



Dr Fr John P J
Executive Director, BSSS IAS

National Research Poster Presentation Competition (NRPPC)

National Research Poster Presentation Competition on the topic- 'Digitalization: A Catalyst for Sustainability and Innovation' for undergraduate students across the nation. The competition provided a platform for student researchers to harness their analytical abilities, presentation skills, to exchange ideas and explore innovative solutions that fosters a culture for research. The poster presentation further allowed the researchers to use their creativity for easy comprehension and understanding of their studies. The event was a gathering of innovative minds and thought leaders with Mr. Manish Rajoria, Chairman of Career group being the Chief Guest of the event. Ms. Yule Paul from The Bhopal School of Social Sciences, Bhopal stood out as the winner of the event, Ms. Nishita Dutta from Institute of Excellence in Higher Education, Bhopal became the first runner up and Mr. Jagadish Nayak from DRIEMS University, Cuttack turned up as the second runner up.

Dear Readers,

We are pleased to present the Quarterly Newsletter - "Manthan" Vol.3 Issue 1, Jan-Mar 2024 for the first quarter of the year 2024. The quarter experienced many academic, extra-curricular, and co-curricular activities. The major attractions of this quarter were National-level collaborative events, student engagement programmes, and the placements of the MBA Batch 2022-24. We place our sincere gratitude to the entire 'Manthan' Newsletter team for compiling the newsletter.

We are looking forward to another eventful quarter!

Editorial Team

Message from Executive Director

I extend my heartiest wishes for the New Year. As we embark on a new chapter of our esteemed organisation, we find ourselves poised at the intersection of reflection and anticipation, ready to embrace the opportunities for the institution. I am immensely proud of the remarkable achievements and milestones we have attained together in the past year. Our collective dedication to academic excellence and holistic development has fortified our reputation, instilling a sense of pride in every member of our institute's family. Our students have secured placements in leading organisations across various industries. It fills me with immense pride to witness our graduates embark on promising careers armed with the knowledge, skills, and values imparted by our institution. We thank the efforts of the placement cell, the students, and the faculty for their unwavering support and perseverance towards getting the students placed. One of the prime attractions for the New Year was the 'Colloquium' on Industry-Academia Collaboration to Fortify Sustainable Management Practices, conducted by the institution. Industry experts addressed and interacted with the

students to impart essential learnings about sustainable practices and collaboration between academia and industry to foster innovative and sustainable leaders of the future. The all-round development of students has also been given focus through various club activities conducted within the institute that allowed interaction, promoted teamwork, and provided an opportunity for learning through extracurricular activities. For the entrepreneurs among the students, the Innovation Council organised an interactive session with an established expert to foster innovation and inspiration. To promote the importance of primary education, excursions to villages were made where the students interacted with people to educate and enlighten them about sanitation and the importance of education. Furthermore, visits to reputed industries allowed students to gauge how operations are carried out along with an insight into the functioning of an organisation.

As we look ahead, let us seize the opportunities this New Year brings forth with enthusiasm and determination, knowing that our collective efforts will continue to propel us towards greater heights of excellence.

'Colloquium 2024'



Colloquium 2024: Industry-Academia Collaboration was hosted by the institute on 19th January 2024. The event provided a valuable platform for stakeholders to exchange knowledge, share experiences, and explore opportunities for collaboration in advancing sustainable management practices. The key takeaways of the event were integrated approach that combines academic research, industry knowledge, and stakeholder engagement which are critical for addressing complex sustainability

challenges effectively. By leveraging the collective expertise and resources of academia and industry, students are better positioned to drive a positive change. The eminent speakers were: Dr. Suresh Kumar Jain, Vice-Chancellor, Barkatullah University Bhopal, Mr. Nixon Joseph, CEO, CLT India, Mr. Debasish Gupta, Vice President, 3M India Limited, Mr. Pulkit Sharma, Vice Chairman, CII, MP & Executive Director, Daulat Ram Engineering Services Pvt Ltd, and Mr. Dibyajyoti Pattanaik, Director, Annapurna Finance.

guru mantra

Role of Ethical Leadership in Shaping Business Education Curricula



Ethical leadership plays a pivotal role in shaping the curricula of business education programs worldwide. As the business landscape continues to evolve, there is a growing recognition of the importance of integrating ethical principles into business education to prepare future leaders who can navigate complex ethical challenges.

