas State University - on the topic 'Serving Human Needs:

Broadening the Perspective and Purpose of Service Research’.

- Prof. Stephanie Noble, Professor of Marketing and William B. Stokely Faculty Research Fellow in the Marketing Department at the University of Tennessee - on the topic - 'Happy and Indebted Front-Line Employees: The Free Food Effect’.
- Prof. Len Berry, University Distinguished Professor of Marketing, Regents Professor, M.B. Zale Chair in Retailing and Marketing Leadership, Mays Business School, Texas A&M University - on the topic 'Service Lessons from healthcare’.
- The Vithala R. Rao Centre for Business Analytics has conducted the following #SeminarSeries on Analytics by esteemed Professors over the past year:
- Prof. Sreelata Jonnalagedda, Professor and Chairperson, Marketing area at IIM Bangalore spoke at the Vithala R Rao Centre for Business Analytics on the topic - 'Clash of the Titans: Aggregators versus Critics, and the Winner is?’.
- Prof. Sudha Ram, Anheuser-Busch Endowed Professor of MIS, Entrepreneurship & Innovation, Eller College of Management, University of Arizona - on the topic 'Focusing on Programmatic High Impact Information Systems Research, to Address Grand Challenges’
- Prof. K. Sudhir, James L. Frank '32 Professor of Marketing, Private Enterprise and Management and Founder-Director of the Yale China India Insights Program at the Yale School of Management, Yale University - on the topic 'Lookalike Targeting on Others’ Journeys: Brand versus Performance Marketing’.
- Prof. Vishal Gaur, Professor of Manufacturing Management, and Professor of Operations, Technology and Information Management, Samuel Curtis Johnson Graduate School of Management, Cornell University - on the topic 'Data-Driven Research in Operations Management with Examples’.



ISDSI GLOBAL CONFERENCE 2022



K-tech CENTRE OF EXCELLENCE
Data Science and Artificial Intelligence

POWERED BY **NASSCOM**

IN PARTNERSHIP WITH

THEME: BUILDING SUSTAINABLE BUSINESSES IN THE PHYGITAL WORLD

The ISDSI Global Conference 2022 was hosted at the JAGSoM Bengaluru campus in partnership with the University at Albany, SUNY and the NASSCOM K-Tech Centre of Excellence for Data Science & Artificial Intelligence.

The ISDSI Global Conference attracted more than 200 paper presentations from global scholars, doctoral students, and faculty members from IIM Bangalore, IIM Calcutta, XLRI, SPJIMR, IIM Kozhikode, IIT Delhi, IIT Kharagpur, IIT Madras, SUNY (Binghamton), IIM Nagpur, IIM Raipur, IIM Ranchi, IIM Sambalpur, IIM Vishakhapatnam, IIM

Tiruchirappalli, IIM Jammu, IMI, Symbiosis SIBM, Alliance University, amongst others.

The Conference featured 12 theme-based Workshops, 10 Technical tracks, Directors' Panel, Editors' Panel, Networking with senior scholars, and many other sessions in the context of building successful 'phygital' businesses enabled by data science and innovative practices.

The Best Papers in the Faculty and Doctoral student categories were awarded cash prizes of \$1000, \$750 and \$500 for the 1st, 2nd, and 3rd positions respectively.



Unveiling of the 'Book of Abstracts' at the ISDSI Global Conference 2022



Dr. Vithala R. Rao conducting the Workshop on Choice Modeling



Dr. A. Parasuraman sharing his experiences as a Global Scholar



Dr. Jagdish Sheth and Pawan Sarda (Group CMO, Wingreens World) handing over the first prize for the Best Paper award in the Doctoral category to Prof. Rishikesha Krishnan, Director, IIM Bangalore.



Director's Panel. L-R : Amit Agnihotri, Founder, MBA Universe; Dr. Bhimaraya Metri, Director, IIM Nagpur; Dr. Anup Singh, Director General, Nirma University; Dr. Ravi Kumar Jain, Director, Sparsh Global School Of Business; Dr. Pawan Kumar Singh, IIM Tiruchirapalli; Dr. Atish Chattopadhyay, Director, JAGSoM; Dr. Srinivasan R, Iyengar, Director, Jamnalal Bajaj Institute of Management Studies.

For more details about the **ISDSI Global Conference 2022**, please scan the QR Code



Dr. Tuhin Chattopadhyay conducting the Workshop on Data Engineering and Analytics in the BFSI sector.

10TH AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM

The 10th anniversary edition of the AIM-AMA Sheth Foundation Doctoral Consortium was successfully hosted by JAGSoM in 2022.

Over the past decade, this Global Marketing consortium has provided a platform for doctoral scholars and young faculty to generate new ideas, explore research techniques, and interact with leading academicians in the field of marketing. The Consortium has also facilitated the opportunity for participants to learn from world-renowned mentors.

This year's edition featured over 70 marketing faculty members from 20 countries, including editors from 17 prestigious journals.

This year's Edition of the Doctoral Consortium hosted by JAGSoM was attended by a total of 100 Doctoral Scholars and Young Faculty from 10 countries across the globe, covering North & South America; Europe; Middle East & Africa; Asia & Far East; and Australia.

The event included several sessions, including 'Meet the Editor' sessions, Masterclasses, Plenary workshops, Panel sessions, Parallel-track sessions, Global Cafe and Global Lounge sessions, and a Conscious Capitalism Workshop.



