



# PRONTO



**VOL 1 – FEB' 26**

## VISION

“To be a globally acknowledged Business School with social relevance”

## MISSION

“To cultivate visionary managers and entrepreneurs with strong values and a commitment to excellence, enriching society through transformative education, advanced research, and industry relevant consultancy”

## LINE UP

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CLUBS & COMMITTEES

TEACHER'S DAY

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ONAM

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DIWALI

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CSR

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STUDENT'S CORNER - SPORTS

# Orientation Week

## Welcoming the 47th Batch

Orientation week for the 47th batch kicked off at the A2 Hall, setting a high-energy tone for the new academic journey from day one. The ceremony was presided over by our Director, Dr. G. Aghila, alongside Shri K. Ananda Ramanujam (CEO of NLC Tamil Nadu Power Ltd.) as the Chief Guest. It was a straightforward but essential start, moving past formal introductions and getting straight into the industry insights that define our department.

These discussions provided a vital reality check on the practical shifts happening across different sectors before the batch even attended their first regular class. It was a solid way to start the semester, proving that the hustle at DoMS truly starts from the very first week. This kind of early exposure, coordinated by the AdCom team, is exactly what sets the tone for the rest of the year. The Public Relations & Admissions Committee

did the heavy lifting of arranging a series of guest lectures designed to give the new batch a grounded look at the professional landscape. On the 1st day, Mr. Ravin Carr (CEO of GBS India Pvt. Ltd. & an alumnus of the 1994-96 batch) delivered a session that bridged the gap between academic theory & real-world leadership. The momentum continued the next day with virtual sessions led by Mr. Vinay Prashant (Co-Founder of Tamaala Art Merchandise) and Mr. K.G. Prasad (Senior GM at Tata Motors).



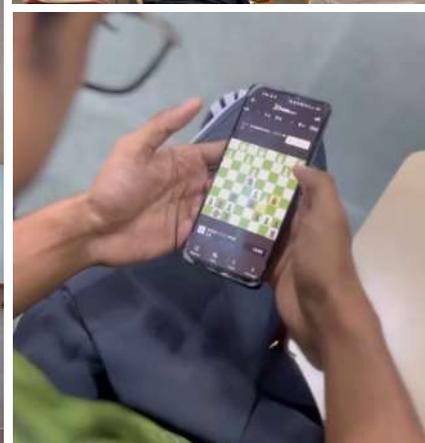


# FIRM GAMES

## Four Houses, One Legacy

The **Public Relations & Admissions Committee (AdCom)** handles the logistical heavy lifting of shaping every incoming batch, but the real experience starts with **Firm Games**. This tradition splits the entire department into four competing houses—the **Invincibles, Morpheus, Rudras, and Falcons**. It acts as a massive icebreaker for the new batch, moving past the formal orientations to give everyone a chance to actually interact with their peers and get to know their seniors in a more relaxed setting.

The 2025 management lineup pushed every house to its tactical limits. From the creative chaos of **ADZAP** and the high-pressure evaluations of **Best Manager** to the analytical rigor of the **B-Quiz**, the stakes were consistently high. The **HR Bid** turned the room into a frantic war room for talent while the **IPL Auction** tested strategic valuation under pressure. We even saw the Shark Tank and the Useless Innovation Challenge which forced teams to think on their feet in completely different ways.



Beyond the boardroom, the energy moved to the courts for the sports tournaments. The intensity of the knockout rounds in cricket, football, basketball, and badminton proved that the house rivalry is just as strong on the field as it is in a case study. The cultural stage brought its own rhythm as well with everything from the fast-paced Treasure Hunt and the creative depth of Chitralkha to the high-voltage performances in House Dance and House Song. The 2025 edition saw a clinical performance as the **Falcons** clinched the overall championship for the second year in a row. It was a dominant run that added a serious chapter to their house legacy. More than just a series of events, Firm Games represents the beginning of the rivalries and friendships that define our time here. While we compete as four separate houses, we are ultimately building one shared DoMS legacy.

# FRESHERS' DAY

## *Welcoming the 47th Batch*

The year kicked off with the AdCom and Event Organizing Committee (EOC) teams joining forces to host Freshers' Day for the 47th batch. It was a straightforward but essential transition, giving the new cohort their first real chance to settle in and meet the rest of the department. Beyond the formal introductions, the evening was really about creating that initial sense of belonging that defines the DoMS family.

The energy on stage was great, especially with the Mr. and Ms. Freshers competition which featured a runway walk and some sharp questions from last year's winners. After a closely contested round, Yash Bhagat and Sneha M were crowned the Mr. and Ms. Freshers of the 47th batch. We also saw the final showdown of Firm Games with the house dances and the awarding of the House Cup, which kept the momentum going all night.

The performances were a major highlight, including a musical set and dance acts from both seniors and juniors. One of the best moments was a skit by the seniors that combined a movie theme with our own department quirks, and even though it was a comedy, it was a solid way to show the new batch what we are all about.

Managing the stage and the crowd required a massive amount of behind-the-scenes coordination between the two committees to ensure everything ran without a single hitch. This kind of collaboration is exactly what makes our large-scale events work, proving that the hustle starts long before the curtains actually open. The night was a mix of intense house rivalry and shared celebration, showing the freshers exactly how we balance high-pressure competition with a strong sense of community. It was the perfect way to wrap up the orientation phase and officially start our journey together as one department.