One of the key roles of ethical leadership in shaping business education curricula is establishing the ethical climate at the top levels. Faculty and administrators who demonstrate ethical leadership in their own conduct and decision-making create a culture that values integrity and ethical behavior. This culture permeates through the curriculum, influencing the design of courses and the selection of topics covered. Ethical leadership also influences the content of business education curricula. Courses on ethics and corporate social responsibility and sustainability are now standard components of many business programs, reflecting a broader recognition of the importance of ethical considerations in business decision-making. These courses are designed to challenge students to think critically about ethical issues and develop their own ethical framework that they can apply in their future careers.

Ethical leadership can shape the delivery of business education. Teaching methods such as case studies, role-playing exercises, and simulations are commonly used to help students apply ethical principles to real-world situations. These methods not only enhance students' understanding of ethical issues but also equip them with the skills to make ethical decisions in their professional lives. Championing values of integrity, responsibility, and social awareness, ethical leaders set the foundation for a learning environment that nurtures principled decision-making and ethical conduct. This influence extends beyond mere course content, permeating the very fabric of how business education is perceived and practiced. As we navigate the complexities of a rapidly changing business landscape, the role of ethical leadership in shaping curricula remains not only crucial but essential in molding future leaders who are not just proficient in business acumen, but also grounded in ethical principles that drive positive change in the world.

Nidhi Khurana

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Cultivating Ethical Leadership in B-Schools



Do you remember the popular children's story where a Boy cried Wolf? I'll remind you - there was a boy who lied multiple times that the wolf had come to eat him as a prank because it was fun. And each time the villagers rushed to the top of the mountain to save him. But then they got sick of his lies & unfortunately that day the wolf came. He screamed & screamed for help but nobody came to his aid. This story was part of every primary school curriculum in some shape or form. It taught us - "Don't lie." Lying is unethical.

Just like hundreds of such stories along our formative years has shaped our moral compass that we use in everyday life, I advocate the inclusion of case studies in the business school curriculum that foster ethical behaviour within constraints of leading a profitable business. Identifying values is easy but sticking to them takes guts specially when the trade-off is profit. Practicing values is often considered synonymous to limited operational freedom. But you have the fortitude to see values through, you will differentiate yourself from the competition & WILL win in the long run. And this skill must be taught & ingrained in the business leaders of tomorrow at business schools.

It is bad ethical judgement that made Mallya go from 'the king of good times' to 'the most wanted fugitive'. He took away the employment of thousands of people as he went down. There are many such examples in the history of Indian business where a lapse in judgement made by the leader collapsed empires. The leader in such cases chose short term profit over long term reputation. And in the world of business reputation is everything. It is this reputation that enables your suppliers, customers & other stakeholders to trust you. To invest their money & time with you.

An ethical leader is like patient zero infected by the good virus of "ethics" which slowly spreads to his immediate team & gradually the whole organisation. By setting consistent examples of ethical behaviour, ethical leaders inspire their teams to spot and mend ethical issues. They set a tone on how ethical dilemmas should be tackled - always operating with the end goal of creating maximum value for most number of elements of society.

Prachi Madan

CEO
M/s. NKM Cables & Strips Pvt. Ltd.

Ethical Leadership: Integrating Values into Business Education



In the ever-evolving landscape of global business, the significance of ethical leadership cannot be overstated. As we navigate complex socio-economic challenges, ethical leaders play a pivotal role in shaping responsible and sustainable

business practices. This write-up delves into the imperative of integrating ethical values into business education, emphasizing the transformative impact it can have on the future leaders of the corporate world.