Snippets from the 10th AIM-AMA Sheth Foundation Doctoral Consortium





#5 INTERNATIONALIZATION



“As India becomes a global powerhouse, it will become increasingly necessary for management schools to meet or exceed global benchmarks, global accreditations and global recognitions.

In that context, our vision is that we want JAGSoM to be a globally admired and recognized Business School.

At JAGSoM, we have a global mindset with global perspective. We will be taking many initiatives like the mandatory Global immersion for Faculty. Eventually, JAGSoM will look to create international presence and campuses.

JAGSoM wants to be a truly global B-school and we have the mindset, resources and strategy to do it.”

PROF. JAGDISH SHETH - Chairman, JAGSoM
Charles H. Kellstadt Chaired Professor of Marketing, Emory University

HIGHLIGHTS - JAGSoM'S INTERNATIONALIZATION JOURNEY

Over the past few years, JAGSoM has emerged as a truly global B-School from India; the Highlights are as follows:

1. The Board of Governors having representation from three continents - Asia, Europe and America.
2. A Scholar of global repute, Prof. Jagdish Sheth as the Chairman of the Board.
3. A Curriculum which has received global accolades - Presented at AACSB's ICAM at Edinburgh, UK in 2019.
4. Globally acclaimed Curricular interventions like KANYATHON - which has received the AACSB 'Innovations that Inspire' Award; impacting SDG4 & SDG5.
5. Faculty having Global footprint and Impact - Prof. A ("Parsu") Parasuraman featuring in Clarivate's Highly cited researcher list.
6. Pedagogy of 'Learning by Solving' - Research Incubation featuring in the AACSB's list of Innovation & Best practices in Asia Pacific.
7. Creating Entrepreneurs through the 'Innovation Incubation' program - Tanuj Panchasara selected by NSRCEL, IIM Bangalore.
8. Three of JAGSoM's programs - PGDM (Marketing), PGDM (Finance) and PGDM (Analytics) featuring in QS Business Masters Rankings 2023.
9. Both campuses of JAGSoM (Bangalore and Greater Mumbai) accredited by AACSB.
10. First institution in India to graduate a batch of BBA with a AACSB accredited degree
 - JAGSoM's first batch of BBA graduates became the pioneer in India to have exposure to multi-disciplinary education; with course credits across discipline like Design, Music, Humanities, Sports, Law and Data science (A benchmark in the Implementation of NEP 2020 recommendations).
11. Career tracks in Martech, Fintech and Business Analytics, in association with University of Virginia - Darden School of Business, Emory University - Goizueta Business School, and ESCP Business School.
12. Global career opportunities through pathways programs in collaboration with University of Wollongong, Australia, KEDGE Business School, France and University at Albany, State University of New York (SUNY), USA to offer pathway programs for Indian aspirants both for BBA and MBA.

For more details about **JAGSoM's Internationalization Journey**, please scan the QR Code



BOARD OF GOVERNORS

JAGSoM's Board of Governors boasts of a great degree of diversity with representation from across 3 Continents – Asia, Europe and America. The Board comprises Global scholars, Industry experts and Academicians from top Global Institutions.

50% of JAGSoM's Board of Governors comprises International members.

INTERNATIONAL MEMBERS – BOARD OF GOVERNORS



DR. JAGDISH SHETH

Chairman, JAGSoM
Charles H. Kellstadt
Professor of
Marketing, Goizueta
Business School of
Emory University,
USA



**DR. A.
PARASURAMAN**

Pro-Chancellor,
Vijaybhoomi
University
James W. McLamore
Chair Emeritus,
University of Miami



**MR. BENJAMIN
STEVENIN**

President -
ACADEM /
RimaOne, France



**DR. EILEEN
PEACOCK**

Executive Dean of
the Graduate
School of
Management,
BRAC University,
Bangladesh



**DR. RICHARD D
PHILLIPS**

Dean, J. Mack
Robinson College of
Business, Georgia
State University,
USA



**PROF. TAN CHIN
TIONG**

Professor of
Marketing, Lee Kong
Chian School of
Business & Senior
Advisor to President,
Singapore



**DR. WOLFGANG
SCHLÖR**

Associate Provost
for International
Initiatives, Georgia
State University,
USA

INTERNATIONAL PARTNERS

JAGSoM has developed a number of strong International collaborations with globally renowned schools.

JAGSoM's students and faculty members benefit significantly from these

collaborations which include Student & Faculty Exchange programs, Two Degree programs, Doing Business in India Study week programs, and Joint research projects.



Exchange of MOU with KEDGE Business School, France

A snapshot of JAGSoM's International collaborations are given in the below table.

<i>Partners</i>	<i>USA</i>	<i>Europe</i>	<i>Australia</i>
Pathway Program - Masters	 UNIVERSITY AT ALBANY State University of New York	 KEDGE BUSINESS SCHOOL	 UNIVERSITY OF WOLLONGONG AUSTRALIA
Pathway Program - Bachelors	 UNIVERSITY AT ALBANY State University of New York	 KEDGE BUSINESS SCHOOL	 UNIVERSITY OF WOLLONGONG AUSTRALIA
Student Exchange	 TEXAS A&M UNIVERSITY Mays Business School	 RENNES SCHOOL OF BUSINESS	
Career Track (2022)	 UNIVERSITY OF VIRGINIA DARDEN SCHOOL OF BUSINESS		

Apart from the above-mentioned collaborations, JAGSoM's has strong partnerships with Texas A&M University (USA), ESCP (Europe), The University of Texas at Arlington (USA), Goizueta Business School, Emory University (USA), Paris School of Business (France), European Business School (France), and HSLU (Switzerland), among others.