# Alumni Committee

## Building a Living Network



The link between our desks and the industry doesn't just happen by accident. It is built by the Alumni Committee, the team working behind the scenes to turn a decades-old directory into a living network. They are the ones putting in the quiet hours to track professional milestones across different time zones, making sure that

when a student needs a reality check on a career path, there is a mentor ready to answer. Beyond the big events, they handle the heavy lifting of keeping our alumni database curated and accessible, ensuring that the "DoMS family" is more than just a phrase. By facilitating mentorship chats and bringing alumni back for knowledge-sharing sessions, they bridge the gap between classroom theories and the actual expectations of the corporate world. Their planning ensures that the insights from our seniors stay integrated into our earning, proving that graduation is really just the



start of a lifelong professional bond. It is this constant effort that makes sure the doors opened by those before us stay open for the rest of us too. Their work is a grounded reminder that the value of our degree is only as strong as the network that supports it.

# Public Relations & Admissions Committee

## Building the Batch

The Public Relations & Admissions Committee (AdCom) handles the groundwork of scouting and shaping every incoming batch, making sure the right talent actually finds its way into the DoMS family. They are usually the first point of contact for anyone entering the department, managing everything from the admissions process to the initial onboarding of the new cohort. It is a high-pressure role that requires constant attention to detail to ensure that every student feels a sense of identity and belonging from day one. Their real impact is in setting the tone for the journey ahead and turning a group of individuals into a cohesive batch. In July, the committee followed up the admissions process by organizing a series of Orientation Guest Lectures. These sessions were designed to give the incoming batch a grounded look at the industry through back-to-back discussions with alumni and experts. The series kicked off on July 16 with Mr. Ravin Carr and Mr. Arjun Vijay, who moved quickly past the usual textbook talk to share what it actually takes to navigate the current business landscape. The momentum continued the next day with Mr. Venkata Raghavan S, Ms. V Subha, and Mr. K G Prasad, as they broke down the practical shifts happening across their respective sectors.



# Training & Placement Committee

## The Hustle Behind the Careers

The Training and Placement Committee is essentially the engine room of DoMS. They bridge the gap between our classrooms and the corporate world by handling the high-pressure task of managing industry outreach for the entire batch.

Most of their work happens in the quiet hours through marathon coordination that makes the recruitment cycle look seamless. It is about more than just a single opportunity because their real focus is to ensure that every student steps into an interview, feeling prepared and confident.

Every successful professional milestone for the batch is a direct reflection of that behind-the-scenes grit.



# Student Development and Corporate Relations Committee

## Preparing the Batch

SDCRC acts as the essential link between our academic life and the expectations of the corporate world. They handle the heavy lifting behind the scenes to make sure both batches are actually ready for what comes next by organizing intense Group Discussion sessions and bringing a steady stream of guest lectures and workshops to campus. It is a high-pressure role that requires constant coordination to find the right industry experts who can provide a grounded reality check for the students. Every successful interaction we have with a guest speaker is a direct reflection of their behind-the-scenes grit and planning.



# Event Organizing Committee



## The Logistics of Community

The Event Organizing Committee (EOC) handles the logistical heavy lifting that actually shapes our student experience at DoMS. They are the team working behind the scenes to turn a busy academic calendar into moments where we can actually pause and connect.

Through consistent planning, the committee ensures that life here isn't just about the credits. By taking on the "doing" part of departmental life, they've built a sense of community that makes DoMS feel like more than just a place to study. Beyond the logistics, they are the ones who make sure our traditions stay alive even when the academic pressure is at its peak. Their work keeps the department's energy going, proving that the best-run events are the ones that look like they happened by accident. It is their behind-the-scenes hustle that makes the biggest difference in how we experience life on campus. Whether it is a small gathering or a major festival, they are the reason everything feels seamless.



# Vipanan – The Marketing Club of DoMS



Vipanan serves as the department's marketing wing, focused on turning classroom theory into the strategic thinking required in the industry. Between July and February, the club's goal was simple: bridge the gap between academic frameworks and the real-world hustle through competition and career-centric sessions.

The **Marketing Case Competition** was a major highlight, requiring teams to develop structured go-to-market plans for real business problems. The level of analysis was high enough that the judging process became genuinely difficult, with several teams delivering equally strong solutions. To help the batch navigate the landscape, the **Marketing Opportunities and Career Awareness session** broke down specific roles, from Brand Management to Product Marketing helping students start building the specific skills needed for internships. The session also included the Brand Knowledge Competition, which

tested everything from campaign awareness to brand recall. Much like the case competition, the scores were extremely close, showing a deep level of engagement across the batch. Looking back, Vipanan's work has been about building that necessary bridge between academic learning and industry expectations.



# Persona – The HR Club of DoMS

What happens when a CEO steps down and how does a global giant actually maintain its momentum during that transition? Persona, the HR club of DoMS, tackled these high-stakes questions in their recent session on Succession Planning. Moving past the textbook, the session used a mix of a case quiz and summary writing to deconstruct how organizations actually survive a change at the top.

By analyzing complex HBR case studies, the batch practiced the art of nurturing future leaders and ensuring organizational resilience. It wasn't just a writing exercise because the real focus was on strategic foresight.

We explored how shifting the mindset from simply finding a replacement to actually cultivating a legacy creates a magnet for high-potential talent. The discussion also highlighted how transparent communication and building a solid pipeline are the only ways to navigate uncertainty and foster trust during a handover.

Through these sessions, Persona continues to bridge the gap between classroom concepts and boardroom realities. It was a grounded look at how organizations don't just wait for the future but actively build it through their people.