Ethical leadership transcends conventional management approaches by placing a strong emphasis on values, integrity, and social responsibility. By instilling ethical principles into the curriculum of business education, we not only mold skilled professionals but also cultivate responsible leaders who are equipped to navigate ethical dilemmas and foster positive organizational cultures.

One key aspect of integrating ethical values into business education is fostering a deep understanding of the consequences of business decisions for diverse stakeholders. This requires a comprehensive approach that goes beyond theoretical frameworks and case studies, encouraging students to critically examine the ethical dimensions of real-world business scenarios.

Business schools must take a proactive stance in embedding ethical considerations into every facet of the learning experience. This involves not only incorporating dedicated courses on ethics but also infusing ethical perspectives into core business subjects. Through experiential learning, simulations, and case discussions, students can develop the skills and mindset necessary to make principled decisions in complex business environments.

Moreover, ethical leadership should extend beyond the classroom. Business schools must create a culture that promotes integrity, diversity, and inclusivity, mirroring the values that ethical leaders uphold. Engaging students in community service, ethical leadership forums, and collaborative projects can further enhance their understanding of the interconnectedness between business and society.

As we strive to shape a new generation of business leaders, the integration of ethical values into business education is not just a choice; it is an imperative. By fostering ethical leadership, we empower students to become agents of positive change in the corporate world, driving businesses towards sustainability, responsibility, and long-term success.

Chand Saini

Assistant Professor (Marketing & Analytics)
The North Cap University, Gurugram, Haryana, India



Industrial Visit to Adani Wilmar



SMARTe Investor Awareness Program

Academic Appetizers

Sustainable Living Practices



The duration between birth and death is the ultimate truth—life. To do well and to do the right thing must be one's focus before completing this period of existence. We get to see in the newspapers and over our feed in online applications the rising problem of depletion of natural resources, resulting in scarcity, hunger, climate change, and whatnot. Have you ever asked yourself, "Is my lifestyle a reason for this crisis?" The answer to your question would be a big yes. We tend to forget to switch off the lights and fans in our room. We use plastic bags to store household and grocery items. We hop on bikes and cars, even if we want to go to a neighbour's house. Just like these, there are numerous reasons resulting in the depletion of resources. Sustainable living is a way of minimizing your dependency on natural resources by replacing what you use to the greatest extent possible. Organizations and officials are not the only ones tasked with bringing about changes to conserve these scarce resources. If we are to see the desired advancement, individual choices must be gradually enhanced through a collaborative effort. Here is how to put inexpensive, low-effort solutions into action. Take into consideration your usage. What materials do your everyday belongings, such as your toothbrush and wastebasket, consist of? Choosing sustainably produced and recyclable products helps mitigate your ecological impact.

Ensure substantial choices regarding your purchase. Give focus to how your clothes originate. Make healthier food choices. Reduce food waste. Analyze precisely what's on your kitchen cabinet and learn about its origins, including where the components came from and how it was packed. Nevertheless, we should try our best to leave this world better than we found it.

Ms. Alisha Sara Shibu
MBA (Dual), Batch 2023-25

Embracing Sustainable Work Practices



Responsible business practices today, cannot exist without sustainable practices and habits. Adopting sustainable work practices not only benefits the environment but also contributes to long-term organisational success. It does so by prioritising sustainability in the workplace so companies can reduce their carbon footprint, conserve resources, and promote social responsibility. One key aspect of sustainable work practices is implementing energy-efficient measures such as using renewable energy sources, optimising lighting and heating systems and reducing waste through recycling and composting programs. Additionally, encouraging employees to telecommute or carpool can significantly reduce greenhouse gas emissions associated with commuting.

Furthermore, embracing sustainable procurement practices by sourcing eco-friendly materials and products can help mitigate environmental impact throughout the supply chain. Investing in employee training and education on sustainability issues fosters a culture of environmental awareness and responsibility. Ultimately, integrating sustainable work practices into business operations not only aligns with corporate social responsibility goals but also enhances brand reputation and competitiveness in an increasingly eco-conscious marketplace. By making sustainability a priority, organizations can pave the way for a greener, more sustainable future for generations to come.