CAREER TRACK & STUDENT EXCHANGE PROGRAMS

JAGSoM has built a strong relationship with Darden School of Business, University of Virginia offering International Immersion as part of the MarTech and FinTech Career Tracks.

In the past year, a total of 77 JAGSoM students and their respective JAGSoM faculty members undertook the International Immersion program.

CAREER TRACK Darden School of Business, University of Virginia	
Track	# Students
MarTech	59
FinTech	18

JAGSoM and Rennes School of Business have been hosting each other's students at their respective campuses, as part of the Student Exchange program, for the past few years.

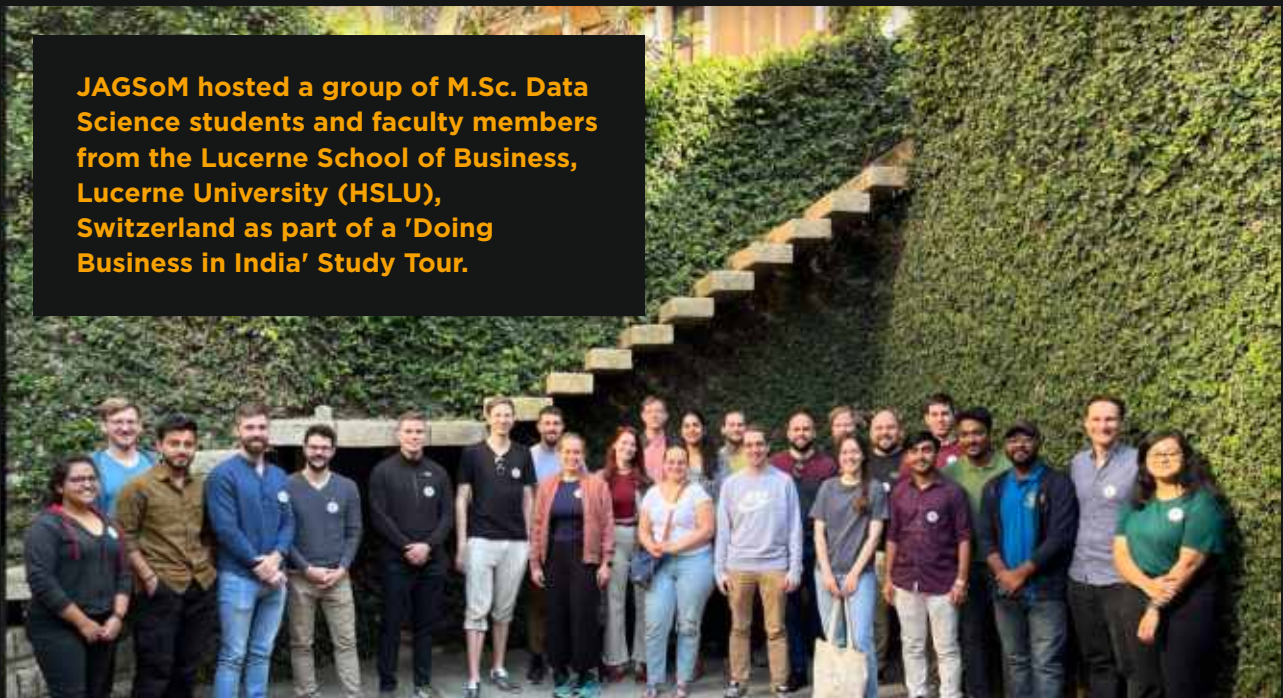
Last year, seven students from JAGSoM utilized this opportunity to study at Rennes School of Business and two students from Rennes came to JAGSoM's Bangalore campus for the exchange program.

STUDENT EXCHANGE PROGRAM - JAGSoM & ESC RENNES SCHOOL OF BUSINESS		
BATCH	INCOMING	OUTGOING
2021	02	07



'DOING BUSINESS IN INDIA' STUDY

JAGSoM hosted a group of M.Sc. Data Science students and faculty members from the Lucerne School of Business, Lucerne University (HSLU), Switzerland as part of a 'Doing Business in India' Study Tour.



The Swiss delegation was at JAGSoM as part of their Study Tour and interacted with some of leading companies in Bengaluru to understand how these firms are leveraging data science, AI and ML to solve business problems.



INTERNATIONAL FACULTY

In the past year, JAGSoM students have been taught by eminent Professors from across the globe.

JAGSoM students belonging to the MarTech and FinTech Career Tracks have been taught by Professors from Darden School of Business, University of Virginia.

Apart from International Faculty belonging to Darden School of Business, students at

JAGSoM have had the opportunity to take courses by globally acclaimed Faculty members.

Global Faculty have taught courses at JAGSoM ranging from Customer Relationship Management (CRM) to User Generated Content Analysis.