# Vittiya - The Finance Club of DoMS

Vittiya acts as the department's financial engine, focused on turning complex economic theories into the kind of analytical thinking actually required in the industry. The club's goal is to bridge the gap between academic learning and the high-pressure reality of the financial world through a mix of simulations and strategic debates.

The year was packed with initiatives that tested our financial reflexes. The Bull vs Bear Challenge turned the room into a mock trading floor where we had to analyze real-time news to predict market sentiment, while the Budget Battle provided a grounded reality check on personal financial management. For those looking to test their



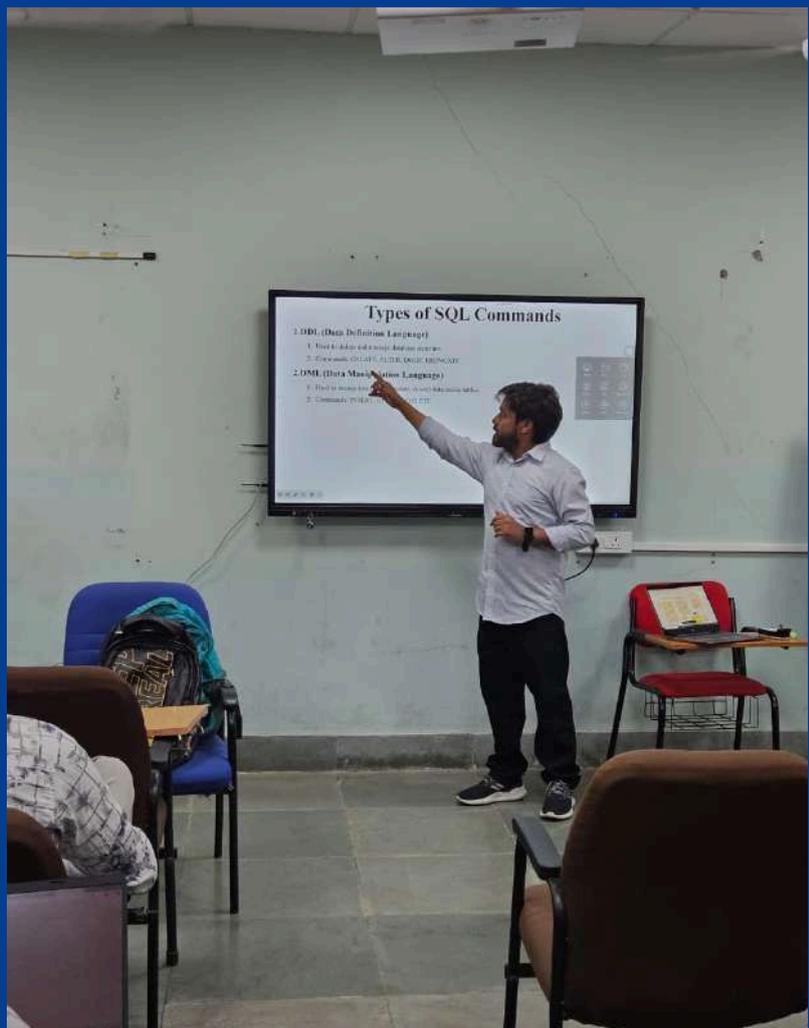
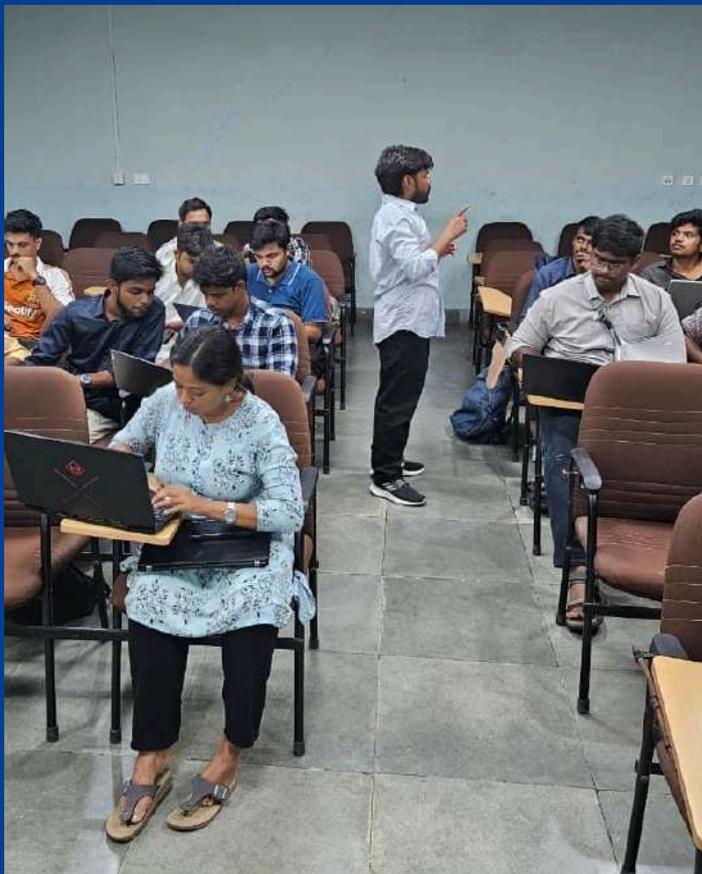
foundational knowledge, the club hosted a series of sessions including a Finance Quiz, a Bingo Quiz, and even a round of Dumb Charades focused on deconstructing complex financial terminologies.

Beyond the competitions, Vittiya made sure we stayed connected to the larger economic landscape. The Panel Discussion on the Union Budget allowed us to hear faculty and experts break down the actual implications of national policy on businesses and individuals. Combined with a steady stream of Guest Lectures from industry professionals, the club's work has been about building the technical grit and practical insights we need to actually thrive in a finance career.