Mr. Vatsal Mehrotra,
MBA (Dual), Batch 2022-24



Oratory Odyssey

The 'Thinking Hats Club' organized 'Oratory Odyssey', a Speech Competition which illuminated the eloquence of Batch 2023-25. Ms. Jigyasa Sharma clinched the first prize, followed by Ms. Alisha S. Shibu in second place and Ms. Soumya Tiwari securing the third prize.



Talking Titans

The 'Thinking Hats Club' organized 'Talking Titans', a Group Discussion competition. The first prize was bagged by Mr. Sameer Raina, the second prize by Mr. Mayank Chandwani and the third prize by Mr. Mukul Paul. Best Group for Group Discussion was Group EDGE. The event was graced by RJ Arsh from 93.5FM. The event reflected depth of intellectual engagement among students.



Case Quest

The 'Thinking Hats Club' organized 'Case Quest', a Case Study Presentation Competition. Mr. Mukesh Saxena, HR Head, Adani Wilmar was the Chief Guest of the event. The winners were Team Case Crunchers, the second prize was bagged by Team Challenge Champions while Strategic Mavericks secured the Bronze medal.



Panel Discussion- Budget Expo

The 'Fin Win Club' organised 'Budget Expo', a panel discussion featuring six distinguished Chartered Accountants: CA. Saurabh Shrivastava, CA. Hemant Jain, CA. Navneet Garg, CA. Anshul Agrawal, CA. Mithun Malviya, and CA. Jaydeep Bansal. The event commenced with a live presentation of the Union Interim Budget 2024, providing real-time insights into the economic roadmap of the country.



Expressathon

The 'Thinking Hats Club' organized 'Expressathon', an Extempore Competition that brought together the students of Batch 2023-25 to showcase their impromptu speaking skills. The first prize was bagged by Ms. Jigyasa Sharma, Ms. Alisha Sara Shibu turned up as the first runner up and Mr. Md. Arham Khan was the second runner up.



Brain Battle

The 'Brain Battle' organized by the 'Biz Wiz Club' was a thrilling showcase of knowledge and wit in the realm of business. Team BSSS TITANS comprising of Mr. Aalam Chughtai, Mr. Mayur Yadav and Mr. Abhishek Patidar emerged victorious. The second prize was awarded to Team JARVIS comprising of Mr. Mukul Paul, Mr. Ashish Khatri and Ms. Muskan Bhargava.



Sports Week

The 'Sports Club' of the institute organised 'Sports Week', for the students to foster a culture of sports and camaraderie. The event consisted of Dunk Battle Championship and Interclub Spike Show, engaging participants and spectators in a wide array of sports namely, Badminton, Basketball and Volleyball.



Unnat Bharat Abhiyan

The 'Nature Club' under Unnat Bharat Abhiyan organized a rural visit to Village Dhandhar Raisen district where activities such as plantation drive, women health and hygiene awareness and the importance of education to primary school students were conducted. The solutions to the prevailing situations were researched, suggested, and submitted to the village for implementation.

MY START-UP STORY

The Innovation Council successfully organized the My Startup Story session on 21st February 2024 by Mr. Yash Jain, Founder - Online Systems Solution, Advertising360 and ModernSoul. The interactive session allowed students of BSSSIAS to gain first-hand knowledge of the entrepreneurial landscape and clarity on the journey as an entrepreneur. Mr. Yash Jain also highlighted the challenges he faced on his journey and how he overcame them to inspire the students. Aspiring entrepreneurs and members of IIC also attended the session at the institute.