**Marketing Technology:
Digital Business and Consumer Insights**



Prof. Raj Venkatesan

Prof. Chip Ransler

Digital Transformation in the Finance Sector



Prof. Mike Lenox

Prof. Elena Loutschina

Prof. Ting Xu



**DR. A.
PARASURAMAN**

Pro-Chancellor,
Vijaybhoomi
University &
Professor Emeritus,
Miami University,
USA.



**DR. SURAJ
COMMURI**

Associate Dean
and Strategic
Initiative Lead
School of Business,
University at
Albany, USA.



**DR. ANITESH
BARUA**

David Bruton Jr.
Centennial Chair
Professor,
University of Texas,
Austin, USA.



DR. SANDEEP PURI

Professor &
Academic Program
Director, Asian
Institute of
Management,
Philippines.

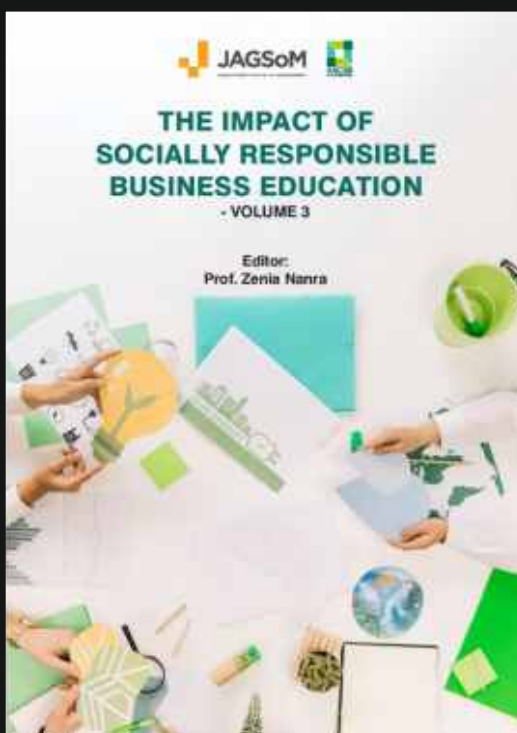


#6 IMPACT ON BUSINESS & SOCIETY

SOCIAL IMMERSION PROGRAM (SIP)

As part of the Social Immersion Program (SIP), students engage in immersive experiences with non-governmental organizations (NGOs) in rural areas where they gain knowledge on designing solutions for social issues.

This involves conducting a Techno Economic Viability study, which allows them to create sustainable and socially beneficial solutions that can have measurable impact on UN Sustainable Development Goals. The primary goal of SIP is to foster a sense of social responsibility in students.



To view the
SIP Edited Volume 2023,
please scan the QR Code



Throughout this year, students have undertaken a total of 15 projects in collaboration with various organizations such as '8 goals One Foundation', 'Belaku Foundation', 'Care', 'CRY- Child Rights and You', and 'Square One Foundation'.

The top 5 student-faculty white papers arising from the SIP were selected through blind review process. These were then compiled and edited by Prof. Zenia Nanra. The SIP White Paper Series: 'The Impact of Socially Responsible Business Education Volume 3' was published and unveiled during the 2023 Founder's Day celebrations.

NGOs associated with SIP



SDGs IMPACTED



KANYATHON

Kanyathon is a student-driven Annual Charity Marathon and Sports Event that raises funds to uplift the lives of the girl child and for women empowerment. Kanyathon impacts the UN Sustainable Development Goals (SDG 1 'No Poverty' and SDG 5 'Gender Equality').

The 2023 Edition of Kanyathon saw over 14,000 people register for the event, including students, working professionals, and families. This year, the Kanyathon event accommodated virtual and real e-gaming enthusiasts as well.

The event was flagged off by the Chief Guest Nandita Chandrashekhar Nagangoudar, an International Mountaineer, who congratulated the participants for their contribution towards the cause.

Kanyathon has positively impacted the lives of more than 30,000 girls by providing education, health, nutrition, and safety through its partner NGO - CRY. The surplus funds generated by Kanyathon is donated for improving the condition of the girl child through various charitable initiatives.



	Registrations	Footfall (approx.)	Revenue	Expenses	Surplus Funds
2020	10076	6500	INR 46,00,000	INR 23,00,000	INR 23,00,000
2021	4500	1500	INR 40,00,000	INR 5,58,000	INR 34,42,000
2022	5663	2787	INR 41,59,400	INR 12,56,481	INR 29,02,919
2023	14,579	9915	INR 79,77,457	INR 35,20,611	INR 44,56,845

KANYATHON SHIKSHA KENDRA

The surplus funds proceeds from Kanyathon have improved the living conditions of the girl child in the villages of India and in the Institution's adopted villages in Kolar. under the Indian government's Unnat Bharat Abigyan scheme.

Funds are also deployed towards the setting up of Kanyathon Shiksha Kendras (KSK); Skill building digital centres in Rural India to empower young girls with essential skills to transform their lives.

Over the past year, a digitally enabled education center was established in Vokkaleri village and in Jamrung village to teach English language skills, conversational skills and computer literacy to girls.

Government school teachers utilized the digital facilities at the KSK to enhance their classroom activities. The KSK has dedicated classrooms with projectors and computers, where 97 girls (between grade 6 to 12) from the Government High School attend weekly classes. An Adolescent Girl Children Leadership workshop was also conducted in Shettiganalli Village from January 17 to 18, 2023.



