JAGSoM
JAGDISH SHETH SCHOOL OF MANAGEMENT

AACSB ACCREDITED

ANNUAL REPORT 2024

April 2023 to April 2024

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Himanshu Dandotiya, Chief of Staff, JAGSoM

Published on:

May 25, 2024

CAREER TRACKS

- MarTech
- Sales & Services
- FinTech
- Capital Markets
- Banking
- Business Analytics
- HR - Digital Transformation
- Innovation & Entrepreneurship

PROGRAMS

- PGDM
- MBA
- EPGDM
- BBA

#LearnerSuccess

#CareerTracks

#TeachersWhoInspire

LEARNER SUCCESS
through role-defined
CAREER TRACKS
enabled by
TEACHERS WHO INSPIRE

JAGSoM
JAGDISH SHETH SCHOOL OF MANAGEMENT

Bengaluru | Karjat, Greater Mumbai

AACSB ACCREDITED

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jagsom.edu.in

HIGHLIGHTS FROM THE PAST YEAR

GLOBAL & DOMESTIC RANKINGS

Business Today - MDRA B-school India Rankings 2023

Published: July 2023

- Overall — Ranked **26** – Moved up from 28 in 2022
- Learning Experience — Ranked **14** – Moved up from 20 in 2022
- Future Orientation — Ranked **10** – Moved up from 12 in 2022
- Among Private B-schools — Ranked **13** – Moved up from 14 in 2022

INDIA'S BEST ▸ B-SCHOOLS

2023	2022	INSTITUTE
16	17	Department of Management Studies, IIT Delhi, New Delhi
17	18	Great Lakes Institute of Management, Chennai
18	19	Indian Institute of Management (IIM) Udaipur
19	20	Indian Institute of Management (IIM) Tiruchirappalli
20	21	Xavier Institute of Management (XIMB), XIM University, Bhubaneswar
21	22	T. A. Pai Management Institute (TAPMI), Manipal
22	23	Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai
23	25	ICFAI Business School (IBS), Hyderabad
24	26	Indian Institute of Management (IIM) Nagpur
25	27	K J Somaiya Institute of Management, Mumbai
26	28	Jagdish Sheth School of Management (JAGSoM), Bengaluru
27	30	Goa Institute of Management (GIM), Sanquelim
28	29	Indian Institute of Management (IIM) Kashipur, Udham Singh Nagar
29	31	Institute of Rural Management Anand (IRMA)
29	32	SVKM's Narsee Monjee Institute of Management Studies, Bengaluru

Top 100: Learning Experience

INDIA'S BEST ▸ B-SCHOOLS

LEARNING EXPERIENCE RANK	INSTITUTE	ZONE
1	Indian Institute of Management (IIM) Ahmedabad	West
2	Indian Institute of Management (IIM) Bangalore	South
3	Indian Institute of Management (IIM) Calcutta	East
4	S.P. Jain Institute of Management & Research (SPJIMR), Mumbai	West
5	Indian Institute of Management (IIM) Lucknow	North
6	Indian Institute of Management (IIM) Indore	West
7	Faculty of Management Studies (FMS), University of Delhi	North
8	Management Development Institute (MDI) Gurgaon	North
9	Symbiosis Institute of Business Management, Pune	West
10	Institute of Management Technology (IMT), Ghaziabad	North
11	Indian Institute of Foreign Trade (IIFT), New Delhi	North
12	Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai	West
13	Goa Institute of Management (GIM), Sanquelim	West
14	Jagdish Sheth School of Management (JAGSoM), Bengaluru	South
15	Great Lakes Institute of Management, Chennai	South

Top 100: Future Orientation

INDIA'S BEST ▸ B-SCHOOLS

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

QS Business Masters Global Rankings 2024

Published: October 2023

- QS Masters in Marketing
  Band **101+** – Same as in 2023
- QS Masters in Finance
  Band **151+** – Same as in 2023
- QS Masters in Analytics
  Band **101+** – Same as in 2023

Education World India Private B-school Rankings 2023-24

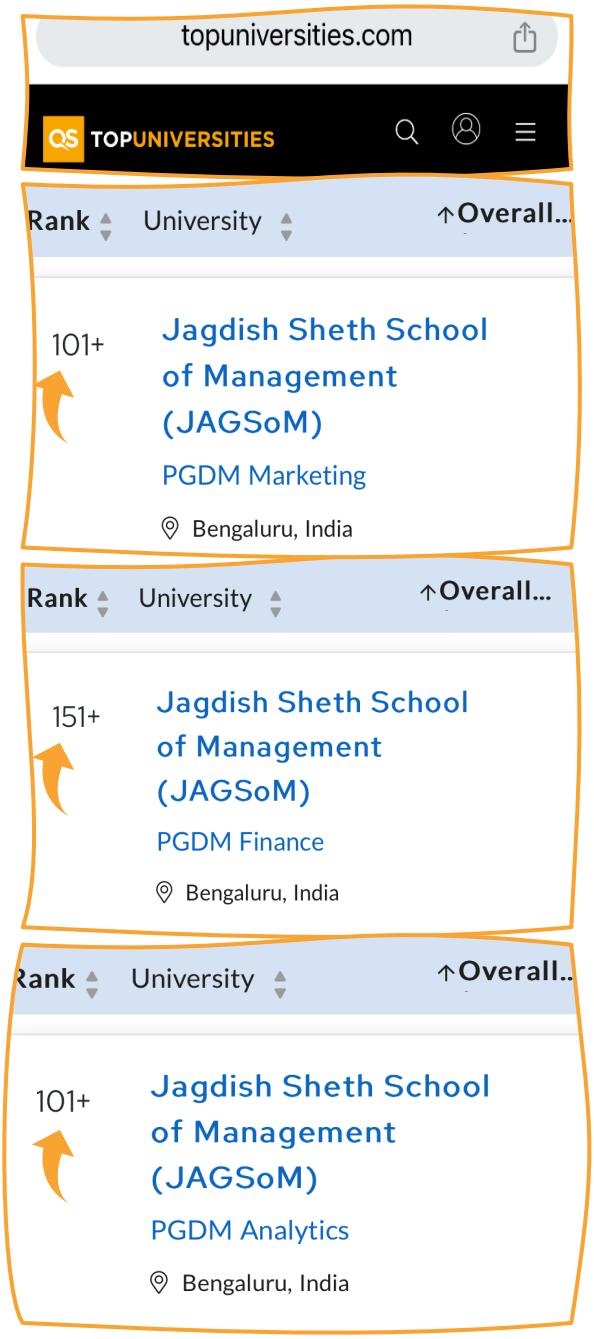
Published: May 2023

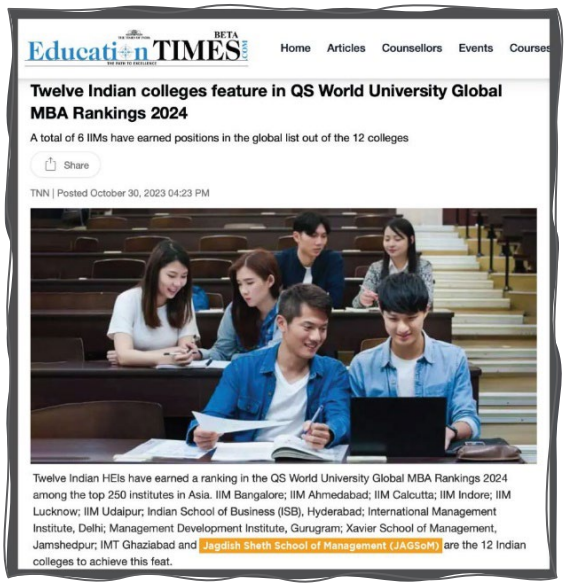
- Overall Ranked **13** – Same as in 2022

Education World India Private B-school Rankings 2024-25

Published: May 2024

- Overall Ranked **10** – Up from 13 in 2023
- Faculty Competence **8** – New entrant
- Internationalisation **8** – New entrant
- Selection Process **9** – New entrant
- Governance Quality **8** – New entrant





Educati+n TIMES

Home Articles Counsellors Events Courses

Twelve Indian colleges feature in QS World University Global MBA Rankings 2024

A total of 6 IIMs have earned positions in the global list out of the 12 colleges

Share

TNN | Posted October 30, 2023 04:23 PM

Twelve Indian HEIs have earned a ranking in the QS World University Global MBA Rankings 2024 among the top 250 institutes in Asia. IIM Bangalore; IIM Ahmedabad; IIM Calcutta; IIM Indore; IIM Lucknow; IIM Udaipur; Indian School of Business (ISB), Hyderabad; International Management Institute, Delhi; Management Development Institute, Gurugram; Xavier School of Management, Jamshedpur; IMT Ghaziabad and Jagdish Sheth School of Management (JAGSoM) are the 12 Indian colleges to achieve this feat.

JAGSoM is among 12 B-schools in India with an International Profile

AACSB Accredited & QS Ranked

INDEX OF SERVICE EXCELLENCE IN INDIA 2023

The AIM-Parasuraman Centre for Service Excellence, at JAGSoM, unveiled the Index of Service Excellence In India (iSEI) 2023 on December 20, 2023 at the Taj, MG Road, Bengaluru.

In the 2023 study four sectors Automotive Service, Retail Banking, E-Commerce (Grocery) and E- Commerce (Apparel) were covered. The study was pan-India with a sample size of 6600 respondents across mega-metros, metros and mini-metros. The following companies stood out for their service excellence:

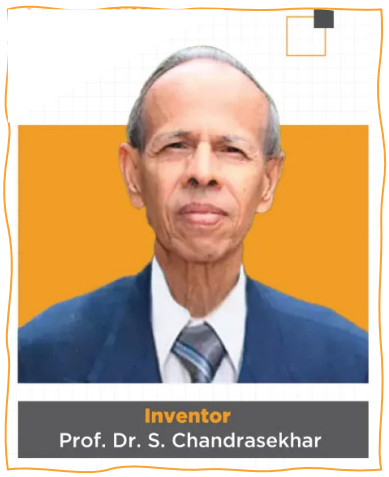
"In the journey of excellence, we measure our strides, knowing that what gets measured gets done. Speaking about the service sectors, it contributes almost 55% to the country's GDP. What will last in the Indian market is transforming products and brands into lasting services providers."

- Kamal Bali, President & MD, Volvo Group India at the iSEI 2023 launch

PATENTS

Corporate Credit Rating

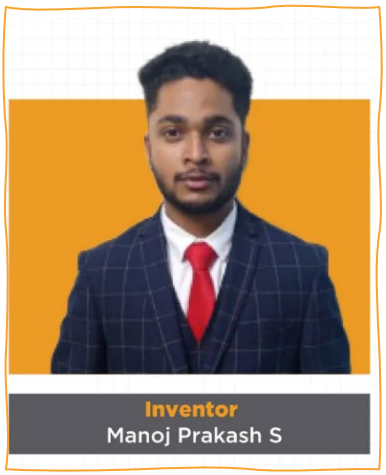
JAGSoM faculty member Prof Dr S Chandrasekhar along with Prof Moovendhan V of CMS Business School, Jain (Deemed to be) University, was granted a patent for their invention entitled “System and Method to provide information pertaining to Credit Rating transitions of Corporates in real time.” This patent is the culmination of eight years of development by renowned JAGSoM professors, Prof. S. Chandrasekhar and Prof. Moovendhan.



Inventor
Prof. Dr. S. Chandrasekhar

Waste Management

Manoj Prakash, a student of the PGDM 2022-24 Batch, has founded Juventra Private Limited which offers a service of Waste Management with Monetary Benefits by the Brand name Fortify. He has invented a unique method and system of waste management and has received a Patent number for his invention in August 2023.



