

PRAGYAN

May 2024- June 2025



ESSENCE

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PRAGYAN ANNUAL NEWSLETTER

MAY 2024- JUNE 2025

Amma's Message

Life and living are not the same. For living, we may need a job, money, a home, a car, and other creature comforts. However, these alone fail to make life complete. For that, we need love, compassion, and tenderness—a heart that knows and responds to the pain of others. We need broadmindedness and maturity in thought and action.

- Mata Amritanandamayi Devi



Mission

To offer contemporary and quality postgraduate management education for life and living: emphasizing research, sustainable development, and societal benefits.

Vision

To foster a prosperous, responsible, compassionate, and sustainable future for all through transformative, value- based education and societal engagement.

Who we are?

Amrita School of Business at Coimbatore provides broad-based and specialized business education, preparing individuals to face the ever-growing challenges in the business environment with confidence. The school holds the prestigious internationally recognized AACSB ranking (Association of Advance Collegiate Schools of Business). Our faculty resources include globally recognized academicians, distinguished alumni, and expert Adjunct Professor of Practice. We have a vast and diverse corporate and research experience in the areas of AI & Business Analytics, Human Resource, Marketing, Finance, Operations & Supply Chain Management, and General Management. At ASB we aim to deliver sustainable and ethical solutions through developing technological, social and inter- personal skill sets.

Aum Lokah Samastha Sukhino Bhavantu- May all beings be at peace!



Dean's Message

Academic year 2024-25 has indeed been an extraordinary year filled with many wonderful success stories, inspiring moments and warm memories.

I am proud to share that ASB Coimbatore has successfully secured the AACSB extension for six more years of its accreditation. The Peer Review Team (comprising three international business school Deans) was most impressed with the School's progress and social impact during their visit in February 2025. Most notably, they appreciated the deep embedment of sustainability and the Sustainable Development Goals within the School's mission, curricula and activities, the outstanding improvement in research publications and output, and in their very own words: The school's impressive commitment to students is matched only by students' commitment to the school!

I take this opportunity to pay homage to the wonderful faculty, staff, students, alumni, industry and community partners and stakeholders; past and present, for all their contributions over the years, and most importantly the constant guidance and blessings of our Chancellor Amma.

The academic year 2024-25 also saw Dr. Suresh M continued to be recognized as one of the world's Top 2% scientist by Stanford University. New Collaborations and MOUs were signed with EM Normandie Business School, France, and Project Management Institute Chennai Chapter. The Amrita Holistic Leadership Management Program (AHLMP) was run, and The Dean's High Achiever Award given to 47 senior and 27 junior students in recognition of their outstanding academic performance. Our PhD program also saw several doctoral graduates and the receipt of University medal by Ms. Gunanandhini.

This year's Pragyan also captures the so very many exciting cultural, sports and outreach highlights. These would not have been possible without the support of very many Alumni and industry leaders who have come to share and nurture the budding scholars in so many ways - huge heartfelt thank you!

Finally, we welcomed the 2025-2027 incoming batch in June who make history as the 30th MBA batch - a remarkable milestone for the School and Amrita University indeed!

Best Wishes as Always!

Dr. Nava Subramaniam
Dean

HIGHLIGHTS

AACSB REACCREDITATION



Amrita School of Business, Coimbatore was awarded earned extension of the prestigious **AACSB reaccreditation** for another six years, covering the period from **2024 to 2030**. The Peer Review Team — Dr. Ian Fenwick (Director, Sasin School of Management, Bangkok), Dr. Andrew Beer (Executive Dean, UniSA Business, Australia), and Dr. Yusniza Binti Kamrulzaman (Dean, Faculty of Business and Economics, Universiti Malaya, Malaysia) — were impressed with the significant progress made by the school and the effective integration of the Sustainable Development Goals (SDGs) into its mission, curriculum, and various institutional activities. With less than 25 business schools in India holding the AACSB accreditation it is indeed a true honour for the School.

GLOBAL COLLABORATION

ASB, Coimbatore had the privilege of hosting esteemed delegates- Dr. Sylvaine Castellano (Dean of Faculty & Research) , Dr. V G Venkatesh (Vice- Dean and Professor), and Dr. Dr. Olivier KOVARSKI (Director-International Outreach Programs) from **EM Normandie Business School, France**, marking the beginning of an exciting global partnership. This visit paves the way for enhanced international collaboration, offering our students invaluable cross-cultural exposure and enriching global learning opportunities.



INDUSTRY COLLABORATION



On April 25, 2025, ASB, Coimbatore signed a MoU with the **Project Management Institute (PMI) Chennai Chapter** by the Dean Dr. Nava Subramaniam and the PMI President Mr. Vijaya Narayanan, supported by the PMI Leadership group Mr. Madhan Ram, Mr. Haribabuji Harikrishnan and Dr. Shyam Sundar. This partnership unlocks new opportunities for students through hands-on training, industry-led workshops, and exposure to global best practices in project planning, execution, and leadership.