# Analytica –The Analytics Club of DoMS

Analytica acts as the department's data wing, focused on turning raw information into the kind of analytical thinking actually required in the industry. The club's goal is to bridge the gap between academic theory and the high-pressure reality of data-driven decision-making through hands-on technical sessions.

On September 19, the club hosted a session with Prabhat Ranjan to move past the usual textbook definitions of data. We started with a clear roadmap to analytics before diving straight into SQL fundamentals and real-time query practice. For those in the room, the highlight was the shift from just listening to actually doing because the real focus was on using SQL queries to unlock the power of actual data sets. It was a vital reality check on the technical grit we need to actually thrive in the industry today.



# Regimen Club of DoMS

The link between our desks and the industry is built through the practical sessions hosted by Regimen. The club ran a high-energy **GD Marathon** for over 50 students, providing a vital reality check on the listening and teamwork skills we actually need for upcoming placement rounds. Alongside these drills, an **Aptitude Challenge** was held to shift the focus from simple math to the logic of leadership, practicing precision and strategic deduction under pressure.

Moving past the textbook, the club also hosted sessions to deconstruct the actual policy shifts hitting the news. One discussion debated the **impact of U.S. tariffs on Indian exports** and explored how GST 2.0 reforms might shift consumer spending while placing new pressure on luxury sectors. Another session moved into the **Electric Vehicle revolution**, questioning if India is truly ready for an all-electric future. From analyzing job losses in the textile sector to the global dominance of giants like BYD and Tesla, these sessions challenged us to think like industry leaders and stay ahead of the curve.



# TEACHER'S DAY

## *A Moment of Appreciation*



Moving past the initial rush of the semester, we put together a thoughtful Teachers' Day celebration to show some much-needed appreciation for the faculty who guide us every day. In a high-pressure place like DoMS, it was a grounded reality check for the whole batch, offering a rare moment to actually step away from the lectures and acknowledge the effort our professors put in throughout the year.

The celebration went way beyond just a formal event because it gave us a chance to connect with our professors in a way that usually isn't possible when we're just sitting in a typical classroom setting. Whether it was the small tokens of appreciation or just the light-hearted conversations in the hall, it was a reminder that the guidance we receive here is as much about mentorship as it is about the curriculum.

Seeing the faculty step out of their academic roles for a bit made the day a real highlight of the early semester. It showed that while we're all here for the grind, the human connection and the support they give us as we figure out our career paths is what really keeps the department moving.



# Sportfete 2025: DoMS on the Field

The energy for Sportfete 2025 started early with the mandatory marathon which served as the high-pressure qualifier for the entire tournament. Moving from the track to the courts, the department showed some serious competitive edge especially in the racket sports where we managed a complete sweep in both singles and doubles.

In **Badminton**, the men's team consisting of Srinivass K, Sanjay P, Jeyavelan, and Balaji M took the **first place** trophy while **Balaji M** was named the **MVP**. That dominance stayed on the court for **Tennis** as well where **Irin Maria** clinched the women's title and earned the **MVP** for her run. Even in the informal events, Kabilan and Irin Maria kept the momentum going by taking **first place** in **Pickleball**.

The field events saw a lot of grit too. The **women's Football team** fought their way through the semifinals to secure **3rd place** while the men's team put in a solid performance to reach the quarter-finals. On the Kho-Kho and Basketball courts, the women's teams both pushed through to the quarter-finals after some intense opening rounds. Beyond the physical games, we even proved our tactical side by winning **first place** in the **IPL Auction Mania** thanks to the strategy of Rahul, Sriram R, Muthukumaran, and Manoj. It was a great reminder that whether it is a match on the field or a strategic simulation, the department has the grit to compete.





## Onam: Beyond the Academic Grind

Onam at DoMS was less about a formal schedule and more about the festive spirit that brought the entire department together. The day kicked off with a student dressed as Mahabali which brought the perfect mix of humor and energy as the singing and dance performances began. These performances set a lively tone for the afternoon while we moved into the interactive games that broke the ice between batches.

From the lemon-and-spoon race and the chaotic rounds of musical chairs to the sweet-grabbing challenge, there was a genuine sense of play in the air that cut across years. The energy reached its peak at the very end with the tug of war. It turned into a serious test of strength because the competition was just as intense between friends in the same year as it was during the senior-junior face-offs.

Of course no Onam is complete without the food as sharing payasam and traditional sweets added that final layer of warmth. It gave everyone a space to step away from the lectures and just connect as a community.



# WINNING STREAKS

## The Batch on the Leaderboard

Over the last few months, we have seen a serious level of hustle from our students at national-level case competitions and fests. Leading the charge, Sowmya Gayatri, Suraj Kasula, and Keerthi Reddy Adla put in a massive effort to secure a 7th Rank as national finalists in September, before following it up with a huge National Win at another major competition.

## Dominating the Operations and HR Circuit at BIM Crescita

Our presence at BIM's flagship fest, Crescita, this November was especially dominant. Hemabaalan C brought home the Best Manager title, while also teaming up with Chithirai Selvan S and Ajay Saravanan A to take 1st Runner-up in the operations event, Sangramam. The momentum stayed with us in the HR domain too, as Hemabaalan, Chithirai, and R Sriram secured 2nd Runner-up in Zyme.