CONFLUENCE 2022

JAGSoM hosted CONFLUENCE 2022 in collaboration with the NASSCOM K-Tech Centre of Excellence for Data Science and Artificial Intelligence. CONFLUENCE 2022 was attended by over 200 eminent CEOs, start-up leaders, senior business leaders, and academicians.

CONFLUENCE 2022 witnessed two engaging panel discussions on current issues and trends in Data science and Analytics.

The 'Start-up Panel' comprised of Anjali Sosale (Partner, Water Bridge Ventures), Samir Inamdar (MD, CEO & Co-Founder, Forum Synergies), Sudhir Krishna S (Chief Technology Officer, Lysto), Subbakrishna Rao

(Co-Founder, Cloom Software Labs); and was moderated by Prof. Prashant K Goyal (Faculty JAGSoM, & General Partner and COO, Forum Synergies).

The CXO Panel discussed the challenges on the topic 'Artificial Intelligence and Machine Learning: Challenges to corporate adoption at scale'. The CXO Panel comprised of Angshuman Ghosh (Vice President- Data Analytics, Sayurbox), Kaushik Sanyal (Global Marketing Director- Applied Intelligence, Accenture), Rajan Sethuraman (Chief Executive Director, Latentview Technologies), Sirisha Voruganti (Managing Director, JC Penny); and was moderated by Prof. Edwin Moses (Faculty, JAGSoM).



ROUNDTABLE - CLOSED GROUP DISCUSSION WITH CORPORATES

JAGSoM organized a Round Table discussion with Prof. Geoff Perry, Executive Vice President & Managing Director – Asia Pacific, AACSB International, over 50 senior industry leaders and JAGSoM faculty.

Prof. Geoff Perry addressed and interacted with the group to understand the needs of the Industry. Prof. Geoff Perry highlighted the global quality standards and frameworks in educational institutions and highlighted how education institutions can work towards social impact.

The findings of the JAGSoM-NHRDN study and the unique pedagogy of 'Learning by Solving' was presented to the group.

There were fruitful discussions with the Industry leaders on how partnerships between Industry and Academia could be fostered.



INDUSTRY VISITS

JAGSoM students regularly visit various Industries to get a first-hand glimpse of what it takes to run sustainable businesses.

Over the past year, JAGSoM students have visited multiple Industries and Businesses

including The Akshaya Patra Foundation, CNC India, Trasccon Interconnection Systems, TE Connectivity, Sansera, Orotex Interplex Electronics, and Konar Engineering Services.



EXECUTIVE PROGRAMS

JAGSoM has a long-standing track record of providing successful executive programs. At present, there are 46 executives who are enrolled in the PGDM Executive and Simplilearn Certificate programs.

These programs are carefully designed to cater to the needs of executives who are committed to continuous learning. JAGSoM's executive programs strike a balance between learning, work, and family time for participants, allowing them to enhance their skills and knowledge without sacrificing other aspects of their lives.

CONSULTING

In addition to the various Institutional engagements with Industry, JAGSoM faculty are also actively involved in various consulting projects with Corporates and Industry.

Prof. Anand Narasimha has been appointed to the 'Advisory Board' of BabyChakra, part of the Good Glamm Group, one of India's leading D2C brands, from September 2022. His mandate is to advise the leadership on Brand Strategy and other marketing initiatives, as well as to guide developmental projects for brand building.



Prof. Anand Narasimha

Dr. Tuhin Chattopadhyay is an experienced consultant in the field of Artificial Intelligence, who specializes in developing marketing analytics solutions for large multinational companies such as Nomura. He has also provided digital analytics solutions for companies in the hi-tech industry, such as Lenovo.



Dr. Tuhin Chattopadhyay

STUDENT MANAGED INVESTMENT FUND

The Student Managed Investment Fund (SMIF) at JAGSoM consists of a corpus of 1.5 Million Rupees and is completely managed by students from the Finance Area in real time, creating a portfolio of a set of equity and structured products.

The Investments in the Fund have been carried out in the Automobile, Capital goods, Chemicals, and Retail sectors to name a few.

The SMIF has generated superior returns, even when compared to the Large and Mid-Cap Category Average, Mirae Asset Large Cap Direct plan, other AMC's and the BSE 200 index.

Peer Comparison*									
	Returns since inception	Monthly Return (November)	3 Month Returns	Std Dev (Annual)	Sharpe	Sortino	Beta	R Square	
SMIF Equity Fund	16.40%	1.88%	1.88%	29.00	0.90	1.5	1.2	0.82	
Large and Mid Cap Category Average	12.87%	1.83%	5.38%	22.75	0.9	1.5	1.2	0.89	
Mirae Asset Large Cap Direct Plan	13.75%	1.88%	7.18%	21.38	0.88	0.76	0.97	0.86	
Canara Robeco Bluechip Equity Reg II	14.40%	1.79%	6.88%	18.22	0.87	1.88	0.88	0.97	
BSE 200	15.88%	1.88%	7.91%	22.00					

*The Risk Measures have been calculated using calendar month historical returns for the last three years
As on 30 Nov 2022

STUDENT MANAGED INVESTMENT FUND - PERFORMANCE

MERIT-CUM-MEANS SCHOLARSHIP

Scholarships worth INR 12.36 million to motivate “Rough Diamonds”

To ensure that no aspirant is denied access to quality education owing to economic challenges, JAGSoM disbursed scholarships worth INR 12.36 Million to the PGDM Batch of 2022-24 - for both meritorious students in need and for students from Economically Weaker Sections.