Indoor Arena Competitions



National Youth Day

Faculty Publications

Journal Publications

1. Dr. Pooja Gupta, Dr. Gowri Shankar, Laxhminarayan Das, Deeksha Joshi, Dr. Sonal Pathak, Dr. Sashikala V., "Investigating the Influence of E-Loyalty And E-Satisfaction on Repurchase Behavioral Intentions in the Online Shopping Realm", European Economic Letters, ISSN 2323-5233, Vol 14, Issue 1 (2024), pp 1377-1382. ABDC-Category C Journal Publication.
2. Sanghamitra Behera, Sushil Kumar Gupta, Pooja Gupta, Afa Asif Qidwai, Ishrat Rasool, L. Jayanthi, "Strategic Insights into Financial Management Challenges Faced by SMES", Journal of Informatics Education and Research, ISSN: 1526-4726, Vol. 4, Issue 1 (Mar 2024), ABDC (C) Journal Publication.

Book Chapters

1. Dr. Pooja Sharma, Chapter published in the book 'Sustainability and Education: Key Issues, Challenges & Innovative Practices' on the topic " Sustainable Innovations in Global Retailing", Published by Redshine, Sweden, January 2024. ISBN :978 91 89764 75 0.
2. Dr. Pooja Sharma, Chapter published in the book "Online Pedagogy" on the topic "Evolving trends in Online Pedagogy" Published by Crosby, February, 2024. ISBN 978-93-91654-245.
3. Ganeshkumar, C., David, A., & Sankar, J. G. (2024). *Blockchain Technology Acceptance in Agribusiness Industry. In Blockchain Transformations: Navigating the Decentralized Protocols Era* (pp. 239-260). Cham: Springer Nature Switzerland.
4. Sankar, J. G., & David, A. (2024). Transforming the Travel Landscape: Smart Contracts in Tourism Management. In *Decentralizing the Online Experience With Web3 Technologies* (pp. 246-266). IGI Global.
5. Sankar, J. G., & David, A. (2024). A Comprehensive Examination of Mobile Augmented Reality in Tourism (MART) Adoption: Using the UTAUT2 Framework. In *Contemporary Trends in Innovative Marketing Strategies* (pp. 241-262). IGI Global.
6. Nag, Amit; Dubey, Atul; & Joshi, Rahul. (2024, March). Internal Auditor's Pivotal Role in ESG Reporting: From Confusion to Convergence. In Dubey, R. (Ed.), *Futuristic Trends in Social Sciences*, 1st ed., Vol. 3, pp. 155-167. IIP Series.
7. Kulkarni, K (2024), A trend analysis of payback period of listed companies in India, International Journal of Innovative Research in Technology, April 2024, Volume 10 Issue 11 (pp. 1235-1237).

Forthcoming Events @ BSSS IAS

1. One-Day National Conference on Entrepreneurial Ecosystems and Startup Environment: Fostering Innovation and Entrepreneurship on 22nd April 2024.
2. Synergy University Post Graduate Programme in Managerial Capacity Building (PGP-MCB) Certification Award Ceremony of Batch 2022-24 on 22nd April 2024.
3. Visit to Assumption University, Thailand by the Students and Staff of BSSS IAS from 24th April- 3rd May 2024.
4. SIP Orientation MBA Batch 2023-25 on 3rd May 2024.
5. AURA 2024- Annual Day Function on 4th May 2024.

Institute Bonanza

MANAGEMENT DEVELOPMENT PROGRAMMES

S.NO.	TOPIC	DATE (FROM-TO)
1.	Managing Work & Wellbeing: Wellness Programme for Middle Level Managers	11 - 13 April, 2024
2.	Finance for Non-Finance Executives	16 - 18 May, 2024
3.	Enhancing Leadership & Organisational Skills for Administrators	20 - 24 May, 2024
4.	Data Driven Analytics for Efficient Decision Making	30 May - 1 June, 2024
5.	HR Analytical tools and its application for enhancing Organizational Development	14 - 16 June, 2024
6.	Business Intelligence and Analytics using Power BI	20 - 22 June, 2024
7.	Harnessing Emotional Intelligence Skills for Stress Management	28 - 29 June, 2024



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