## Creative and Marketing Success

The winning streak continued in the marketing and HR arenas at Crescita as well. Poorna Shri, Abi Shri, and Shri Vaishnavi R put in a solid performance to secure 2nd place in Zyme and 3rd place in Marcation, proving that our batch has the grit to compete across multiple domains at once.



## Finance and Strategy Excellence

Finance and Strategy Excellence  
Our finance and strategy enthusiasts also put in a serious shift on the podium. Vimal Ram M secured the Runner-up spot at BIM's CRESCITA Fin-Verse in November, followed by a strong Runner-up finish by Vimal Ram M and Karthikeyan L at TAPMI's YUKTA Tron Gambit in December. Gaurav Singh Gariya emerged as the First Runner-up at CRESCITA Fin-Verse and later reached the finals of Egalité in March. In another national-level showdown, Saurabh, Migiran K, and Aathish G secured the 2nd Runner-up spot in the finance challenge, Fynergy.



# Diwali: Diyas and Conversations

Diwali brought a different kind of energy to the department as we swapped the usual academic rush for a more traditional setting. The entire floor was decorated with diyas and rangoli, completely changing the look of the hallways for the evening. It was a grounded moment for the batch to step away from the lectures and catch up in a more relaxed atmosphere.

The highlights were simple but meaningful. One of the second years took the lead for the puja, with several of our faculty members joining in to share the moment with us. We wrapped up the evening with some snacks and conversations, proving that sometimes the best department memories are the ones that aren't over-scheduled. It was a nice reminder that despite the heavy workload, the sense of community here is always there.



# Jingle & Mingle: A Festive Close

Jingle & Mingle brought the department together for a joint Christmas and New Year celebration in a relaxed setting. The evening started with cake cutting and a 2025 recap video that gave the batch a moment to look back at the year's hustle before the music and dance performances took over.

The floor stayed busy with games and some fun competition between seniors and juniors. The real spirit of the night came through during the Secret Santa reveal, where weeks of anonymous gifting ended in a lot of genuine humor and connection across the department.



# GUEST LECTURES

## **The Role of IT in Marketing: A Session with Mr. Raj Balaji**

On August 8, as part of the BAITC course, we hosted Mr. Raj Balaji (Director, Ninjakart) for a deep dive into the growing role of IT in marketing. Moving quickly past the theory, he focused on the actual shifts he has seen across the industry and the massive opportunities currently opening up in the IT sector.

Drawing from his own professional journey, Mr. Balaji shared a grounded reality check on how technology has become the engine behind modern marketing strategy. For those in the room, it was a practical look at how IT and business goals actually mesh in a fast-paced ecosystem.



## **Project Management: A JIRA Workshop with Ms. Swathy Sathish K**



On August 9, we hosted Ms. Swathy Sathish K for a hands-on workshop focused on Jira, the software that powers modern Agile teams. Moving past the technical manual, the session focused on the practical side of managing sprints and tracking progress in a real-world project environment.

For the batch, the highlight was using the software to solve actual coordination problems through group assignments. Ms. Swathy provided a grounded look at the digital tools needed to lead as a product owner, while Dr. Sridevi Peraiya made this practical learning opportunity possible.

## **Alumni Guest Lecture: A Session with Mr. Rashmi Ranjan Mohapatra**

On September 1, we welcomed back one of our own, Mr. Rashmi Ranjan Mohapatra (CEO, Parry Enterprises - Murugappa Group). It's always a different kind of energy when an alumnus returns to the halls, and Mr. Rashmi moved quickly past the usual corporate talk to focus on the reality of leadership and personal excellence.

The session was a vital reality check on the "human" side of the industry. Rather than just discussing market challenges, he focused on the importance of balancing professional drive with mental and physical well-being. For the first-year batch, his talk on life principles and the power of passion offered a perspective that goes well beyond the textbook. It was a grounded look at how real-world decision-making starts with self-care and a clear mindset. A sincere thank you to Dr. Sridevi Peraiya for facilitating such a meaningful homecoming session.



# GUEST LECTURES

## **Global Talent & Succession: A Session with Ms. Hema R.**

On September 8, we hosted Ms. Hema R. (Standard Chartered GBS) for a deep dive into the high-stakes world of succession planning. Moving past the usual textbook theory, she showed us how building a leadership pipeline is about ensuring long-term organizational resilience rather than just filling roles.

Drawing from her experience at Standard Chartered, Ms. Hema introduced the batch to the actual strategies that drive productivity and trust in virtual workplaces. It was a vital reality check on how leading organizations manage teams across different geographies, while Dr. Prince R made this practical session possible.



## **Product Design: A Figma Workshop with Mr. S. Sudharshan**

On September 13, we hosted Mr. S. Sudharshan for a hands-on workshop focused on Figma, the tool that has fundamentally changed how digital products are built. Moving past design theory, the session was built around the practical side of collaboration and rapid prototyping.

For the batch, it was a deep dive into the real-world workflow of product managers. Mr. Sudharshan walked us through how teams bring raw ideas to life, moving quickly from a concept to a functional design. It was a vital reality check on the "doing" part of product management, where knowing the tools is just as important as the strategy.

## **Web Analytics: A Session with Mr. Sasi Chakravarthi T**

On September 15, we hosted Mr. Sasi Chakravarthi T (Wipro VisionEDGE) for a look into the engine room of digital strategy. Moving past basic metrics, he showed us how web analytics actually works as a tool for decoding user behaviour and making high-stakes business decisions.

Using real-life examples, Mr. Sasi walked the batch through how organizations translate raw data into actionable marketing strategies. It was a vital reality check on how businesses today use data to drive actual growth rather than just filling up a spreadsheet.