Inventor
Manoj Prakash S

INTELLECTUAL PROPERTY INDIA

पेटेंट कार्यालय,भारत सरकार | The Patent Office, Government Of India
पेटेंट प्रमाण पत्र | Patent Certificate
(पेटेंट नियमावली का नियम 74) (Rule 74 of The Patents Rules)

पेटेंट सं. / Patent No. : 448036
आवेदन सं. / Application No. : 202241058389
फाइल करने की तारीख / Date of Filing : 12/10/2022
पेटेंटी / Patentee : MANOJ PRAKASH S

प्रमाणित किया जाता है कि पेटेंटी को, उपरोक्त आवेदन में यथाप्रकटित *A SYSTEM AND A METHOD FOR WASTE MANAGEMENT WITH MONETARY BENEFITS* नामक आविष्कार के लिए, पेटेंट अधिनियम, 1970 के उपबंधों के अनुसार आज तारीख अक्टूबर 2022 के बारहवें दिन से बीस वर्ष की अवधि के लिए पेटेंट अनुदत्त किया गया है।

It is hereby certified that a patent has been granted to the patentee for an invention entitled *A SYSTEM AND A METHOD FOR WASTE MANAGEMENT WITH MONETARY BENEFITS* as disclosed in the above mentioned application for the term of 20 years from the 12th day of October 2022 in accordance with the provisions of the Patents Act,1970.

अनुदान की तारीख / Date of Grant : 29/08/2023
पेटेंट नियंत्रक / Controller of Patents

Note. - The fees for renewal of this patent, if it is to be maintained, will fall / has fallen due on 12th day of October 2024 and on the same day in every year thereafter.

INTELLECTUAL PROPERTY INDIA

पेटेंट कार्यालय,भारत सरकार | The Patent Office, Government Of India
पेटेंट प्रमाण पत्र | Patent Certificate
(पेटेंट नियमावली का नियम 74) (Rule 74 of The Patents Rules)

पेटेंट सं. / Patent No. : 528993
आवेदन सं. / Application No. : 201741040315
फाइल करने की तारीख / Date of Filing : 12/11/2017
पेटेंटी / Patentee : IFIM Business School under the C/O Centre for Developmental Education
आविष्कर्त्ता का नाम /Name of Inventor(s) : 1.Prof S Chandrasekhar 2.Moovendhan V

प्रमाणित किया जाता है कि पेटेंटी को, उपरोक्त आवेदन में यथाप्रकटित *"SYSTEM AND METHOD TO PROVIDE INFORMATIONPERTAINING TO CREDIT RATING TRANSITIONS OF CORPORATES INREALTIME"* नामक आविष्कार के लिए, पेटेंट अधिनियम, 1970 के उपबंधों के अनुसार आज तारीख नवम्बर 2017 के बारहवें दिन से बीस वर्ष की अवधि के लिए पेटेंट अनुदत्त किया गया है।

It is hereby certified that a patent has been granted to the patentee for an invention entitled *"SYSTEM AND METHOD TO PROVIDE INFORMATIONPERTAINING TO CREDIT RATING TRANSITIONS OF CORPORATES INREALTIME"* as disclosed in the above mentioned application for the term of 20 years from the 12th day of November 2017 in accordance with the provisions of the Patents Act,1970.

अनुदान की तारीख / Date of Grant : 19/03/2024
पेटेंट नियंत्रक / Controller of Patents

Note. - The fees for renewal of this patent, if it is to be maintained, will fall / has fallen due on 12th day of November 2019 and on the same day in every year thereafter.

MINDS WITHOUT BORDERS

The Event at Atlanta

The 'Minds Without Borders' event, organized by the Jagdish Sheth School of Management (JAGSoM) on April 15, 2024, was a landmark celebration at the Atlanta Marriott Marquis, highlighting the global achievements of Indian education leaders. The event witnessed the felicitation of Prof Lily Bi, President, and CEO, AACSB International; Mr. John Byrne, Editor-in-Chief, Poets&Quants; Dr. Dan LeClair, CEO, Global Business School Network (GBSN); Dr. Francisco Veloso, Dean, INSEAD; and JAGSoM Alumnus Mr. Anshuman Mishra. Prof. Soumitra Dutta, Dean, Said Business School, Oxford University, UK delivered the keynote address. This momentous occasion marked not only the celebration of global Indian thought leaders in business and management but also highlighted JAGSoM's commitment to making a global business school originating in India.

The event gathering comprised a diverse array of academic leaders and professionals of different nationalities from 15 countries across Americas, EMEA and APAC, including but not limited to Deans, Directors, Chairpersons, University leaders, Professors, Vice Presidents and C-suite executives from the countries such as USA, Canada, UK, France, Belgium, Egypt, Singapore, Hong Kong SAR and India.

The Compendium

The international launch of the compendium "Minds Without Borders: Celebrating Indian Education Leaders Globally" was also done during the Atlanta event. This unique compendium curated by JAGSoM, and published by Bloomsbury, is an edited book that aims to celebrate the success of Indian origin Scholars and Educators who have made a global mark, working both outside and within India – it recognizes the extraordinary contributions of 47 Indian-origin scholars at senior leadership positions with globally accredited and ranked business schools worldwide. JAGSoM's initiative underscores the profound impact these educators have had on shaping management education across the globe.

FACULTY

At a Glance

Total	Women	International Qualifications	IIM/SPJIMR/JBIMS/MDI Alumni
44	11	05	15

IIT/NIT/BITS Alumni	CA/CFA	CXOs
13	02	12

Augmentation

Prof. Sayan Chowdhury

Area: Digital Business and Analytics
Qualification: PhD, IIM Bangalore; MBA, IIM Ranchi

Prof. Arindam Ghosh

Area: Digital Business and Analytics
Qualification: PhD, IIT Kharagpur

Prof. Nitin Shrotri

Area: Product Management
Qualification: CPM, Product Management; PGEMP, SPJIMR Mumbai

Prof. Banantika Datta

Area: Finance
Qualification: PhD, IIM Bangalore; MA (Applied Economics), JNU

Dr. Akhilesh Prasad

Area: Finance
Qualification: DBA, SP Jain Sydney; MBA, EDHEC Business School, Nice, France; BTech, IIT Kharagpur

JAGSoM CAMPUS @ VIJAYBHOOMI UNIVERSITY

- 'Brand Karjat' Competition was organized. Students of first year UG & PG participated, with an objective to create strategies to make 'Karjat' a tourist destination and increase visibility of Karjat.
- FNF (For not For) – an international debate competition was organized on 4th & 5th Nov 2023. The FNF collaborated with Youth 20 (Y20) which is an official consultation forum for youth from all G20 member countries. There were fifteen teams of 30 participants in the senior category and eleven teams of 22 participants in the junior category.
- Startup SnackHeads (providing health snacks) was founded by BBA student Roshan Patro and is running successfully with sales crossing Rs. 10000 per month.
- Monthly workshops and sessions on Financial Technologies / AI / ML / Startup Ecosystem by Industry Experts as also industry visits to places like IKEA.
- Uday Bhardwaj – BBA 2022 student qualified for National level shooting championship. He will now compete at the national level.
- Roshan Patro – BBA 2021 student – secured 3rd place in Game of Enterprise Risk Competition (IRM) at FLAME Kurukshetra 2023 and got 37th rank in TiE Biz Quotient pitching competition.
- Bhavy Soni – BBA 2021 student got an important role to act in Jio Cinema web series 'Fuh se Fantasy'.
- Winner of Inter University Football tournament at UBS Institute, Karjat held in December 2022
- Winner of Relay Race at Inter University Football tournament at UBS Institute, Karjat held in December 2022.

T-SHAPED PROFESSIONALS

A "T-shaped professional" refers is an individual who possesses deep knowledge and expertise in a specific area (represented by the vertical bar of the "T") and a broad range of skills and knowledge across other disciplines (represented by the horizontal bar of the "T"). At JAGSoM, the development of T-shaped professionals involves a combination of specialized education and exposure to a wide range of subjects and practical experiences.

By focusing on creating T-shaped professionals, JAGSoM aims to equip students with the expertise and versatility needed to thrive in today's dynamic and complex professional environments.

ROLE DEFINED CAREER TRACKS

JAGSoM has a distinct focus on ensuring Learner Success through Role Defined Career Tracks. These Career Tracks prepare students for their desired roles in the industry. This innovative approach to business education aims to provide students with a more focused and targeted learning experience. The curriculum for each Career Track is designed to equip students with the relevant skillset needed for their chosen career path. This includes specific courses, industry certifications, and practical projects relevant to the target role. The Career Tracks being currently offered are:

1. Sales & Service
2. MarTech
3. FinTech
4. Banking
5. Capital Markets
6. Business Analytics
7. Human Resource Management
8. Innovation and Entrepreneurship

CAREER TRACK ADVISORY BOARDS

JAGSoM has constituted Industry-led Advisory Boards for each of the Career Tracks it offers to the students, in order to remain abreast with the concurrent development in the industry and provide relevant inputs as also the curricular and pedagogical interventions to enrich the learning experience for the students. Here's a glimpse of the composition of the Career Track Advisory Boards.

Sales and Service

Chandru Kalro, Managing Director TTK Prestige

https://www.linkedin.com/in/chandru-kalro-9556355/

Rajesh Dave, Vice President Sales & Trade Marketing Naturell India Private Limited

https://www.linkedin.com/in/rajeshdave1970/

Mahesh Puri, Designated Partner Reliant Imports and Distribution Solutions LLP

https://www.linkedin.com/in/mahesh-puri-6268779/

Balaram Bhattacharjee, VP Sales, Sprout Lite Foods (Yoga Bar)

https://www.linkedin.com/in/balaram-bhattacharjee/

MarTech

Pearlraj Peter, SVP, Marketing & E-com, SPAR

https://www.linkedin.com/in/pearlraj/

Biswajita Mishra, Business Head - Category, Sales and Account Management, Global Selling, Amazon India

https://www.linkedin.com/in/biswajita-mishra-038b4913/

Vikram Kher, VP, Sales & Marketing, Harman International

https://www.linkedin.com/in/vikram-kher-7a2a4010/

Sanjay Sahay, AVP & Global head of Digital Marketing, Infosys

https://www.linkedin.com/in/sanjaysahay/

FinTech

Sanjay Karnatak, SGM - Digital, IT/Ops & Innovation-APAC Region, Dai-ichi Life Insurance-Asia Pacific

https://www.linkedin.com/in/sanjay-karnatak-8510b92/

Padmanabhan Ramakrishnan, Head Co-lending and Strategy Consumer Bank, IndusInd Bank

https://www.linkedin.com/in/paddyrama/

Ravi Garikipati, Independent Board Member & Director NIIT Limited

https://www.linkedin.com/in/ravigarikipati/

Mangesh Kulkarni, VP Product Management Paytm

https://www.linkedin.com/in/mangesh-kulkarni-79041a1/

Debjit Roy Chowdhury, Senior Director & BU Head, Customer Service & Account Management Ezetap by Razorpay

https://www.linkedin.com/in/debjitroychowdhury

Soumen Ghosh, Technical Program Manager, CRED

https://www.linkedin.com/in/ghoshsoumen/

Banking

Pankaj Gulati, Chief People Officer, Chief Marketing Officer & COO – Corporate Services, Fincare Small Finance Bank

https://in.linkedin.com/in/pankaj-gulati-0897518

Manoranjan Sharma, Chief Economist, Infomerics Ratings, (Former GM & Chief Economist, Canara Bank)

https://www.linkedin.com/in/manoranjan-sharma-9913441

More members to join soon.