For the new academic year, JAGSoM has announced scholarships worth INR 2.64 million or both deserving students in need and students from Socio-Economically Weaker Sections.

At JAGSoM, we believe that talented aspirants, the rough diamonds of society, shouldn't be deprived of quality higher education, owing to economic means.

JAGSoM is the only Business School in India that offers Scholarships that cover tuition, boarding and lodging to deserving students from the economically disadvantaged backgrounds. In addition, students are eligible for student-assistantship to the tune of INR 15,000 per month by undertaking institutional activities, to support their out-of-pocket expenses.

– **DR. ATISH CHATTOPADHYAY**
Director, JAGSoM



Hitesh Dabas



Sonali Poralu
Madhusudhan



Jyoti Shaw



Nandini Mehta



Priyal Gupta



Sakthivel S



Gurram Chaitanya



Sayan Ghosh



Mithun Mallick



Viknesh
Kumar T



Kamaleshwar



Amit Jain

MERIT CUM MEANS SCHOLARSHIP AWARDEES



#7 SKILL ENHANCEMENT OF PROFESSIONALS

COLLABORATION WITH SIDBI

SIDBI (Small Industries Development Bank of India) has collaborated with JAGSoM for a unique 'Incubation Program for Skilled Professionals'. SIDBI has funded the program to the tune of INR 6 Million.

JAGSoM and SIDBI will groom skilled professionals to become entrepreneurship-ready. The joint project involves the selection and training of skilled professionals to empower them to set up their own businesses.



A cohort of 32 professionals participated in the 'Incubation Program for Skilled Professionals' offered by JAGSoM, which began on December 27th, 2022. The program consisted of a 2-month residential module, followed by three months of mentoring and support.

COLLABORATION WITH IIBF

JAGSoM signed an MoU with the Indian Institute of Banking & Finance (IIBF) on the 12th of January 2023.

This collaboration with IIBF will enable JAGSoM PGDM and MBA students to complete Certifications in Banking and become job-ready. JAGSoM executes blended courses such as 'Certified Credit Professional' and 'Certified Treasury Professional' in association with IIBF, as part of the Career Track in Banking.

Mr. Biswa Ketan Das, CEO, IIBF delivered a keynote address on the Indian banking industry and the career opportunities available for management students.



The MoU signing ceremony concluded with a panel discussion on the "The future of Indian Banking in the phygital world", which saw the participation of seasoned bankers from across the country including Atul Jain (State Head Karnataka, ICICI Bank), Ayshwarya Desikan (SVP & Head South India, HSBC), Radhakrishnan S (SBI), and CXOs like Rajesh Rao M (COO, Jana SFB) and Pampilly Martin (CEO, Ujjivan SFB).



(L-R) Dr. Atish Chattopadhyay, Dr. RK Sinha with Mr. Biswa Ketan Das, CEO, IIBF



Panel discussion on the topic: 'The future of Indian Banking in the phygital world'.

NEW PROGRAMS

PGDM EXECUTIVE

JAGSoM's PGDM Executive program is a blended program with six modules in India and an International Immersion in Singapore.

JAGSoM's PGDM Executive program is aimed at the following Target Group:

- A team leader who is to be groomed for a functional head position with international exposure.
- Those who require formal Management education complementing their current job.
- Mid-Level Managers aspiring for Senior level positions.

Highlights of the PGDM Executive program include:

- International Degree, Global Career at Indian Cost.
- World Class Education by Top end JAGSoM Faculty & Senior Corporate Leaders
- AICTE Approved and AACSB Accredited

PGDM ENTREPRENEURSHIP

JAGSoM's PGDM Entrepreneurship program aims at helping early-stage startups to grow their business.

Highlights of the PGDM Entrepreneurship program include:

- Flexibility to learn business essentials while pursuing one's own entrepreneurial venture.
- Alternate weekend classes.
- Opportunity to network with the start-up ecosystem, faculty, alumni and PGDM participants.
- AICTE-approved AACSB degree.
- Peer learning and mentoring support.
- Access to Online Courses curated by faculty of global repute.

EVENTS

CONVOCATION 2022

JAGSoM held the 26th Convocation for the Graduating class of 2022 on the 28th of May 2022.

The Convocation was chaired by Dr. Jagdish Sheth, Chairman JAGSoM. The Guest of Honour was Mr. Ashish Singh Joshi, CEO, Classic Legends, and the Chief Guest was Mr. Mukesh Jain, Global CTIO "Data", Global Head of Innovation & VP-Insights & Data, Capgemini.

The Chief guest Mr. Mukesh Jain shared three pearls of wisdom from his experience

working with Microsoft, Jio, and now Capgemini. He advised the graduating batch to focus on:

- Curiosity or "Aisa kyun?" (How do things work?)
- Attitude or "Puchne me kya jata hai?", (What do you lose by asking?)
- Commitment or "Main hun na" (Why not become the most trusted person in the organization?)



WELCOMING THE PGDM BATCH OF 2022-24

On June 2, 2022, JAGSoM hosted a Commencement ceremony for the 28th batch of the 2-year Post Graduate Diploma in Management (PGDM) Program.