## **Product Management & Advertising: A Session with Mr. Naresh Kumar**

On September 17, we sat down with Mr. Naresh Kumar (Zoho) for a session on the high-stakes intersection of product building and brand positioning. Moving past the usual theory, he showed us how innovation alone isn't enough unless a product actually solves real customer problems. For the batch, it was a vital reality check on how strategy and customer impact are just as critical as technical features when it comes to scaling in a competitive market. He broke down the actual friction between designing a feature and making it marketable, which is a perspective we rarely get from just reading case studies.



# GUEST LECTURES

## **Sales & Marketing: A Session with Mr. Ranjit Saswadan**

On September 20, we hosted Mr. Ranjit Saswadan (AGM – Sales, Sony India) for a deep dive into the bridge between theory and the high-pressure world of retail strategy. Drawing from his years at Sony, he moved quickly past the usual textbook definitions to show how things like distribution expansion and channel management actually function in a competitive market.

For the batch, the session was a grounded reality check on how classroom concepts translate to the sales floor. Instead of just talking about marketing frameworks, Mr. Ranjit focused on the practical mechanics of leadership and building a brand's presence on the ground. It was an invaluable look at the reality of sales where strategy has to meet execution to survive.



## **E-Commerce Insights: A Session with Mr. Jagan Praveen R**

On November 7, we hosted Mr. Jagan Praveen R (Shopify) for a look into the operational machinery of modern e-commerce. Moving past the usual marketing buzzwords, he showed how massive online campaigns are actually orchestrated operations that balance inventory, logistics, and customer trust.

The highlight was his breakdown of the strategic divide between Marketplaces and D2C models. He explained how brands must choose their channel mix based on their specific audience, providing a practical look at how strategy and technology come together to actually scale.



## **Agile Development: A Session with Ms. Saranya J**

On January 24, 2026, we hosted Ms. Saranya J from Spritle Software for a deconstruction of how Agile methodology actually works in the real world. Moving past the textbook, she reframed Agile not just as a set of rules, but as a mindset centered on flexibility and iterative growth.

The highlight was a hands-on activity where the batch moved from theory to practice—writing user stories and navigating the same product backlog challenges faced by industry product owners. For those of us in the room, it was a vital reality check: modern development isn't just about the code; it's about the tricky balance of teamwork and technology-driven execution.



# GUEST LECTURES

## **Building a Legacy: A Session with Mr. Ramachandra Sivaramakrishnan**



We hosted Mr. Ramachandra Sivaramakrishnan for an unfiltered look at the journey of building Amaron Batteries. Moving past standard business theory, he showed us how every element of their strategy was designed to create a lasting brand in the customer's mind rather than just selling a product.

The session was far from a dry lecture. From the Sam Manekshaw "Yes, sweetie" dialogue to linking corporate strategy with cricket's off-stump deliveries, the insights were as engaging as they were practical. For those of us in the room, his mantra was clear: differentiate or perish. He reminded us that the goal is to make the world a better place because profits are simply the byproduct of doing that well. A big thank you to Dr. Nivethitha S for facilitating a session that felt less like a lecture and more like a collection of essential life lessons.

## **Advertising in the age of AI: A Session with Dr. Biswajita Parida**

On February 20, we hosted Dr. Biswajita Parida from IIT Delhi for a deep dive into how AI is actually changing, not just talking about the advertising world.

She moved quickly past the usual hype, focusing instead on how data-driven personalization is now the main engine behind creative strategy. For those of us in the room, it was a vital reality check: the future of marketing isn't just about algorithms, it's about that tricky balance between human intuition and machine precision. It was exactly the kind of forward-looking session we needed.



## **Career Pathways: Industry Readiness with Mr. Bala Pachyappa**

On March 14, the department sat down with Mr. Bala Pachyappa (Founder and CEO, Axrad Renewpower Agri Machines) for a session that cut through the usual success stories to focus on what industry readiness actually looks like. Drawing from his own entrepreneurial journey, he moved past the textbook definitions of leadership to share the practical lessons he learned while building his own company.

The discussion focused on the technical grit needed to bridge the gap between our MBA classes and what the industry expects from us on day one. A major highlight was his talk on lesser-known internship pathways and his offer of live project opportunities for the batch. For those in the room, it was a vital reality check on how to get hands-on experience and real-world mentorship before we even graduate.



# GUEST LECTURES

## Life and Legacy: Measuring Success with Dr. Palan R.C.

Moving past the usual industry-focused sessions, we sat down with Dr. Palan R.C. (Pro-Chancellor, Cyberjaya University) for a talk that hit a lot deeper than the average lecture. Based on the theme "How Will You Measure Your Life," the session moved away from typical corporate jargon to focus on the actual values and purpose that define a career in the long run.

Drawing from his own journey and his work with the Palan Foundation, Dr. Palan shared stories that forced us to think about the kind of legacy we want to build. It was a grounded reality check on the human side of management and a reminder that our time here is about more than just clearing the next interview. Instead of just chasing the next promotion, the discussion pushed the batch to define what a meaningful life looks like on our own terms.



## Mock Interviews: Prepping for the Corporate World

Transitioning from a classroom to a high-pressure interview room takes more than just textbook knowledge, which is why the department brought in three of our alumni to put the second-year batch to the test. Mr. Rohit Kumar (Celonis), Mr. Vijayakumaran Rengaraju (Caterpillar), and Mr. Srinivasan Arunachalam (HCLTech) returned to campus to conduct a series of Mock Interviews, giving us a much-needed look at what top-tier recruiters are actually looking for.