Capital Markets

Sunny Kapoor, Director – Head of Corporate Center, Mitsubishi UFJ Financial Group

https://www.linkedin.com/in/sunny-kapoor-b337816a/

Pawan Kumar, Head of Investment Research and Advisory, Client Associates

https://www.linkedin.com/in/pawan-kumar-choudhary-961a2724/

Manoj Sharma, CEO and Director, AlphaSNR

Amrendu Singh, Head of Credit Model Management, Model Monitoring and Insight

https://www.linkedin.com/in/amrendu-singh-prm-129b1a3/

Business Analytics

Vijaya Ghosh, Managing Director - Accenture Data and AI

https://www.linkedin.com/in/vijaya-ghosh/

Anindya Ghosh, Associate Partner (Data Science, AI & Data Platforms) at IBM

https://www.linkedin.com/in/anindya-ghosh-4396106/

Abhishek Mukherjee, Consulting - Analytics and Data Specialist at Deloitte

https://www.linkedin.com/in/abhishek-mukherjee-86a503106/

Sushant Agarwal, Head of Analytics, Decathlon Sports India

https://www.linkedin.com/in/sushantagarwalimt/

Human Resource Management

Krish Shankar, Partner, Krish Shankar Partners; Former Group HR Head, Infosys

https://www.linkedin.com/in/krish-shankar-36666a12

Shubhayu Sengupta, Chief Human Resources Officer, Gloplax Solutions

https://www.linkedin.com/in/shubhayu-sengupta-6b44887

N Balachandar, CHRO - OLA

https://www.linkedin.com/in/balachandar-n-1646472

Srikanth Vachaspati, Vice President and Head : People & Organization- Siemens

https://www.linkedin.com/in/srikanthvachaspati/

Anish Philip, Chief People Officer- Movate & Hon. President, NHRD Bangalore Chapter

https://www.linkedin.com/in/anishphilip1999

VISITORS FROM INDUSTRY

More than 100 Industry professionals visited JAGSoM campus during the past year engaging with students, faculty and leadership in an array of activities, from several prominent companies, including but not limited to:

- Accenture
- ANSR
- CMT Association India
- CNS
- Dalmia Consumer Care
- Deloitte India
- Deloitte UK
- DigiGro
- GE Healthcare Intercontinental
- GoTo
- HSBC
- IIBF
- Infosys
- Kantar
- Morgan Stanley
- Pillar5 Consulting Services LLP
- Signa X
- Skuens Analytics
- Star Union Dai-ichi Life Insurance
- Sutherland
- Tata New Heaven
- Times Group
- Timken
- UCO Bank
- UrbanPiper
- VJ Trainings
- VOLVO
- X Brillio
- Zydus Wellness Ltd

PRACTITIONER FACULTY

Name	Affiliation	Career Track
Prof. A Amarnath	IIBF	Banking
Prof. Abhishek Mukherjee	Deloitte	Business Analytics
Prof. Aman Kumar Saxena	Morgan Stanley	FinTech
Prof. Anand Deo	Zydus Wellness Ltd	Sales & Service
Prof. Anand Pillai	Sutherland	Human Resource
Prof. Arindam Ghosh	Star Union Dai-ichi Life	FinTech
Prof. Debabrata Mukhopadhyay	UCO Bank	Banking
Prof. Dhaneel	DigiGro	MarTech
Prof. Vishwanadh Raju	ANSR Better Outcomes	Human Resource
Prof. Kartik Raina	Dalmia Consumer Care	Sales & Service
Prof. Shams Tabrez	IIBF	Banking
Prof. Shravan Mohan	Accenture	Business Analytics
Prof. Sujoy Bhattacharjee	GoTo	FinTech
Prof. Tanmoy Ganguli	HSBC	FinTech
Prof. Umakanth Rao	Tata New Heaven	Capital Markets
Prof. Vijay Kaushik	VJ Trainings	Capital Markets
Prof. Vijaya Ghosh	Accenture	Business Analytics
Prof. Nagendra C	Times Group	Finance
Prof. Aravind Warrier	VOLVO	Human Resources
Prof. Raghavan Srinivasan	Kantar, CNS	Marketing

LEARNER SUCCESS

FIVE-STEP PROCESS

The Career Track journey is enabled by a simultaneous step-by-step process to prepare the participants for the target roles:

Step 1: Self Discovery
Outbound Leadership Lab (OLL) and Psychometric Assessments to enable a participant to discover her/his strengths.

Step 2: Preparation of Individual Development Plan
This helps the participants to decide on their targeted roles and related Career Track based on strengths.

Step 3: Mentoring
Mentorship by industry practitioners, who guide participants in preparing for targeted roles.

Step 4: Learning by Solving
Participants work in groups to solve an industry-supported real-life business problem mentored by a faculty member.

Step 5: Long Industry Internship Program (IIP)
16-week-long internships as a capstone intervention, in a role aligned to one's career aspirations.

As a part of the Career Track, participants work on the 'Learning by Solving' projects from Industry to solve a problem related to the Target Role, Sector and Company.

LEARNING BY SOLVING PROJECTS - 2023

Partners for Requests for Problem (RFP)

Infomerics Ratings – SEBI REGISTERED / RBI ACCREDITED CREDIT RATING AGENCY
JANA SMALL FINANCE BANK
HYUNDAI
BOSCH
ATHER
Lenovo
Morgan Stanley
Butterfly – Good for a lifetime
Star Union Dai-ichi Life Insurance – A joint venture of Bank of India, Union Bank of India, Dai-ichi Life
JBL by HARMAN
happiest minds – The Mindful IT Company
TANGERINE
DELTA PARTNERS
VK TECHNOLOGIES
Air Liquide
Alphanext GROUP
data bloom
TeAmore
BYJU'S – The Learning App
innover
TRANE TECHNOLOGIES
MUSTARD SEED SYSTEMS CORPORATION
VEGANO – FOR THE PLANET!
TERRA LUNA
URBAN PIPER
LOGARITHM HR
TREDENCE – Beyond Possible
OKAYA ELECTRIC VEHICLES
OMP
RANGER
ANALYTIC EDGE – SHARPER INSIGHTS
SNR & COMPANY – CHARTERED ACCOUNTANTS
PENNA CEMENT
Deloitte.
FireWaterDreamer
UJJIVAN SMALL FINANCE BANK – Build a Better Life
HSBC

Outcome

- The following were the Learning by Solving – RFP conversions across the Career Tracks:

SALES & SERVICES	MARTECH	BANKING	CAPITAL MARKETS	BUSINESS ANALYTICS
HYUNDAI	JIGSAW Consulting	ujjivan	SNR & COMPANY CHARTERED ACCOUNTANTS	ATHER
data bloom	MINI WORLD	JANA SMALL FINANCE BANK	DELTA PARTNERS	ANALYTIC EDGE SHARPER INSIGHTS
	MINI WORLD			BOSCH
	VEGANO FOR THE PLANET !			happiest minds The Mindful IT Company Born Digital . Born Agile

- The students presented their Learning by Solving – RFP projects to a Jury of Mr. Avinash Khandelwal, AVP, HSBC Securities and Mr. Nagaraj Shetty, Senior Manager, Customer Insights, Disney Hotstar during the Founder's Day event on 17th February 2024 and the following teams appeared victorious:

First Prize

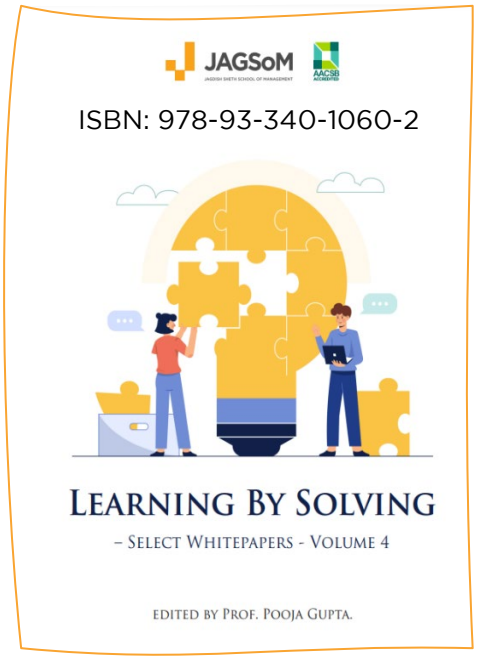
Project: Developing the Master Brand Campaign for Rustomjee
Faculty Mentor: Prof. Anand Narasimha
Student Team Members: Diganta Dey, Bhavika Jain, Akrati Gupta, Sarada Vipindas, Swati Roy

Second Prize

Project: Building a Portfolio of Small-Cap and Mid-Cap Stocks
Faculty Mentor: Prof. Amit Bagga
Student Team Members: Utkarsh Pai, Rajshree Sahoo, Muskan Jain, Sreejoni Banerjee

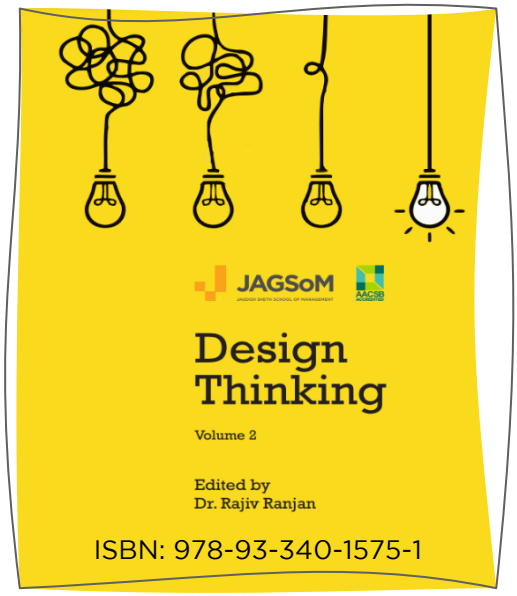
Third Prize

Project: Optimization of Appointment Scheduling for the Healthcare Industry
Request For Problem in association with Happiest Minds Technologies
Faculty Mentor: Prof. Ellur Anand
Student Team Members: Ankita Singh, Mayank Chaudhari, Navya Shetty, Rajvi Mehta, Shubham Sharan



The Learning by Solving – Select Whitepapers Volume 4 Edited Book, authored by Dr. Pooja Gupta features chapter-by-chapter Learning by Solving – RFP projects, and was also unveiled on the Founder's Day.

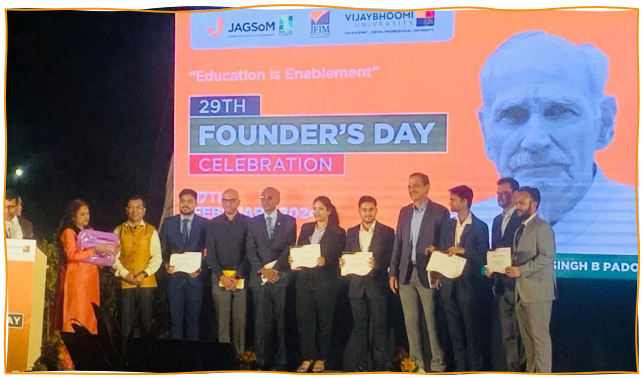
DESIGN THINKING



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 17th of February 2024.

