



*K.S.R. College of Engineering*  
*Department of Management Studies*  
*Magazine*



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## CHAIRMAN MESSAGE



Education is the foundation of a brighter tomorrow, and this magazine reflects the vibrant spirit of our learners. May it continue to inspire creativity, excellence, and lifelong curiosity in every reader. In the recent times, the role of KSRCE is to carry out proactive research and development activities to make the students as well as faculty member's intellectuals, which are very challenging and demanding. It is of great significance that this magazine is going to deliberate upon It will definitely explore new areas of practice and enhancing quality of professional services. I am sure this magazine will be a milestone in ensuring the highest standards in this profession. I wish the organizers the very best in this and all their other endeavors. I am eagerly looking forward to seeing you and enjoying this magazine in KSRCE Campus.

## DEAN MESSAGE



It is with immense pride and joy that I present to you the latest edition of our MBA Department magazine a vibrant reflection of the creativity, talent, and achievements of our students and staff. Over the past one decade, KSRCE has served the young engineering aspirants of our nation by providing state-of-art facilities and well knowledgeable faculty members. The Institute has held high the lighted torch of teaching and learning and has not failed in its duty in the hour of need. The students imbibe qualities of an excellent teacher and researcher to set academic standards. The last couple of years marked several milestones in the history of KSRCE. Technology is constantly evolving, and staying up to date with the latest trends can help us stay competitive in the job market, give you access to new features and capabilities. I congratulate the editorial team, contributors, and all those who have worked tirelessly to bring this edition to life. Let this magazine serve not only as a record of our accomplishments but also as an inspiration for the journeys yet to come.

## PRINCIPAL MESSAGE



My heartiest welcome to all the young budding Engineers who have joined in "K.S.R. College of Engineering". With the help of highly qualified and dedicated staff members, we will be moulding the students to the required shape which will make them employable. The composite unit of Students, Parents, and Society is our customer. The K.S.R. College of Engineering will strive hard to provide customer satisfaction. In our college, we give top priority to discipline. A series of tests and examinations will be conducted to achieve good performance in the university examinations. An effective Training and Placement (T&P) cell is formed to provide placement to all our students. Importance will be given to extra-curricular and co-curricular activities also. Excellent infrastructure facilities and good learning atmosphere is an added advantage of this great Institute. I hope all the students admitted here will enjoy the four years of study. Let us all work hard to produce the most competent scientists, engineers, Entrepreneurs, Managers and researchers through Quality Education.

## HOD MESSAGE



It is a pleasure to present this edition of our Management Studies MBA programme, remember that this phase is not just about acquiring knowledge but also about developing leadership, critical thinking, and decision-making skills that will shape the future of our young buddies. Today the business world is dynamic and challenging, to succeed, students must be adaptable, innovative, and ethical in their approach.

Embrace every opportunity to learn—from the professors, peers and real-world experiences. Stay curious, work hard, and maintain a strong sense of integrity. The efforts today will lay the foundation for the success of tomorrow by imbibing standard academics.

## *Department Overview*

The Department of Management Studies was established in the year 2006, under the affiliation of Anna University with an intake strength of 60. The department is committed to improve academic excellence towards industrial standards. The department is dedicated to impart need and value based management education to develop talented managers to face future global challenges and align them to today's societal needs. The entire infrastructure at the campus supports the student to groom as future corporate leaders by providing all supporting systems to learn at a prodigious rate.

## *Vision*

To develop managerial leaders with strong foundation in ethical leadership, innovative thinking and global perspective.

## *Mission*

- ✓ Provide cutting-edge, experiential learning that nurtures creative problem-solving, critical thinking and adaptability in dynamic business environments.
- ✓ Create a strong academic ecosystem with advanced facilities and research-oriented pedagogy to shape innovative, ethical, and skilled business professionals.
- ✓ Foster global leadership through a holistic understanding of markets and socio economic issues, driven by research and sustainability.

# *Academic Activities*

**Seminar on Smart Money Moves-Learnto Earn, Save, Invest & Grow Wisely on 13.09.2025 by Mr. Gokulnath R, NISM Certified AMFI Registered Mutual fund distributor, IFA, Coimbatore.**



The importance of developing smart money habits at an early stage of life. He explained the fundamental principles of earning, budgeting, saving, investing and wealth creation, stressing the need for financial discipline. He highlighted how inflation reduces the value of idle money and how systematic investment strategies like SIPs in mutual funds can help individuals achieve their long-term goals.

**Workshop on Sustainable Finance: Green Investment Trends on 15.09.2025 by Dr. Rameesha Kalra, Associate Professor School of Business and Management, Christ University, Bangalore**



Green Investment Trends was an enriching academic initiative. Guiding and interacting with students during this programme allowed me to bridge classroom concepts with practical insights from industry experts. The workshop not only strengthened students' knowledge and skills in sustainable finance but also inspired them to think critically about responsible investment practices. It was a proud moment to see our institution contribute meaningfully to sustainability education and align with global development goals.