The event commenced with a traditional 'diksha-aarambh' ceremony, which was attended by the new incoming students and JAGSoM's faculty members. The

Commencement ceremony was an opportunity for the new batch of students to officially begin their educational journey at JAGSoM, and it was an exciting moment for both the students and faculty members alike. The faculty members were present to offer guidance and support as the students embarked on their academic pursuit.



Dr. Atish Chattopadhyay gave a warm welcome to the PGDM 2022-24 batch and addressed the batch on the 'cycle of a student's life'. In his speech, he emphasized the following:

The Role of a Student: The aim of education is to help students give up materialistic pleasures.

The Purpose of Education: Education is crucial for attaining worldly pleasures and personal growth as a kind and humble individual.

The Journey of Learning: The means by which we achieve our goals are more important than the outcome.

A DIVERSE & TALENTED BATCH

The Class of 2024 is made up of a diverse range of individuals, including athletes, cabin crew, fashion designers, filmmakers, international Toastmasters, and social entrepreneurs.

The Batch is a fascinating mix of students from diverse educational backgrounds, with non-engineers accounting for more than 68% of the batch.

The Batch also represents 24 different states across the country, with over 30% of the students coming from Eastern states and 29% from southern states. Around 27% of the batch has had work experience in various sectors.



FOUNDER'S DAY 2023

JAGSoM celebrated the 28th Founder's Day on February 25, 2023 to honour Shri V B Padode, the late Founder of JAGSoM and IFIM Institutions.

The Chief Guest for the event was Mr. Siddharth Das, an alumnus of the PGDM Batch of 1996-98. He currently serves as the Managing Director and Regional Head APAC at Brillio, a Bain Capital Company.

The celebrations were kicked off with the unveiling of 4 Edited Books, comprised of student projects from 4 Practice Courses at JAGSoM - Design Thinking course, Innovation Incubation course, Request for Problems (RFPs) (part of the Career Track Focus), and the Social Immersion Program (SIP).



STUDENT LIFE AT JAGSoM

Student Life at JAGSoM is not just about Academics and Extracurriculars. JAGSoM's students and faculty know how to let their hair down and have a good time!



ALUMNI

DISTINGUISHED ALUMNI AWARDS

JAGSoM honored six Distinguished Alumni who have made remarkable contributions in their specific industries.



SOMESH KOHLI

Chief Business Officer &
Member - Leadership
Board, Enhance

PGDM 1996-98



SIDDHARTH DAS

Managing Director &
Regional Head, Brillio
(A Bain Capital company)

PGDM 1996-98



REKHA MALLAN

Lead - Client Solutions
& Partnerships,
Culturelytics Pvt. Ltd

PGDM 1996-98



PAWAN SARDA

Group CMO & Head of
D2C, Wingreens World

PGDM 1997-99



KUMAR ARCHIT

CHRO,
Jindal Aluminum Ltd.

PGDM 1996-98



BALASUBRAHMANYAM P

VP, Utkarsh Mutual Fund
Distributors

PGDM 1999-01

ALUMNI SUPPORT

JAGSoM's Alumni have always played an active role in supporting the Institute's initiatives.

In the past year alone, the Alumni Association sponsored INR 1 million for the ISDSI Global Conference 2022. In addition, JAGSoM's Alumni supported the Student Managed Investment Fund (SMIF) through a sponsorship of INR 1.5 million.

The contributions made by the Alumni have had a significant impact on JAGSoM's Academic and Thought Leadership activities.

The Alumni have created opportunities for JAGSoM's students to learn and grow beyond the classroom, while also fostering a culture of philanthropy and giving back to their Alma Mater

ALUMNI EVENTS

JAGSoM regularly organizes Alumni meetups across the country; In the past year, MILAN 2k23 and 'Brunch pe Charcha' meets up were organized. A few snapshots are given below:



UPCOMING EVENTS

11TH AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM

JAGSoM in collaboration with Academy of Indian Marketing (AIM), American Marketing Association (AMA), and the Sheth Foundation is hosting the 11th Doctoral Consortium from 21st to 23rd December in person, at its Bengaluru campus.

The AIM-AMA-Sheth Foundation Doctoral Consortium has been taking place each year for the last ten years with the overarching goal of being more inclusive in disseminating knowledge and mentorship to

doctoral students and young faculty in the field of Marketing. The Doctoral Consortium serves as a platform for (mostly non-USA) doctoral students and young faculty to learn from and interact with some of the best Marketing Global Scholars.

The Consortium will have a mix of Plenary/Parallel research sessions, Workshops, Masterclasses, as well as informal networking opportunities and cultural programs for participants.



**DR. A.
PARASURAMAN**

Pro-Chancellor,
Vijaybhoomi
University

James W. McLamore
Chair Emeritus,
University of Miami



**DR. ATISH
CHATTOPADHYAY**

Director, JAGSoM

Vice Chancellor,
Vijaybhoomi
University



DR. DENISH SHAH

Barbara & Elmer
Sunday Professor
and Associate
Professor of
Marketing, Georgia
State University

CO-CHAIRS

11th AIM-AMA-SHETH FOUNDATION DOCTORAL CONSORTIUM

GRADUATING CLASS OF 2023

The 27th Convocation ceremony of JAGSoM will take place on the 15th of April 2023.