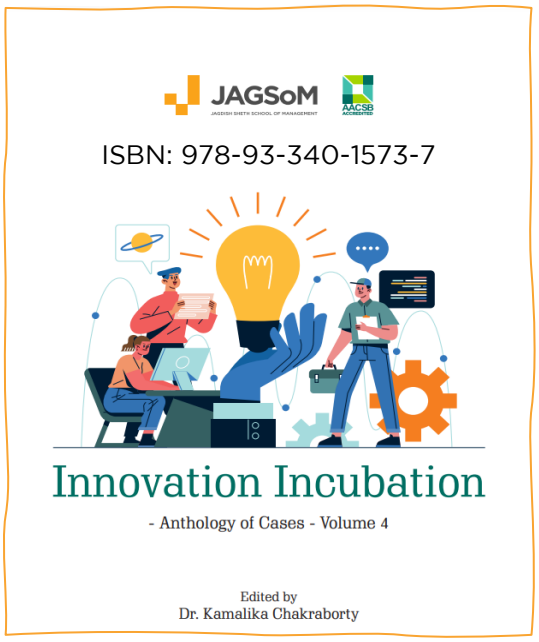
JAGSoM student teams, under the guidance of Dr. Kamalika Chakraborty, Prof. Rohit Swarup and Prof. Romita Swarup, JAGSoM Faculty, presented their innovative ideas as part of their Design Thinking practice course.. The student groups were judged by a Jury comprising of Mr. Sumved Shami, Co-Founder, Visdam Labs and Mr. Chandrashekhar D, Founder CEO at Clinault Consumer (D2C) & Unikelvin Ventures. Top 3 Projects that won the Award were on: Lenskart, Cult.fit, and Sodexo.

The Design Thinking – Volume 2 Edited Book, authored by Dr. Rajiv Ranjan 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.



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 Cases derived from student startup project ideas titled 'Innovation Incubation: Anthology of Cases Volume 4' was compiled and edited by Dr. Kamalika Chakraborty, JAGSoM Faculty Member.

The Edited volume was published and unveiled during the Founder's Day Celebrations along with four groups of students presenting their Startup ideas to a Jury including Mr. Malathesh L, Scientific officer and Manager Operation, Bangalore Bio Innovation Centre and Mr. Guruprasad B R, Manager Skill Development, ELCIA. The following ideas stood out:

- Winner – Damini Mohanty for Startup Idea "Deepa" focused on Women self-defence & safety.
- Runner up – Siva Lakshmi for startup Idea "Balanced Bowls" that focused on Nutrition.

STUDENT MANAGED INVESTMENT FUND (SMIF)

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 AMCs and the BSE 200 index.

SMIF Performance

	Return since July '22	Monthly Return	3 Month Returns	6 Month Returns	Std Dev (Annual)
SMIF Equity Fund	27.98%	3.33%	17.98%	14.19%	14.69
Large and Mid-Cap Category Average	22.18%	4.44%	13.56%	12.11%	14.44
Mirae Asset Emerging BlueChip Dir Gr	19.65%	5.35%	12.24%	9.52%	14.31
Canara Robeco Emerging Equities Dir Gr	19.84%	4.20%	11.78%	10.57%	14.31
BSE 200	19.57%	4.68%	11.14%	7.82%	22.00

INTERNSHIPS (PGDM 2022-24)

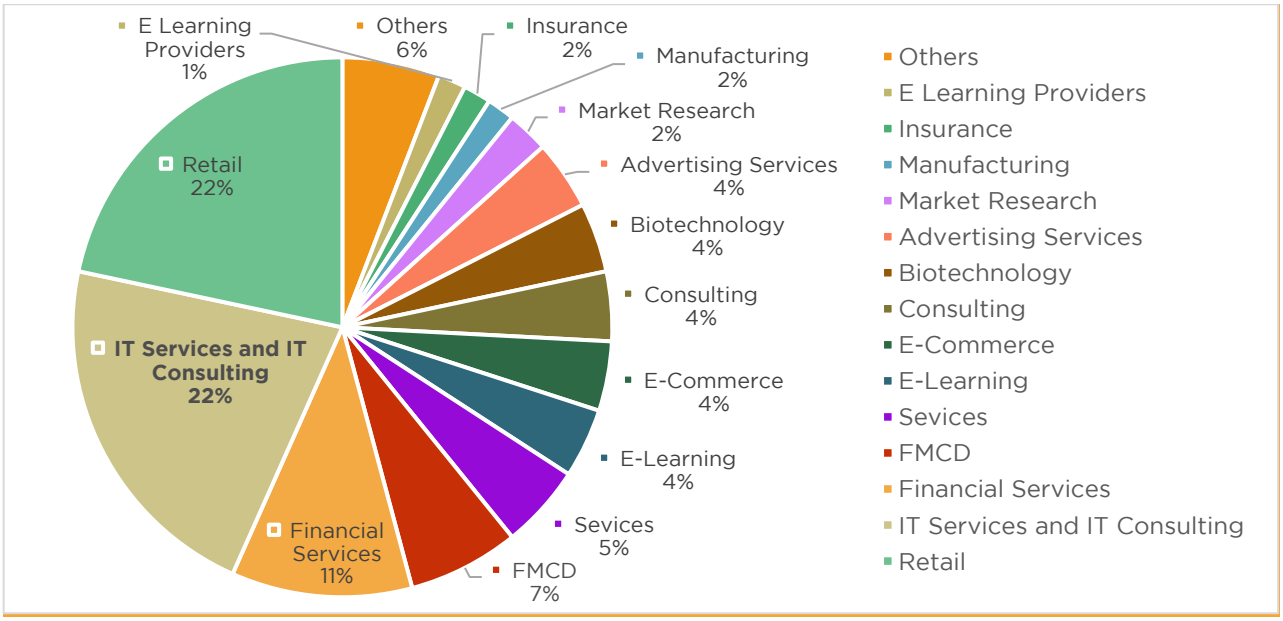
At A Glance

PGDM 2022-24	
Total No. of Students Eligible for IIP	250
No. of Students Placed for IIP	250
Highest Stipend	INR 2,50,000
No. of Companies	144

Distribution Across Career Tracks

PGDM 2022-24			
#	Career Track	# of Students	Students Placed
1	MarTech	53	53
2	Sales & Services	48	48
3	Capital Markets	46	46
4	FinTech	12	12
5	Banking	17	17
6	Business Analytics	53	53
7	Human Resource Management	21	21

Distribution Across Sectors



PLACEMENTS (PGDM 2022-24)

The placement process at JAGSoM is an engagement driven approach, aligned to the students' chosen Career Track and Target Roles, by engaging the potential recruiters through the 'Learning by Solving – RFP' intervention in the student learning journey.

A total of 91 recruiters participated in the placement process of JAGSoM's PGDM batch of 2022-24.

Students have bagged roles such as:

Functional Consultants

Business Analysts

Market Research Analysts

Data Analysts

Digital Marketing Analysts

Social Media Analysts

Marketing Analysts

Financial Analysts

Financial Modelling across sectors like IT & ITes, Financial Services Automotive, Banking, and Manufacturing.

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ENTREPRENEURSHIP @ JAGSoM

- Manoj Prakash, a student of the PGDM 2022-24 Batch, has founded Juventra Private Limited which offers a service of Waste Management with Monetary Benefits by the Brand name Fortify. He has invented a unique method and system of waste management and has received a Patent number for his invention in August 2023.

MANOJ PRAKASH S
Founder – Fortify
PGDM Class of 2024

- Tanuj Panchasara, an alumnus of the PGDM 2020-22 Batch, has founded Gryffindor Organic Beverages Pvt Ltd which offers a range of healthy natural organic beverages by the Brand name Teamoure Organic Beverages and is now available at more than 70 retail outlets across the Indian cities of Bengaluru, Mangalore, Goa, Pune, Mumbai, Vapi, Daman, Delhi, and Gurgaon.

TANUJ PANCHASARA
Founder – Teamoure Natural Beverages
PGDM Class of 2022

- Previously, JAGSoM students have founded quite a few startup – a couple of notable ones among them are:
  - Hostel Backpack (Service): Hostel Setup services and starter kit for fresher students in Bangalore
  - Edible Desires Pvt Ltd (Product): Healthy Snacks with the Brand name *Nuttify*

INTELLECTUAL PROPERTY INDIA

पेटेंट कार्यालय,भारत सरकार | The Patent Office, Government Of India
पेटेंट प्रमाण पत्र | Patent Certificate
(पेटेंट नियमावली का नियम 74) (Rule 74 of The Patents Rules)

पेटेंट सं. / Patent No. : 448036
आवेदन सं. / Application No. : 202241058389
फाइल करने की तारीख / Date of Filing : 12/10/2022
पेटेंटी / Patentee : MANOJ PRAKASH S

प्रमाणित किया जाता है कि पेटेंटी को, उपरोक्त आवेदन में यथाप्रकटित *A SYSTEM AND A METHOD FOR WASTE MANAGEMENT WITH MONETARY BENEFITS* नामक आविष्कार के लिए, पेटेंट अधिनियम, 1970 के उपबंधों के अनुसार आज तारीख अक्टूबर 2022 के बारहवें दिन से बीस वर्ष की अवधि के लिए पेटेंट अनुदत्त किया गया है।

It is hereby certified that a patent has been granted to the patentee for an invention entitled *A SYSTEM AND A METHOD FOR WASTE MANAGEMENT WITH MONETARY BENEFITS* as disclosed in the above mentioned application for the term of 20 years from the 12th day of October 2022 in accordance with the provisions of the Patents Act,1970.

अनुदान की तारीख : 29/08/2023
Date of Grant :

पेटेंट नियंत्रक
Controller of Patents

टिप्पणी - इस पेटेंट के नवीकरण के लिए फीस, यदि इसे बनाए रखा जाना है, अक्टूबर 2024 के बारहवें दिन को और उसके पश्चात प्रत्येक वर्ष के उसी दिन देय होगी।
Note. - The fees for renewal of this patent, if it is to be maintained, will fall / has fallen due on 12th day of October 2024 and on the same day in every year thereafter.

Teamoure™
NATURAL BEVERAGES

STUDENT ACHIEVEMENTS

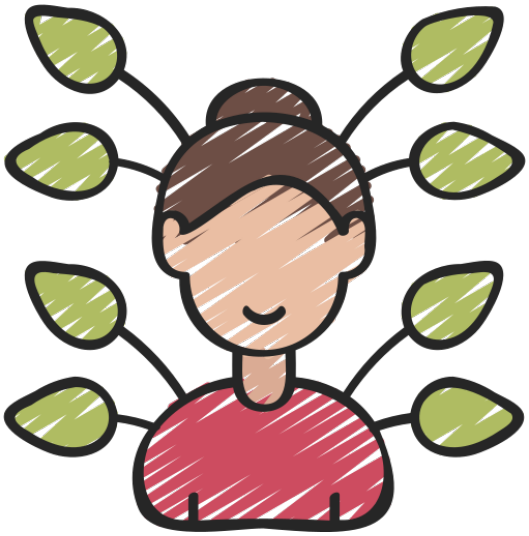
JAGSoM students take part in a diverse variety of extra-curriculum activities and competitions, winning a number of accolades over the past year.

- Saman Qureshi, Ayush Sondhiya, Shashank V and Aman Kumar of PGDM 2023-25 secured 3rd Position in the Poster competition at the Bangalore Bio Innovation Centre's Entrepreneurial Summit. Bangalore Bio Innovation is a research and development centre dedicated to bringing cutting-edge life science innovation from bench to bedside through collaboration with biotech and academia.

- Akshit Kankaria of PGDM 2023-25 earned the Single Most Profitable Trade Award at the CMT Investment Challenge. CMT Association's Investment Challenge is open exclusively to CMT Program candidates and students at our Academic Partner Program institutes.