For those of us in the hot seat, it was a vital reality check on our technical grit and how we handle tough questioning under pressure. Moving past the usual peer-to-peer practice, these sessions offered the kind of unvarnished feedback you can only get from people who are already navigating the corporate world. It was a serious preparation effort that helped bridge the gap between our academic theories and the actual expectations we'll face once the placement season kicks in for real.





## Pongal: A Harvest of Shared Memories

Pongal was observed with that same level of enthusiasm starting with a quiet pooja attended by students, faculty, and research scholars. Things picked up quickly with the Rangoli competition which added some much-needed color to the campus and a friendly cooking battle between the first and second years.

What really stood out was the inclusivity of the day. Seeing students from non-Tamil backgrounds take the stage for the Thirukkural recitation after practicing the verses with their peers was a great reflection of how we learn from each other here. The festivities wrapped up with some high-energy games like Uriyadi where even the faculty and PhD scholars joined in the fun. Ending the day with a traditional meal served on banana leaves made the whole celebration feel authentic and right.



# ALUMNI MEET 2026

## More Than Just a Reunion

At DoMS, graduation isn't a goodbye, it's just the beginning of a different connection. Much of that continuity is thanks to the Alumni Committee. As the "invisible bridge" between our classrooms and the professional world, they put in the quiet hours, tracking down contacts across time zones and organizing the mentorship chats that help us navigate life after campus.

This year's **Alumni Interaction Meet on February 14th** brought that mission to life. The campus was charged with a rare energy as alumni returned not just as industry leaders, but as mentors and friends. What could have been a stiff, formal event felt like a genuine homecoming, filled with spontaneous catch-ups and shared insights.

The day was a testament to the Committee's meticulous work. Whether they were steering panel discussions or ensuring every guest felt at home, their late-night planning turned a simple database into a living support system. For those of us still in the classroom, hearing "war stories" from the old days while receiving candid career advice was incredibly grounding.

To our alumni: thank you for your time and the wealth of experience you brought back to campus. And to the Committee: thank you for making the complex look effortless. You've reminded us that once you're part of the DoMS family, you're in it for the long haul.

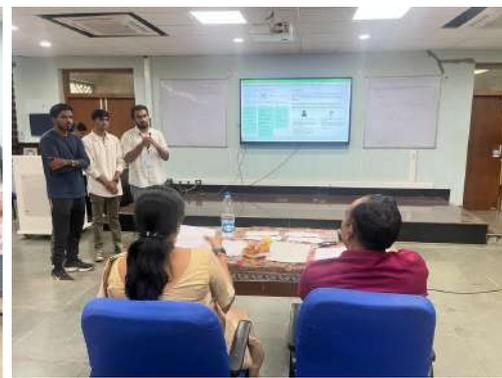


# MANIGMA AT PRAGYAN 2026: MANAGEMENT IN A TECHNICAL FEST'26

From February 20 to 22, Manigma brought a different kind of energy to Pragyan 2026. While Pragyan is known as a technical fest, our vertical was there to prove that management expertise is just as critical. The events were built and managed by DoMS students who worked in constant coordination with the central Pragyan core team to make sure everything ran without a hitch.

Over those three days, we ran four flagship events that touched every major business domain. Marketing Hub was a deep dive into branding and strategic thinking while Budget Showdown tested how well participants could handle financial pressure. We also hosted The Ultimate Manager to evaluate all-round capability and Startup Arena which provided a real platform for new business ideas.

What made Manigma significant was the level of coordination behind it. Staying in sync with the central team while managing our own events was a masterclass in organizational grit. It was a meaningful chance to showcase our domain depth on a much larger campus stage and a reminder that management expertise has a very strong place in a techno-managerial landscape.



# CSR

## Career Guidance and Community Action

On February 26, the department stepped out for a CSR initiative at the local Government Higher Secondary School. It was more than just a formal requirement; it was a chance to actually sit down with the students and help them navigate the choices they face as they look toward the future.

While the guidance sessions provided a space to talk through the fundamentals of professional growth, the real energy of the morning was out on the school campus during the plantation drive. We spent the better part of the day digging in and planting trees together, which turned out to be a simple but powerful way to put the idea of collective action into practice. It wasn't just about the environment but also the shared effort between our batch and the school students.

To wrap up the classroom session, we conducted a quiz to see what they had picked up, and seeing the winners receive their awards was a great highlight. For those of us who went, the day was a much-needed break from our usual routine and a reminder that our management skills have a real place in the community. The experience also helped us build a stronger sense of responsibility toward social impact beyond the classroom. It was a meaningful day that left both the students and our team with valuable lessons and lasting memories.



Two Days, Nine Events, One DoMS

# NISADYA'26



On February 27 and 28, the campus shifted gears as Nisadya 2026 took over. It was more than just a management fest because it served as a 48-hour showcase of the kind of coordination that only happens when a department works in total sync.



The academic lineup touched every corner of the business world. From marketing instincts in the Merx case study and HR strategy in Pravaran to the financial and analytical rigor of Vriddhi, the sessions pushed participants to think on their feet. Praxis brought operational problem solving and Strategy Sprint focused on consulting grit while flagship events like Chanakya for best manager and Uttar for the business quiz kept the competitive bar high. Between the Sankalp business plans and the high-voltage energy of the Bidstorm IPL auction, there was a specific rhythm to the weekend that felt both professional and intense. Even the Manifest - Business charades added a layer of strategic fun to the mix.



The informals brought their own energy to the stage. Day 1 featured a live performance by Laya – The Band which set the tone for the celebrations. By Day 2, the spotlight belonged entirely to DoMS as our in-house band and dance teams turned the stage into a true department showcase.