One Hundred and Seventeen students of the PGDM 2021-23 batch, Four students of the PGDM 2020-22 batch, along with Two students of the PGDM Executive 2021-23 batch will graduate on the 15th of April 2023.

CONVOCATION CEREMONY AWARDS

The following awards are conferred on the top students:

PGDM PROGRAMME TOPPER



**ARASAVILLI
SHANMUKHA RAO**
PGDM 2021-23.

“My experience at JAGSoM was a thrilling ride that I wouldn’t trade for anything! From the moment I was interviewed, I was captivated by the prospect of engaging in practical courses, a T-shaped curriculum, RI/RFP, and many more exciting activities.

Throughout my time at JAGSoM, the courses I attended provided me with a solid foundation in my field of study and a better understanding of the VUCA world. Moreover, contributing to several teams such as the External Relations and Placement committee, HR guest lectures, Kanyathon, and academic projects helped me cultivate the essential skills of teamwork and time management that are indispensable in the corporate world. Looking back, I am deeply grateful for the enriching journey of the past two years.

A PGDM Degree at JAGSoM is not just a degree, it’s a journey that transforms you both personally and professionally.”

DIRECTOR'S 2-YEAR PGDM HONOUR LIST



**STARLIN
MANJALI**



**LAKSHYA
SALUJA**



**NEHA
SHAHI**



**RAHUL
SAGAR**



**ZEHRA
BAGASRAWALA**



**MOHIT HEMANT
SHARMA**



**APARNA
DWIVEDI**



**PERALA S M KUSUMA
TEJASWINI**



**VINAY GOUTHAM
AMANCHA**

JAGSoM FACULTY
THOSE WHO MADE IT HAPPEN!



ABOUT JAGSoM

Jagdish Sheth School of Management (JAGSoM) is amongst the first 6 business schools in India to be awarded the AACSB accreditation. It is globally ranked in QS Business Masters Global Rankings 2023 in 101+ Band for PGDM Marketing, 101+ Band for PGDM Analytics & Digital Business and 151+ Band for PGDM Finance. JAGSoM has emerged as a top business school in terms of Future Orientation and Learning Experience (Ranked All India 12th for Future Orientation and ranked All India 20th for Learning Experience). JAGSoM is also ranked 14th amongst the private business schools of India.

Programs at JAGSoM include

1. 2-YEAR FULL TIME RESIDENTIAL PROGRAMS

- a) **PGDM:** Focuses on grooming T-Shaped Professionals for Industry 4.0, with the option to major in Marketing, Finance, HRM, Analytics & Digital Business. The program focuses on creating futuristic careers in new-age industries for new age roles, with an option of Career Tracks in the areas of MarTech, Sales & Services, Financial Analytics, Banking, Capital Markets, Business Analytics and Digital HR.
- b) **PGDM - Marketing Major (MiM Marketing)** - For those who wish to pursue a career in Marketing (with option of career tracks in MarTech or Sales & Service).
- c) **PGDM - Finance Major (MiM Finance)** - For those who wish to pursue a career in Finance (with an option of career tracks in Financial Analytics, Capital Markets or Banking).
- d) **PGDM - Analytics & Digital Business Major (MiM Business Analytics)** - For those who wish to pursue a career in Business Analytics (with an option of career track in Business Analytics).
- e) **PGDM (HRM Major)** - For those who wish to pursue a career in Human Resources Management (with an option of career track in Digital HR).

2. INTERNATIONAL MBA/ PGDM (MAJOR IB) – GATEWAY TO GLOBAL CAREERS

The International MBA program at JAGSoM is a pathway program with four terms at JAGSoM and 1 Year at our global partner schools:

- a) State University of New York, Albany, USA
- b) University of Wollongong, Sydney Business School, Sydney, Australia
- c) Kedge Business School, France.

3. INTERNATIONAL BBA

i. International Immersion Track – Four-Year BBA Honours at JAGSoM, Greater Mumbai campus with opportunity of International Immersion with our partners

ii. International Pathway Track - 2 years in JAGSoM, Greater Mumbai campus and 2 years at our global partner schools:

- a) State University of New York, Albany, USA
- b) University of Wollongong, Sydney Business School, Sydney, Australia
- c) Kedge Business School, France

Actively engaged in research and consulting, JAGSoM hosts several Centers of Excellence such as AIM-Parasuraman Centre of Service Excellence and Vithala Rao Centre for Business Analytics. JAGSoM is led by eminent board with globally acclaimed scholar Padma Bhushan Prof. Jagdish Sheth as the Chairman.

JAGSoM has four distinct anchors that support its overall educational philosophy:

- Grooming T-Shaped Professionals with a unique curriculum aligned to the needs of industry 4.0
- The program is delivered by domain specialist faculty, with professional experience in the industry.
- Global connects through partnerships with globally acclaimed business schools preparing for career tracks in new-age areas.
- Industry-connect programs to groom “Beyond Tomorrow” professionals.

For more information,
visit the JAGSoM Website:





JAGSoM

JAGDISH SHETH SCHOOL OF MANAGEMENT



BANGALORE CAMPUS

#8P & 9P, KIADB Industrial Area
Electronics City 1st Phase
Bangalore 560 100

GREATER MUMBAI CAMPUS

Jamrung, Karjat
Dist: Raigad, Greater Mumbai
Maharashtra 410 201

www.jagsom.edu.in