- Mukund Kumar Thakur, Tathagat Tiwari and Bishal Kumar Shaw of PGDM 2023-25 earned the DHL Gotrade GSBN Fellowship Program of Global Business School Network (GBSN). They bring the world's leading business schools together with business, NGOs, and governments to achieve their mission "to improve access to quality, locally relevant management and entrepreneurship education for the developing world."

- Dipanshu Goyal and Rahul Shah were the Winners of the #PeakyInvestors B-School Competition at XIME Bangalore while Jatin Bisht and Rahul Chelmelwar were the Runner-up.



HOLISTIC DEVELOPMENT

OUTBOUND LEADERSHIP LAB (OLL)

JAGSoM's goal is to ensure Learner Success through its unique five-step process so that they are well-rounded, socially aware, and are continuously employable throughout their careers. The Outbound Leadership Lab (OLL) is part of the First Step, i.e. Self-Discovery which focuses on helping students understand themselves better. The OLL involves psychometric assessment that feeds to the Second Step, i.e. Individual Development Plan for each student, guiding their personal growth both during and after their time at JAGSoM as also team-building and leadership exercises along with sports and fitness challenges.

From October 1 to 6, 2023, the Outbound Leadership Lab (OLL) program was conducted at Value Lanes, Savanadurga, Manchnabele, Awerahalli, Karnataka.

During the OLL, a total of 282 students were subjected to the Assessment Centre which consisted of a set of exercises and tools, namely Role Play, Ability Test, Business Game, and Group Exercise, aimed to measure proficiency level of participants on the following seven competencies:

- Communication Skills
- Interpersonal Effectiveness
- Customer Focus
- Problem Solving & Analytical Skills
- Leadership Skills
- Teamwork Orientation
- Creativity & Innovation

PERSONALITY ENHANCEMENT PROGRAM (PEP)

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

The program aims to enhance one's personality by improving physical well-being, grooming habits, and developing the seven competencies and skills based on the outcome of the Assessment Centre during the OLL. 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, Report writing, Presentation skills, Sales Pitch, Extempore Speaking and Aptitude. Simulated practice for placements preparation and working in the groups help students improve their Communication Skills, Interpersonal Effectiveness, Customer Focus, Problem Solving & Analytical Skills, Leadership Skills, Teamwork Orientation, and Creativity & Innovation.

LIFESTYLE: The Lifestyle & Wellness module is credited and includes 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 intercollegiate competitions also count towards grades.

EFFECTIVE EXECUTION (EE)

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.

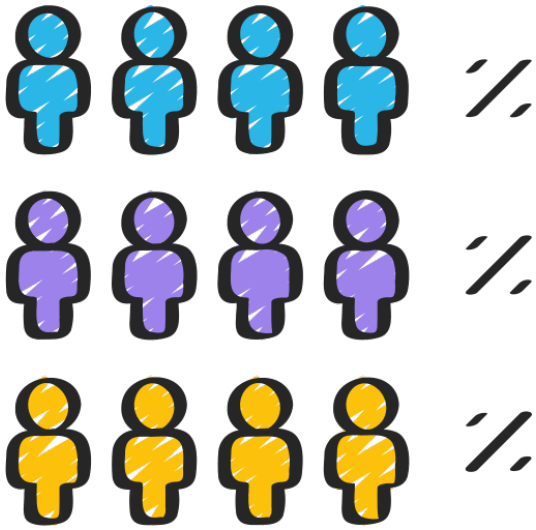
JAGSoM has 18 Effective Execution student committees responsible for Institution building and Student activities. Each first-year student compulsorily becomes the part of one committee. The student is empowered to take a lead or a collaborative role to envision the committee's developmental goals, strategic goals, and streamline routine activities. The various committees are:

Banking	PEP and Student Affairs	PR & Digital Marketing
Analytics	Sales & Service	ICKC
MarTech	Admission	Academic & Competition
FinTech	Alumni	Cultural
Capital Markets	Social Impact	Innovation Incubation
HR	External Relations and Placements	Industry Connect

Following is a summary of the various activities all the committees have carried out during the past year.

Seminars 4	Youtube Talk Seriers & Webinars 11	Peer Learning Sessions & Projects 14	Media Activities & Book Launch 05
Quizzes 11	Guest Lectures & Workshops 04	News Letters & Blogs 02	Other Events 35

TOTAL 86



SCHOLARSHIP & THOUGHT LEADERSHIP

SELECT SCHOLARLY PUBLICATIONS

#	Faculty	Title	Journal	Category
1	Prof. Ambika Prasad Nanda	Situational factors of compulsive buying and the well-being outcomes: What we know and what we need to know (2023)	Journal of Macromarketing	ABDC 'A'
2	Prof. Madhuri Prabhala	Understanding the Relationship Between Reviews, Search, and Sales: A Study of the Indian Car Market (2023)	Industrial Management and Data Systems Journal	ABDC 'A'
3	Prof. Sayan Chowdhury	Walking a Tightrope: Impact of Adopting Voluntary Right- to-Repair Policy on Firm Profit and Consumer Welfare	International Journal of Production economics	ABDC 'A'
4	Prof. Pooja Gupta	CSR Expenditure and Company Performance: Financial Evidence from NIFTY 500 Companies	International Journal of Managerial and Financial Accounting	ABDC 'B'
5	Dr. Raghuram	Impact of Change in Promoters Shareholding Pattern on the Performance of Small-Cap-Value Equity Stocks in the National Stock Exchange of India	Journal of Risk and Financial Management	ABDC 'B'
6	Dr. Manali Chattarjee	Studies on Indian IPO: Systematic review and future research agenda	Qualitative Research in Financial Markets	ABDC 'B'
7	Prof. Sayan Chowdhury	Charting a Sustainable Future: Transformative Policies for India's Energy, Agriculture, and Transport Sectors	IIMB Management Review (IMR)	ABDC 'B'
8	Prof. Ratan Kumar	Decoding and integrating the facets of consumer empowerment: a study with consumers of high-involvement Product(s)	Journal of Marketing Theory and Practice	ABDC 'B'

NOTABLE BROAD AUDIENCE WORK

POETS & QUANTS

MAIN MENU MOST RECENT THIS WEEK'S MOST VIEWED VIDEOS PODCASTS AL REP

Home / Business School News / International Business School News / Commentary: Don't Turn Great Business Schools Into Mediocre Research Institutions

Commentary: Don't Turn Great Business Schools Into Mediocre Research Institutions

BY: SURAJ COMMURI, SENIOR ASSOCIATE DEAN, SUNY ALBANY & ATISH CHATTOPADHYAY DIRECTOR, JAGSOM INDIA ON MAY 13, 2024 | 3 | 6,006 VIEWS

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 since January 2023 is provided below.

Category of Journal/Target Journal	Number
Patent	2
ABDC 'A'	3
ABDC 'B'	5
ABDC 'C' & Scopus	12
Case Study – ABDC 'C' & Scopus	2
Peer-reviewed	5
Conference Proceedings	20
Book	5
Broad Audience Category	23
Book Chapter	4
Consulting	3
TOTAL	**84**

11TH AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM

- Over 45 renowned academicians from different parts of the world and 60 Doctoral scholars & young faculty taken part in the consortium held between Dec 20 to Dec 23, 2023.

- During the event, distinguished faculty members led Master Classes/Workshops/Plenary Sessions/ Parallel tracks in various areas of marketing.

- The consortium offered the doctoral students & young faculty the opportunities to learn from these respected mentors and helped the JAGSoM faculty to build their network with renowned faculty.

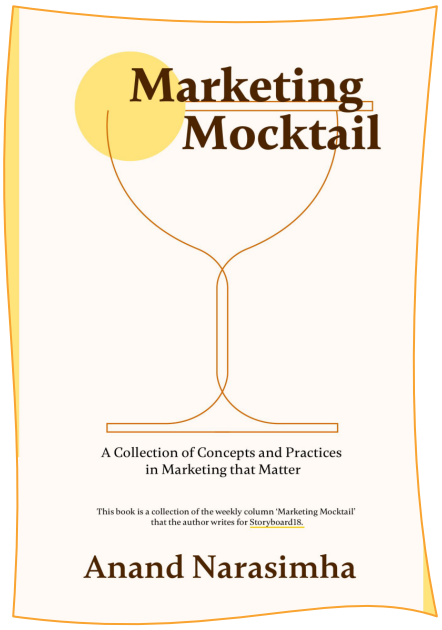
FACULTY ACHIEVEMENTS

JAGSoM's illustrious faculty members engaged in a variety of scholarly and industry activities, including but not limited to:

- Dr. Rajendra Sinha took part as a Panelist in the CNBC-TV18 Special Series on "Fuelling MSMEs to realize India's manufacturing dreams" on 17th November 2023
- Prof. Edwin Moses, Dr. Rajendra Sinha, Dr. Ambika Prasad Nanda, and Dr. Punita Rajpurohit attended 13th Indian Management Conclave 2023, held on 13th & 14th October at SPJIMR SP Jain Institute of Management & Research.
- Dr. Amit Ram and Dr. Punita Rajpurohit attended Business Standard BFSI Summit on 30-31 October 2023 at Jio Convention Centre, Mumbai.
- Prof. Sayan Chowdhury and Prof. Madhuri Prabhala participated in the Intel Education Summit and discussed some new business models using large language models (LLMs) based on a hybrid edge and cloud architecture and their business implications.
- Dr. Ambika Prasad Nanda's Research Paper titled "Looking beyond individual financial goal orientations: A cross-country study to maintain consumer's financial well-being" was presented at the EMAC Regional Conference, which was organized by the University of Piraeus, Athens, Greece.
- Prof. Raj Chakraborty has been nominated to be part of the Judging Panel for the QS Reimagine Education Awards 2023 at Abu Dhabi from 11th to 13th December 2023. He has also attended QS Higher Education Europe Summit, Dublin, Ireland.
- Dr. RK Sinha was a panelist in ""MSME Credit Gap: Cash Flow Financing & Invoice Discounting" on 5th May 2023 organized by POWER2SME.
- Prof. Edwin Moses moderated the 2023 India Mobile Congress (IMC 2023) - the largest telecom, media, and technology forum in Asia held from 27th to 29th October 2023 with the theme 'Global Digital Innovation'.
- Prof. Madhuri Prabhala has been invited to be the session chair for the session related to policy implications and business applications of immersive technologies at the MICA-ICMC conference.
- Dr R K Sinha has been Invited as a Speaker on "Enhancing MSME Competitiveness through Bridging the Financial Gap" by Confederation of Indian Industry, Visakhapatnam (27 September 2023; Venue: Hotel Fairfield by Marriott: Visakhapatnam).
- Prof Anand Narsimha's articles have been published as part Marketing Mocktail in Forbes India – Lessons in building a D2C brand explained.
- Prof. Pooja Gupta attended the Bloomberg India event, EduTech Forum at Bengaluru.
- Prof. Atish Chattopadhyay's article titled 'How can Indian B-schools achieve global standards?' has been published in the 'Times of India,' 9th July 2023.
- Dr. R K Sinha's Research paper titled ""The study on the generation gap in the investment pattern of gold" has been accepted for presentation VTU International Conference (8-9 June 2023).
- Dr. Ganes Pandya's Book titled Innovative Data Solutions for MSMEs Using Excel and Openasapp Volume 1 has been published and available on Amazon.
- Dr R K Sinha was Invited as a Special Invitee Speaker to address the Agriculture Field Officers/ Rural Development Officers by the Union Bank of India Staff College on 4th September 2023.
- Dr. Shaji Kurian's Research paper titled 'Do Self-Disclosure, Responsiveness and Feeling of being cared affect an

Individual's Conflict Resolution Styles at Workplace: Examining the Relationship using SEM on Gen Z Employees' was presented in conference at IIM Ahmedabad.