What really made Nisadya stand out was the human machinery behind it. The entire event was built by the students from the ground up. Our second-year team led the way with the two Chairpersons, functional heads, and managers working alongside a dedicated group of first-year coordinators. With the constant backing of our faculty and the HOD, the fest became a masterclass in collective ownership. It was a reminder that when we pull in the same direction, we can create something much bigger than just a two-day event.



**NISADYA'26**

# Faculty Spotlight

## Dr. Janarthanan Balakrishnan



With a background that spans both industry and academia, **Dr. Janarthanan Balakrishnan** brings a grounded perspective to the Marketing area at DoMS. His work moves quickly past basic theory and into the technical mechanics of **Digital Marketing** and **Social Media**, where he uses actual industry tools to decode consumer behaviour. His research has a massive real-world footprint, especially his work on “**Selfitis**,” which caught global attention with over 650 newspaper impressions worldwide. For the batch, having a mentor with this kind of practical expertise is a vital reality check on what it takes to lead in the digital landscape.

### **Research Pulse: Recent Publications**

#### **Examining Digital Nudges to Influence Pro-Environmental Behavior**

Journal of Computer Information Systems (ABDC A Category), August 2025

This study examines how small design changes in digital platforms can encourage environmentally responsible behavior. It shows how “**nudges**” can influence users to make greener choices without restricting their freedom.

#### **Leveraging AI in Recruitment: Enhancing Intellectual Capital**

Journal of Intellectual Capital, November 2025

This paper explores how **Artificial Intelligence** can improve hiring processes and strengthen an organization’s knowledge base. It explains how firms can use AI strategically through the **Resource-Based View and Dynamic Capability Framework** to build long-term competitive advantage.

#### **Drivers of Continuance Intention for Robo-Advisors**

Aledari, August 2025

This study investigates why users continue to use **robo-advisory financial services** in the evolving **Fintech** landscape. It highlights the critical importance of trust, ease of use, and perceived value in digital financial decision-making.

# ACHIEVEMENTS & MILESTONES

## Research and Academic Impact by Our PhD Scholars



### Research Strategy: Mr. Udayakumar Thiyagarajan

Beyond the publications, **Mr. Udayakumar Thiyagarajan** has been putting in the quiet hours to sharpen his technical skills through **manuscript bootcamps** and advanced **data modeling**. He is also doing the heavy lifting of bridging academia with industry by preparing project proposals for organizations like **NLC India Limited and Larsen & Toubro**. His work is a reminder that securing **CSR and innovation funding** is just as much about strategy as it is about research.

### Marketing Excellence: Mr. Muhammed Ismail N

**Mr. Muhammed Ismail N** took home the **Best Paper Award** at the **Management Doctoral & Researchers' Colloquium 2025**. His research moves past the initial adoption of technology to look at what actually keeps **farmers engaged** in **digital agricultural marketplaces** over the long term. It is a serious deep dive into how **self-efficacy and innovativeness** shape the way technology is used on the ground.



### Finance and AI: Mr. Manikandan O

In the **Journal of the Operational Research Society**, **Mr. Manikandan O** introduced a **hybrid AI model** designed to handle massive **bankruptcy datasets**. By combining different neural networks, his research provides a way to increase **prediction accuracy** while significantly cutting down the actual **computation time**. It is a practical look at how machine learning can do the heavy lifting in complex financial analysis.

### Cognitive Psychology: Ms. Josephine Priya L

**Ms. Josephine Priya L** recently published her work in the **British Journal of Guidance & Counselling** where she explored how fast thinking can lead to biased career choices. Her study is a vital reality check on how intuitive decision-making often causes students to jump to conclusions too early. It is a grounded reminder that critical thinking is just as important during career exploration as it is in the classroom.



# SPORTS

The department's presence on the national stage reached a new high at the **All India Inter-NIT Lawn Tennis Championship** held at VNIT Nagpur. **Irin Maria** put in a serious shift on the court to secure 1st place and bring home the **gold medal** for the institute. Her dominance throughout the tournament was clear as she was named both the **Best Player of the Tournament** and the **Best Performer**. It was a massive test of skill and mental strength to go up against the best players from across the NIT network and come out on top. For those of us in the department, seeing her bring back the trophy is a proud reminder that our talent can win at the highest level.



Between January 9 and 11, **Puram Sanjay Kumar** represented DoMS on the national stage at the **Inter-NIT tournament** held at NIT Surathkal. Competing against teams from 31 NITs across the country, Sanjay secured the **bronze medal** after a high-stakes third-place match against NIT Rourkela. It was a serious test of resilience and mental strength where he had to perform under pressure to secure the podium finish. For the rest of us in the department, seeing him balance the academic grind with this level of athletic discipline is a great reality check on what dedication looks like. His success is a proud reminder that our talent at DoMS isn't just limited to the classroom or the boardroom.



# FROM THE EDITORIAL BOARD

This edition is just a snapshot of the hustle happening here at DoMS, but the real work continues every day in our classrooms and across the hallways. We hope these pages give you a sense of the energy and the collective effort of the batch. It's a look at how we're growing as a department, and we're glad to have you following our journey.

## **The Newsletter Team,**

Nandhini S (Chief Editor)

Limy Margret Mathew (Proofreader)

Nithishh Kumar & Muralidharan (Lead Correspondents)

# FOLLOW THE HUSTLE

We post our latest updates, student wins, and campus highlights on our official handles. Give us a follow to stay in the loop:

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