**Seminar on Role of HR in Digital Era on 03.10.2025 by Dr. Ms. Shivani Gowshi, Assistant HR, Adrasti Technology Private Limited, Bangalore**



The Digital Era provided students with valuable insights into how technology is transforming human resource management. HR now uses digital tools such as HR analytics, AI-driven recruitment systems, online learning platforms, and cloud-based HR management systems to attract, develop, and retain talent. This transformation helps HR professionals make data-driven decisions, improve employee engagement, and enhance organizational efficiency. By integrating technology into HR practices, organizations can respond quickly to changing business needs and create a more agile workforce. For students, understanding the digital role of HR offers several important benefits. It enhances their employability by equipping them with knowledge of modern HR tools, digital communication skills, and data literacy. Students gain exposure to e-recruitment processes, virtual interviews, and online training methods, preparing them for real-world work environments.

# Student Corner

## **“Behavioral Finance: Why Investors Don’t Always Act Rationally”**

Behavioral finance studies how psychological factors influence financial decisions made by individuals and institutions. Unlike traditional finance, which assumes that investors are always rational, behavioral finance explains why emotions, beliefs, and cognitive biases often lead to irrational investment choices. It helps students understand real-world market behavior beyond mathematical models. Common behavioral biases include overconfidence, herd behavior, loss aversion, and anchoring. Overconfidence causes investors to overestimate their knowledge and take excessive risks, while herd behavior leads individuals to follow the crowd without proper analysis. Loss aversion explains why investors fear losses more than they value gains, often resulting in poor decision-making.

Behavioral finance also explains market anomalies such as stock market bubbles and sudden crashes. Emotional reactions like fear and greed can push asset prices far away from their intrinsic values. By studying these patterns, students can better understand why markets sometimes behave unpredictably despite available information. For students and future finance professionals, knowledge of behavioral finance improves investment strategy and risk management. It encourages rational thinking, disciplined decision-making, and awareness of personal biases. Understanding behavioral finance helps students make smarter financial choices and contributes to more stable and efficient financial markets.



Ms. JANANI K S - II MBA

## **“Human-Centered HR: Designing Employee Experience in the Digital Workplace”**

Human-Centered HR focuses on designing workplace practices around employees' needs, emotions, and well-being rather than only policies and procedures. In the digital workplace, HR plays a vital role in creating meaningful employee experiences by integrating technology with empathy. This approach recognizes employees as key stakeholders whose satisfaction directly impacts productivity and organizational success. With the rise of remote work, AI tools, and digital platforms, HR must ensure that technology enhances, rather than replaces, human connection. Human-Centered HR emphasizes personalized learning, flexible work arrangements, and transparent communication. Digital tools such as HR analytics and employee feedback systems help organizations understand employee expectations and improve engagement.

Employee experience design includes every stage of the employee lifecycle—from recruitment and onboarding to performance management and career development. By adopting a human-centered approach, HR can create inclusive workplaces that value diversity, mental health, and work-life balance. This leads to higher motivation, reduced attrition, and stronger organizational culture. Human-Centered HR is essential for sustainable organizational growth in the digital era. By aligning technology with human values, HR professionals can build trust, foster innovation, and enhance overall employee satisfaction. This approach prepares students to understand modern HR practices that balance efficiency with empathy in today's evolving work environment.



Ms. NIVASHINI S - II MBA

## **“Phygital Marketing: Blending Physical Experience with Digital Engagement”**

Phygital marketing is a modern marketing approach that combines physical and digital experiences to create meaningful customer interactions. With the rapid growth of technology and changing consumer behavior, businesses are no longer relying only on traditional or digital marketing methods. Instead, they integrate both to provide seamless and personalized experiences that enhance customer satisfaction and brand loyalty. This marketing strategy uses tools such as QR codes, augmented reality (AR), mobile apps, and interactive displays to connect offline customers with online platforms. For example, customers in retail stores can scan QR codes to view product details, offers, or virtual try-ons. This blend improves customer engagement and allows brands to collect valuable data for better decision-making.

Phygital marketing benefits businesses by increasing brand visibility, improving customer experience, and driving higher conversion rates. It enables companies to track customer journeys across both online and offline channels, helping them understand preferences and buying patterns. As a result, organizations can design targeted marketing campaigns and build long-term relationships with customers. For students, understanding phygital marketing is important as it represents the future of marketing careers. It develops skills related to digital tools, creativity, and strategic thinking. By learning this concept, students gain insights into how modern businesses adapt to technological advancements while maintaining a human touch in marketing practices.



Mr. Sri Saai Sharan P - II MBA

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