- Dr R K Sinha has been invited as a panellist for the Panel discussion namely Online Advertising by Indian MSMEs: Insights, Impacts and Way Forward. The event has been organized by Primus Partners, EGROW Foundation, and India SME Forum at Hotel Oberoi, New Delhi on 21st September. Hon'ble Union Minister MSMEs will be the Chief Guest.
- Dr. Shrabani Bhattacharjee's Research paper titled 'Examining Socio-Economic Viability through Millet' has been accepted for presentation at the 'International Conference on Sustainability: An Ancient Indian approach' which was organized by the 'Management Centre for Human values' at IIM Calcutta from the 11th to the 12th of August 2023.
- Dr. Kamalika Chakraborty, Prof. Pooja Gupta and Dr. Sivagnanasundaram's Case Study titled 'Zilingo – Corporate Governance Issues Or Investor Overreach' has been accepted for presentation at the 13th International Conference of Management Cases (ICMC) which BIMTECH organized from the 30th of November to the 02nd of December 2023.
- Prof. Sayan Chowdhury won the Best Paper Award at the POMS India International Conference held at XLRI Jamshedpur from 4th to 6th December 2023.
- Prof. Anand Narasimha self-published a book titled 'Marketing Mocktail', a collection of Concepts and Practices in Marketing that matter.



WEBINARS/WORKSHOPS

#	Date	Guest	Company	Topic	Organized by
1	April 13, 2023	Prof. Jenny Van Doorn	AIM-Parasuraman Centre for Service Excellence	Frightful or fantastic? Acceptance of robot interactions in services	Prof. Sivagnanasundaram M
2	April 29, 2023	Mr. Milind Nagnur	Kotak Mahindra Bank	Banking in the Digital Age	Dr. Supriyo Ghose
3	May 5, 2023	Dr. H.P. Kumar Mr. Aakash Jain Mr. Sudhir Jha	Power2SME	MSME Schemes for Startups & Enterprises	Dr. Rajendra Kumar Sinha
4	May 26, 2023	Dr. Caleb Ronald Munigety	Bosch	Data-driven Intelligent Transportation Systems	Dr. Supriyo Ghose
5	August 19, 2023	Prof. Mukesh Jain	Capgemini	Generative AI	Dr. Supriyo Ghose
6	August 20, 2023	Prof. Amit Pallab Mishra	Microsoft	Product Management in IT	Dr. Supriyo Ghose
7	September 02, 2023	Prof. Amit Pallab Mishra	Microsoft	Product Management in IT	Dr. Supriyo Ghose
8	September 15, 2023	Mr. Swami Nathan Balakrishnan	International Institute of Business Analysis, IIBA	Unconventional Business Analysis	Prof. Sundar Raj Vijayanagar

INTERNATIONALIZATION

JAGSoM's INTERNATIONALIZATION JOURNEY

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

- The Board of Governors having representation from three continents - Asia, Europe and America.
- A Scholar of global repute, Prof. Jagdish Sheth as the Chairman of the Board.
- A Curriculum which has received global accolades - Presented at AACSB's ICAM at Edinburgh, UK in 2019.
- Globally acclaimed Curricular interventions like KANYATHON which has received the AACSB 'Innovations that Inspire' Award; impacting Sustainable Development Goals (SDG) 4 and 5.
- Faculty having Global footprint and Impact - Prof. A ("Parsu") Parasuraman featuring in Clarivate's Highly cited researcher list.
- Pedagogy of 'Learning by Solving' - Research Incubation featuring in the AACSB's list of Innovation & Best practices in Asia Pacific.
- Creating Entrepreneurs through the 'Innovation Incubation' program - refer to the Entrepreneurship section of this report.
- Three of JAGSoM's programs - PGDM (Marketing), PGDM (Finance) and PGDM (Analytics) featuring in QS Business Masters Rankings 2024.
- Both campuses of JAGSoM (Bangalore and Greater Mumbai) accredited by AACSB.
- First institution in India to graduate a batch of BBA with an AACSB accredited Degree.
- Career tracks in MarTech, FinTech and Business Analytics, in association with University of Virginia's Darden School of Business, Emory University's Goizueta Business School, and ESCP Business School.
- Global career opportunities through pathways programs in collaboration with 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.
- Hosting the landmark 'Minds Without Borders' event in Atlanta, Georgia, USA coinciding with AACSB's ICAM 2024 on 15th April 2024, celebrating the globally acclaimed Business Education leaders of Indian origin, felicitating the leaders of Global Business Education bodies such as AACSB, GBSN, Poets&Quants and THE, and hosting delegates (mostly Deans of Global Business Schools) from 15 countries.
- Curating and publishing a Compendium titled 'Minds Without Borders: Celebrating Indian Education Leaders Globally' chronicling the inspiring journeys and contribution of Business Education leaders of Indian origin to the Global business education

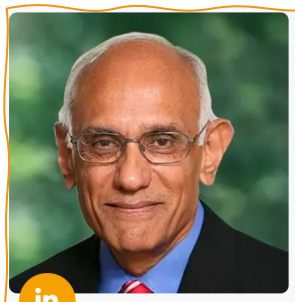
BOARD OF GOVERNORS (BOG)

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.

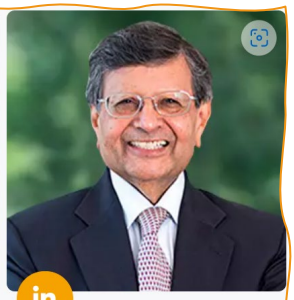
50% of JAGSoM's Board of Governors includes International members.

Dr. Eileen Peacock
Executive Dean of the Graduate School of Management, BRAC University, Bangladesh

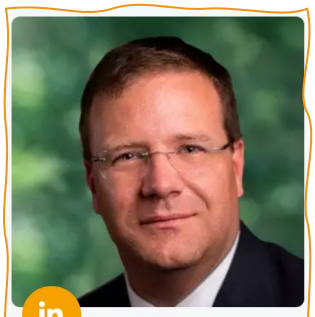
Dr. Mathias Falkenstein
Founding Partner, XOLAS & Principal CEO, Higher Education Management Group, Berlin, Germany



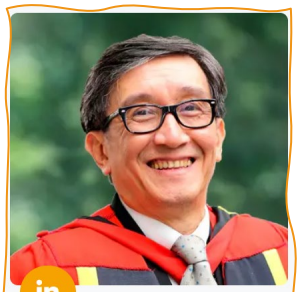
Dr. A. Parasuraman
Pro-Chancellor, Vijaybhoomi University | International Scholar in Residence



Dr. Jagdish Sheth
Charles H. Kellstadt Professor of Marketing at the Goizueta Business School of Emory University, USA & Chairman, JAGSOM, Bangalore, India



Dr. Richard D Phillips
Dean, J. Mack Robinson College of Business, Georgia State University, USA



Professor TAN Chin Tiong
Professor of Marketing, Lee Kong Chian School of Business & Senior Advisor to President, Singapore Management University, Singapore

Dr. Wolfgang Schlör
Associate Provost for International Initiatives, Georgia State University, USA

Dr. Ulrich Hommel
Chaired Senior Professor, EBS University of Business & Law; Managing Director, XOLAS

Mr. Benjamin Stevenin
President – ACADEM / RimaOne, France

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 partnerships.

A snapshot of JAGSoM's International collaborations is given below. collaborations which include Student & Faculty Exchange programs, Two Degree programs, and Joint research projects.

	USA	Europe
Masters	• University at Albany, State University of New York (SUNY) • University of Texas @ Arlington • Robinson College of Business, Georgia State University	• KEDGE Business School, France • ESDES School of Business and Management, France • Lucerne University of Applied Sciences and Arts, Switzerland
Bachelors	• University at Albany, State University of New York (SUNY) • University of Texas @ Arlington	• KEDGE Business School, France • ESDES School of Business and Management, France • HSLU, Lucerne University of Applied Sciences and Arts, Switzerland
Exchange	• University of Texas @ Arlington • Mays Business School, Texas A&M University	• ESC Rennes School of Business, France
Executive	• University of Texas @ Arlington	

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

After conducting a successful program on 'Doing Business in India', we have now signed a general collaboration agreement for 5 years with SKOLKOVO Moscow School of Management concerning for Cooperation in Teaching, Research and Dissemination.

SKOLKOVO
Moscow School
of Management

STUDENT EXCHANGE PROGRMS

Term Exchange

Inbound

- 28 students from Kedge Business School, France and 02 students from ESC Rennes School of Business, France completed their term exchange at JAGSoM during past year.

Outbound

- 02 JAGSoM students of the Class of 2025 completed their term exchange at the ESC Rennes School of Business, France.

International Pathway

Class of 2025

- 01 student from JAGSoM Bangalore campus, and 08 students from JAGSoM, VU campus will pursue pathway program with Kedge Business School, France.

Class of 2024

- 02 JAGSoM students are pursuing their MS in Digital Forensics and Cybersecurity pathways at the University at Albany, State University of New York (SUNY), USA.

INTERNATIONAL DELEGATIONS

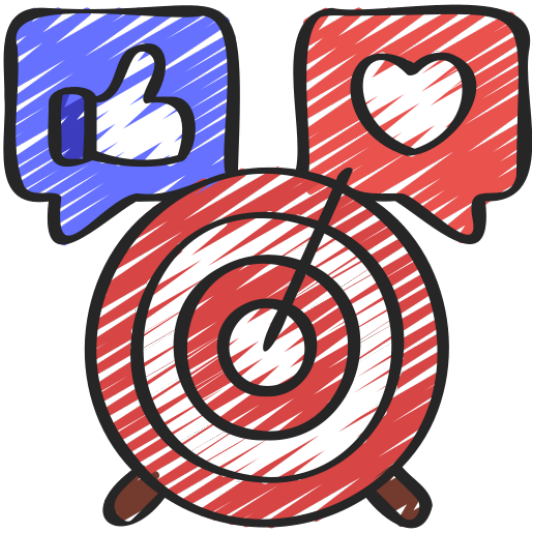
- Prof. Viviane Barreto, Executive Director of the International Advisory Council (IAC) and Associate Dean for Global Strategy and International Affairs along with Dr. Antonio Batista, Dean – Delegates from Fundação Dom Cabral (FDC), Brazil visited JAGSoM on June 06, 2023.

- A delegation from GIES Business School, UIC Chicago comprising Prof. Christine Gozdziak, Assistant Dean of International Programs and Prof. Nerissa Brown, Associate Dean of Graduate Program, Professor of Accountancy, Josef and Margot Lakonishok Faculty Fellow, PwC Faculty Fellow visited JAGSoM campus on March 11, 2024.

INTERNATIONAL FACULTY

In the past year, JAGSoM students have been taught by eminent Professors from across the globe in courses at ranging from Customer Relationship Management (CRM) to User Generated Content Analysis. Below is a summary of such engagements.

Name	Affiliation	Course	Topic
Prof. Anitesh Barua	Professor of Information, Risk and Operations Management and David Bruton Jr. Centennial Chair Professor Distinguished Fellow at University of Texas Austin	Career Track: Business Analytics	User Generated Content Analytics
Prof. Nilanjan Sen	Professor of Finance, School of Business Finance, University at Albany - State University of New York	Career Track: Capital Markets	Strategic Finance
Prof. A. Parasuraman	Pro-Chancellor, Vijaybhoomi University and Professor Emeritus, and James W. McLamore Chair in Marketing School of Business, University of Miami	Career Track: Sales and Service	Service Excellence
Prof. Raj Venkatesan	Ronald Trzcinski Professor of Business Administration, UVA Darden School of Business, University Of Virginia	Career Track: MarTech	Digital Business Models & AI in Marketing
Prof. Suraj Commuri	Senior Associate Dean and Marketing Department Chair, School of Business University at Albany - State University of New York	Career Track: MarTech	Social Media Marketing & E-Commerce Category Management
Prof. Ashwin Baliga	Assistant Professor of Marketing and Sales, IÉSEG School of Management	Career Track: Sales and Service	Strategic Selling
Prof. Kaushik Mukherjee	Assistant Professor, Worcester State University		



IMPACT ON BUSINESS AND SOCIETY

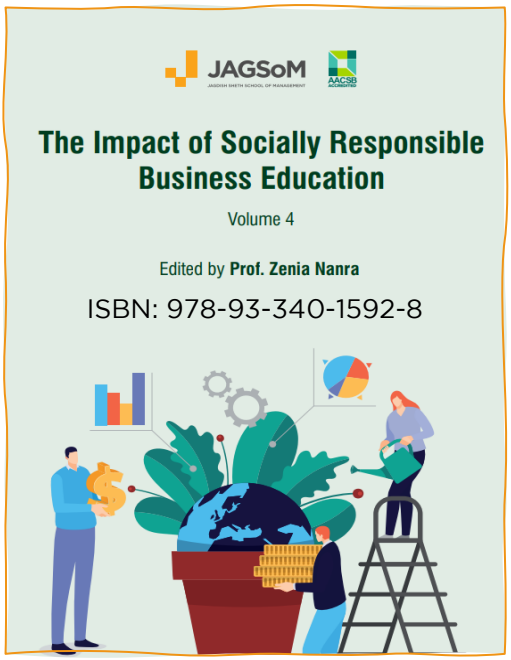
SOCIAL IMMERSION PROGRAM (SIP)

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 (SDG). The primary goal of SIP is to foster a sense of social responsibility in students.

Throughout this year, students have undertaken a total of 23 projects at the locations such as Pondicherry (05), Mysore (04), Marayoor (04), Goa (02), Kolar (01), Bangalore, (05), Idukki (01) and Wayanad (01), in collaboration with the 10 organizations depicted below.

The top student-faculty white papers arising from the SIP were selected through blind review process. These were then compiled and edited by Prof. Zenia Nanra, JAGSoM Faculty Member. The SIP White Paper Series: 'The Impact of Socially Responsible Business Education Volume 4' was published and unveiled during the 2024 Founder's Day celebrations.



Five shortlisted SIP groups from among the 20 who completed their immersion so far made a presentation to the Jury including Mrs. Stuti, Assistant Manager for Movement Building, Federation of Indian Animal Protection Organisations (FIAPO). Group 1 appeared as the winner who completed their SIP project titled *"Equity and Sustainability in the Management of Water for meeting the needs of Humans and animals"* in Sadhana Forest under the supervision of Prof. Ambika Nanda.

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, impacting the UN Sustainable Development Goals (SDG 1 'No Poverty' and SDG 5 'Gender Equality').

The 2024 Edition of Kanyathon saw over 13,000 people register for the event, including students, working professionals, and families. The 2024 Kanyathon accommodated virtual and real e-gaming enthusiasts as well for the 4th consecutive year. The event also witnessed corporate participation of around 3000 from several companies including Wipro, Genpact, HP, Siemens, Sagility, Big Basket etc. The Karjat-Vijaybhoomi edition doubled its participants to around 3500.

The event was flagged off by the Chief Guest Mr. Syed Kirmani, Legendary Indian Cricketer, who congratulated the participants for their contribution towards the cause. Kanyathon has positively impacted the lives of more than 300,000 girls by providing education, health, nutrition, and safety. The surplus funds generated by Kanyathon is donated for improving the condition of the girl child through various charitable initiatives.

Kanyathon Over The Years

	Registrations	Footfalls	Revenue	Expenses	Surplus
2020	10076	6500	46,00,000	23,00,000	23,00,000
2021	4500	1500	40,00,000	5,58,000	34,42,000
2022	5663	2787	41,59,400	12,56,481	29,02,919
2023	14,579	9915	79,77,457	35,20,611	44,56,845
2024	13630	10600	61,96306	31,48772	30,47,534

* Figures in INR

Impact

Kanyathon Shiksha Kendra

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

Five digitally enabled education centres to teach English language skills, conversational skills and computer literacy to girls have been established in government schools as below.

- 3 in Kolar villages,
- 1 in Tirupalya, Rural Bengaluru and
- 1 in Jamrung village, Karjat

College Education Scholarships

Higher education tuition fee support for four under privileged meritorious girls in the year 2023-24.

Education for Sex Workers' Daughters

Sponsoring School and College fees, English, Digital Literacy and Academic Tutorial classes for seven girl children of sex workers in the year 2023-24.

SDGs Impacted

MERIT-CUM-MEANS SCHOLARSHIP

Scholarships worth INR 12.76 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 12.76 Million to the 23 Students of PGDM Batch of 2022-24 - for both meritorious students in need and for students from Economically Weaker Sections. This includes four students who received scholarship worth their entire program cost, including tuition, lodging and boarding.

Scholarship Awardees

Aaditya Prabhu M	Kushagra Das	Sakshi Mishra
Aditi Lodha	Lokeswar Reddy Nallasiddu	Sakthivel S
Amit Jain	Mithun Mallick	Sayan Ghosh
Deekshith Pullagoni	Nandini Mehta	Simran Gulati
Gurram Chaitanya	Nithyashree Narayanan	Sonali Poralu Madhusudhan
Hitesh Dabas	P Sesha Sai Penugonda	Uthkarsh Ravindra Pai
Jyoti Shaw	Priyal Gupta	Viknesh Kumar T
Kamaleshwar Ganeshan	Rajshree Sahoo	

"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)

SKILL ENHANCEMENT OF PROFESSIONALS

EXECUTIVE PROGRAMS

JAGSoM has a long-standing track record of providing successful executive 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.

25 Participants of PGDM Executive program from the classes of 2023 and 2024 are graduating during the Convocation 2024.

Introducing JAGSoM X

Portfolio of Executive Programs

In December 2023, we soft-launched JAGSoM X, the executive leaning arm of JAGSoM, to take the "next leap of faith" towards redefining Executive Education "to cultivate a league of leaders", who not only meet the challenges of today's dynamic business environment, but anticipate, and shape the future.

JAGSoM X will offer online and hybrid Executive PGDM programs to working professionals in the domains such as Business Analytics, as also modular executive programs such as EMBA in partnership with JAGSoM's international academic partner institutions like University of Texas @ Arlington, USA.

COLLABORATION WITH MILES EDUCATION

JAGSoM has entered into a strategic partnership with Miles Education and launched a Post Graduate Certificate Program in International Accounting And Analytics. The salient features of this program are:

- **STEM Eligibility**: JAGSoM's PGCM-IAA program is a transformative experience at the intersection of accounting and STEM, holding the crucial STEM-eligible designation. This enhances academic prestige and opens doors for advanced studies in the United States.

- **Specialized Focus**: With a focus on international accounting and analytics, students gain ability in financial reporting, taxation, auditing, and data analytics. Graduates are well-prepared to navigate the complexities of the global accounting landscape.

- **Transferable Credits**: The PGCM-IAA program helps credit transfer to AACSB-accredited U.S. business schools, recognizing academic rigor and providing access to global standards. This seamless process broadens educational and career possibilities for students.

EVENTS

CONVOCATION 2023

JAGSoM held the 27th Convocation for the Graduating class of 2023 on the 15th of April 2023. The Convocation was chaired by Dr. Jagdish Sheth, Chairman JAGSoM. The Guest of Honour was Dr. A. Parasuraman, Pro-Chancellor, Vijaybhoomi University, and the Chief Guest was Ms. Sanskriti Dawle, Co-founder and CEO of Thinkerbell Labs.

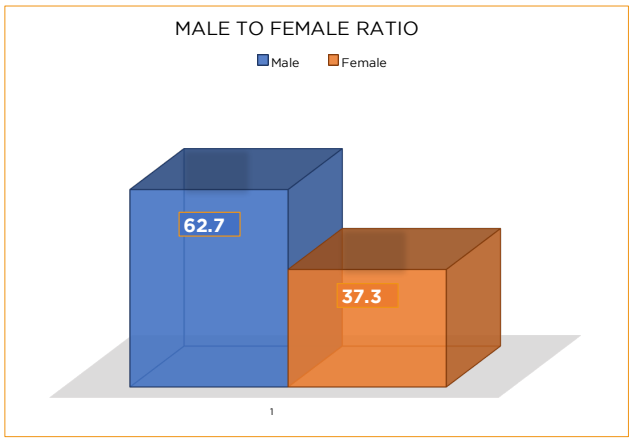
Sanskriti Dawle gained recognition for her groundbreaking invention called Annie a Braille Tutorial device that has transformed education for visually challenged students, simplifying the learning of Braille.

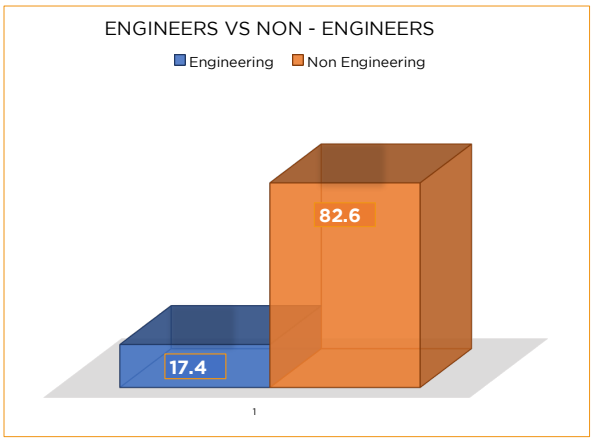
WELCOMING THE BATCH OF 2023

PGDM 2023-25

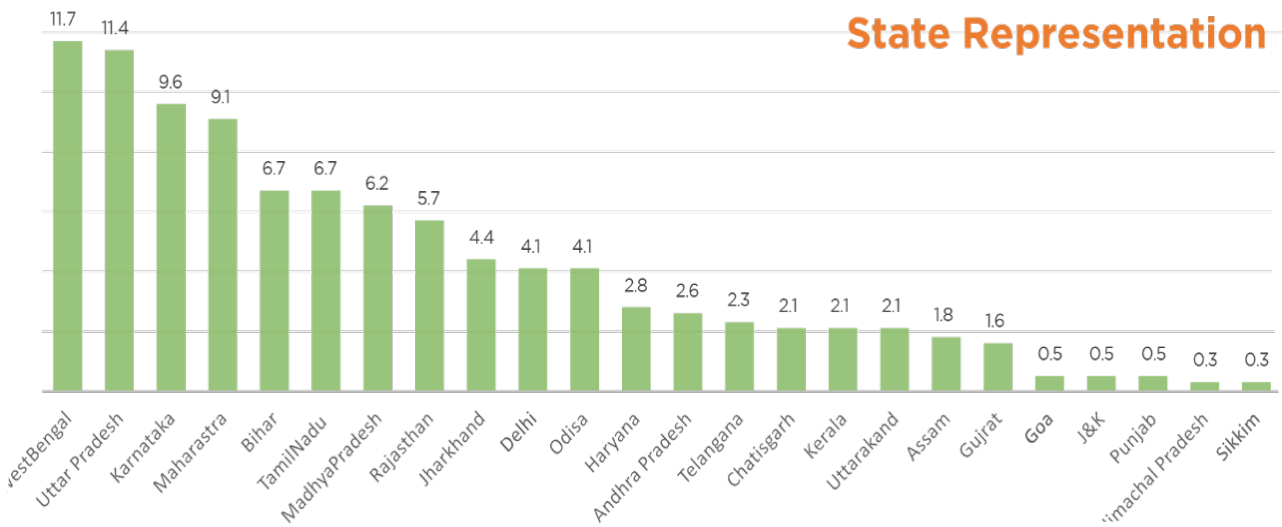
A Diverse & Talented Batch

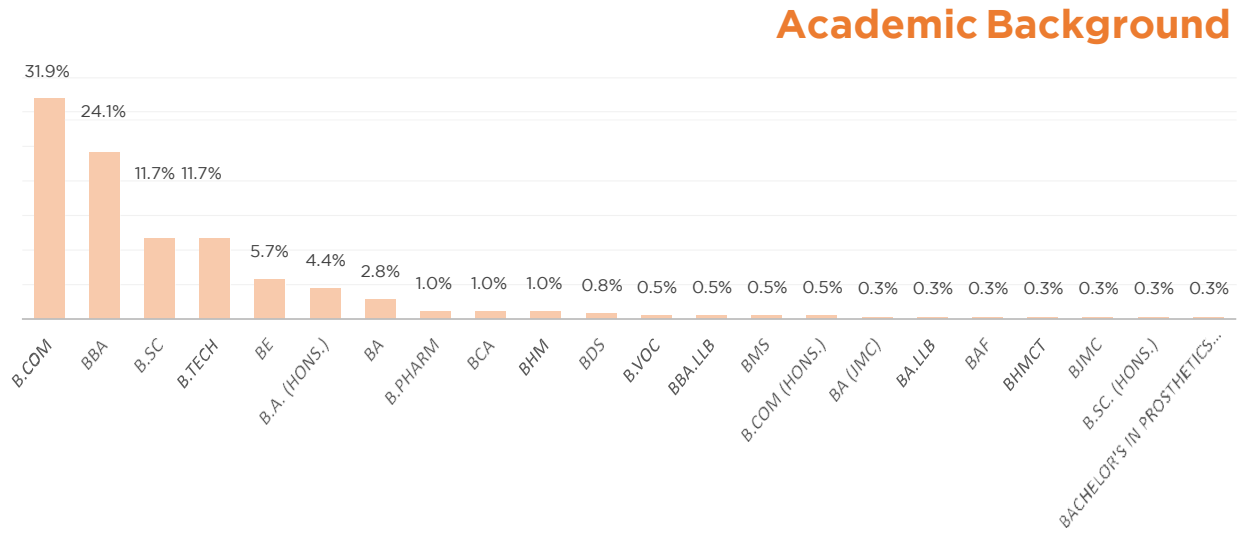
Gender Ratio





Engineering Vs Non – Engineering Graduate





Previous Achievements of Incoming Batch

- District Level Kabaddi and State Level Cricket & Sr. Event Manager for National Level Events – Mr. Rahul Acharya
- Silver Medallist in National Karate Championship – Mr. Sarthak Singh
- National Level Budget Competition winner – Mr. Amartya Majumdar
- NSS Unit Leader – Mr. Rishabh
- State Level Basketball Winner – Karthik B
- National Level Hospitality Competition Winner – Atin Katoch
- U-19 World Chess Championship, Runners Up – Rahul Sharma
- National Level Dance Championship Winner – Prince
- Inter District Dance Championship Winner – Bidisha
- Author of the book "Prisoner of the Past"
- State Level Foot Championship Winner – Ayush
- State Level Bronze in Kick Boxing – Sagnik
- State Level Gold Medal in Discuss Throw – Tapasya
- Japanese Level 5 Qualified

Enrolments Across Programmes and Campuses

PGDM Programmes @ Bangalore Campus

284

MBA @ Vijaybhoomi University (VU), Mumbai Campus

39

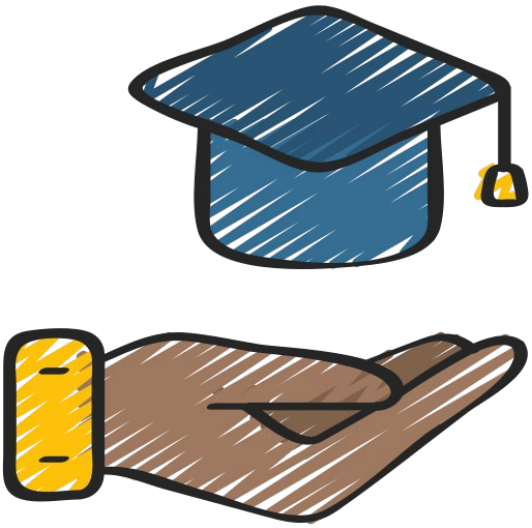
BBA @ Vijaybhoomi University (VU), Mumbai Campus

10

FOUNDER'S DAY 2024

JAGSoM celebrated the 29th Founder's Day on Saturday February 17, 2024 to honour Shri V B Padode, the late Founder of JAGSoM, IFIM Institutions and Vijaybhoomi University. The Chief Guest for the event was Mr. Krish Shankar, Associate at atyourbest.in (Non-Profit Organisation) and Former Executive VP, Global Head, Infosys.

The day-long celebrations included the student project presentations/exhibition and Jury for the four Practice Courses at JAGSoM - Design Thinking, Innovation Incubation, Learning by Solving – Request for Problems (RFP) (part of the Career Track Focus), and the Social Immersion Program (SIP). Four Edited Books, comprising of the select student projects from these courses were also unveiled. The celebrations concluded with the recognition of Kanyathon Shiksha Kendra achievements, cultural performances and a sumptuous dinner.



ALUMNI

DISTINGUISHED ALUMNI

Mr. Anshuman Mishra, Vice President - Client Partner @ Tech Mahindra in Georgia, USA and an alumnus of PGDM Class of 2000 was recognised as a Distinguished Alumnus at JAGSoM's Minds Without Borders event on 15th April 2024 in Atlanta, USA.

ALUMNI SUPPORT

The illustrious Alumni of JAGSoM continue to support the institute on several fronts, including but not limited to:

- Contributing to Student Selection Process
- Enriching Learning Experience
- Supporting Student Placements
- Financial Support to the Institute's Initiatives and Alumni Events

More than 250 alumni actively engaged with the Institute during the past year across a number of activities.

BRAND EQUITY
THE ECONOMIC TIMES JULY 12-18, 2023

SHELF AWARENESS

METHOD TO THE MADNESS

EXPERT SPEAK

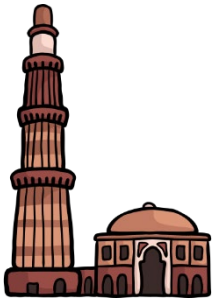
The vegetables, groceries and household items on supermarket shelves are so much more than just neatly stacked products. Mukta Lad understands the strategy behind products and their placements.

ALUMNI EVENTS

The JAGSoM Alumni Meets (JAM) were organised in Bangalore, Delhi, Mumbai, Chennai, Kolkata, Hyderabad and Patna. Below are a few glimpses of those events:

UPCOMING EVENTS

MINDS WITHOUT BORDERS @ DELHI



An Indian edition of 'Minds Without Borders' event, is being planned to be held in the capital New Delhi around July-August 2024. It will be a sequel of the landmark Atlanta event in April 2024, and will strive to celebrate of global Indian thought leaders in business and management and further strengthen JAGSoM's commitment to making a global business school originating in India.

INDEX OF SERVICE EXCELLENCE IN INDIA 2024

The AIM-Parasuraman Centre for Service Excellence, at JAGSoM, will bring out the second edition of the Index of Service Excellence In India (iSEI) report this year

In the 2024 survey, the iSEI team will continue with four sectors – Automotive Service, Retail Banking, E-Commerce (Grocery) and E- Commerce (Apparel) – as in the year 2023.

GRADUATING CLASS OF 2024

CONVOCATION CEREMONY AWARDS

PGDM Programme Topper

Dishti Sharma

Director's Honour List

Bhavya Bipin Mehta

Gurram Chaitanya

Mithun S

Sonali P Madhusudhan

Anadi Gupta

Sreejoni Banerjee

Abisheak Jacob J

Uthkarsh R Pai

Muskan Jain

WHO MADE IT POSSIBLE?

ABOUT JAGSOM

JAGSoM is today amongst the 12 leading Indian B-schools which are AACSB accredited and which feature in the QS World University Global Rankings 2024. JAGSoM is ranked in the QS Business Masters Global Rankings 2024 in the 101+ Band for PGDM Marketing, 101+ Band for PGDM Business Analytics, and 151+ Band for PGDM Finance.

JAGSoM is ranked Number 2 amongst B-Schools in Bangalore. It has emerged as a Top Business School in terms of Future Orientation and Learning Experience. JAGSoM is Ranked All-India Number 10 for Future Orientation and Ranked All-India Number 14 for Learning Experience by the Business Today – MDRA Business School Rankings 2023. JAGSoM is Ranked Number 10 amongst the Private Business Schools of India Education World India Private B-school Rankings 2024-25.

Programs at JAGSoM include:

1. **Two-Year, Full-Time, Residential Post Graduate Programs at Bangalore & Greater Mumbai – PGDM/MBA**
   - Prepares participants for their desired career goals through 'Role defined Career Tracks'.

Programs	Career Tracks
PGDM – Marketing Major (Masters in Marketing)	MarTech
	Sales & Services
PGDM – Finance Major (Masters in Finance)	Banking
	Capital Markets
	FinTech
PGDM – Business Analytics Major (Masters in Business Analytics)	Business Analytics
PGDM (HRM Major)	Human Resource Management

2. **Two-Year PGDM Entrepreneurship**
   - For those who wish to start their own venture as an entrepreneur.
   - For those who wish to expand and grow their family businesses.

3. **PGDM Executive**
   - For grooming high performers as Business Heads.
   - For companies to fast-track their Functional Specialists to become SBU Heads.
4. **International MBA/PGDM – Gateway to Global Careers**

1 year at JAGSoM and 1 year at any of our International Partner Schools:

- State University of New York, Albany, USA
- University of Texas at Arlington, USA
- KEDGE Business School, France

5. **Undergraduate Programs**

A. **Four-Year BBA**

- Liberal Professional Curriculum.
- Discovery in Sophomore years followed by choice of majors.
- Global Student Exchange Opportunity.

B. **Five-Year Integrated Program in Management – BBA + MBA**

- Integrated program combining BBA & MBA degrees of JAGSoM.
- Complete the BBA and MBA across the two campuses of JAGSoM (Bangalore & Greater Mumbai).

C. **International Pathway Options**

i. **BBA MS Program**

4 years at JAGSoM Greater Mumbai and 1 year at any of our International Partner Schools:

- State University of New York, Albany, USA
- University of Texas at Arlington, USA
- KEDGE Business School, France

ii. **BBA MSc Program**

3 years at JAGSoM and 2 years at Lucerne School of Business, HSLU, Switzerland.

iii. **International BBA**

2 years at JAGSoM and 2 years at any of our International Partner Schools:

- KEDGE Business School, France
- University at Albany, State University of New York, USA

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

- JAGSoM focuses on creating futuristic careers in new-age industries for new age roles aligned to Industry 4.0 through 'Role defined Career Tracks'.
- Pedagogy of 'Learning by Solving' through industry supported business problems as live projects.
- Programs are delivered by domain specialist faculty – an eclectic mix of professionals with experience in Industry and academically trained PhDs from top institutions.
- Global connects through partnerships with internationally acclaimed business schools.

NOTES

JAGSoM
JAGDISH SHETH SCHOOL OF MANAGEMENT

AACSB
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