MoU WITH NAMMA NAVAKKARAI- NGO

On February 19, 2025, ASB, Coimbatore signed an MoU with the **NGO Namma Navakkarai**, which is actively involved in education, waste management, agriculture, agribusiness development, and green cover initiatives. This collaboration marks an exciting step toward meaningful social outreach and community engagement.



AMRITA HOLISTIC LEADERSHIP MANAGEMENT PROGRAM

The **Amrita Holistic Leadership Management Program (AHLMP)** held from August 23 to 25, 2024, brought together a diverse group of speakers and participants from Zacco to explore various aspects of leadership, management, and sustainability. The program was meticulously designed to provide participants with a comprehensive understanding of leadership principles, management strategies, and the integration of sustainability into business practices.



DEAN'S HIGH ACHIEVER AWARD

The **Dean's High Achiever Award** Ceremony was held on 5th September 2024 to recognize and celebrate the outstanding academic accomplishments of our students. **47 students from 2nd year** and **27 students from 1st year** were honoured with the Dean's High Achiever Award, including scholarship, acknowledging their exceptional commitment, dedication, and excellence in academics.

ASB 30th MBA BATCH INAUGURATION

On June 11, 2025, ASB, Coimbatore proudly inaugurated its **30th MBA Batch**—marking a historic milestone of three decades in shaping future business leaders. The event featured a powerful Keynote Address by Mr. Harish Bhat, Tata Administrative Services (Retd.) and Director, Tata Group, who emphasized the impact of collaborative learning in today's world. The celebration was further elevated by the presence of distinguished alumni guests: Mr. Indusekhar A.B – Vice President, Wells Fargo, Ms. Tina Joseph – HR Lead, Visteon, Bengaluru, Mr. Vijay Nair – Vice President & Head, Branded IP Events, HT Media Group & Ms. Arun Preethi Pillai – Associate Director – Research Insights, Razorpay. An inspiring start to a milestone year!



21st CONVOCATION



Amrita Vishwa Vidyapeetham, Coimbatore, organized its **21st Convocation** Ceremony on 1st September 2024. The occasion was honored by the presence of Prof. Abhay Karandikar, Secretary, Department of Science & Technology (DST), Swami Ramakrishnananda Puri along with several dignitaries, faculty members, and students. It was a momentous day for the outgoing MBA Batch of 2022–2024. **Ms. Gunanandhini T** from ASB was awarded the University Gold Medal. **Ms. Revathy Shaji** secured the first rank in the batch, followed by **Ms. Soundarya S** in the second rank.

AMRITAVARSHAM' 71

On September 27, 2024, in celebration of our Chancellor Mata Amritanandamayi Devi (**Amma**)'s **71st birthday**, ASB, Coimbatore visited Shanti Ashram and Bala Shanti Kendra. Embracing Amma's message of love and selfless service, the team provided dry rations, distributed play materials to the children, and spent meaningful time engaging with them.



FACULTY AWARDS AND RECOGNITIONS



Dr. Suresh M was recognized as one of the world's Top 2% scientist by Stanford University and was honored with the **AIRA Chancellor's Research Excellence Award** & the **Publication Excellence Award** from our Chancellor and world- renowned humanitarian- Sri Mata Amritanandamayi Devi at the Amrita Research & Innovation Symposium for Excellence (ARISE) 2025.



Publication Excellence Award was given to Dr. Nava Subramaniam, Dr. Sangeetha, Dr. Nitesh Pandey, Dr. Bhawana Jain & Dr. Govind Gopi Verma for their exceptional contribution to research publication at Amrita Research & Innovation Symposium for Excellence (ARISE) 2025.

BEST PAPER AWARDS



Dr. Sathish M

Smart Choices: How Computer Appliances Shape Consumer Decisions on Household IoT Appliances



Dr. Govind Gopi Verma

Disrupting Fairness: How DEI Backfire Challenges Meritocracy in Organizations



Prof. Vinitha V U

When logos seem human: Moderating role of dynamic imagery and product types on evaluations of anthropomorphized logos

RESEARCH GRANTS

Dr. Suresh M (Professor) is the Co- PI of an ICCSR funded research project titled **"Unveiling Mental Health Challenges and Consequences among University Faculty: A Strategic Pathway to National Development of India"** under Vision Bharat@2047



Dr. Balasubramanian (Professor) as Co- PI and Dr. Raghu Raman (ASB Alumnus) as PI received funding of INR 58 Lakhs from DST, Govt. of India for a collaborative project with Arizona State University, US title **"Co- Designing Innovation Pathways for the Transition from a Linear to an Ethical Circular Economy"**.

Dr. Bhawana Jain (Assistant Professor) received a grant of Rs. 6, 32, 500 from The Institute of Chartered Accountants of India (ICAI) to carry out the research titled **"Accounting for Digital Assets"**



FACULTY RESEARCH ENGAGEMENTS

CONFERENCE PAPER PRESENTATIONS

Dr. Sathish M

Study on Pursuing Sales as a Career Option among PG (Management) Students

IMC International Research Conference 2024

Impact of Celebrity Endorsement on Purchase Intention among Young Adults

22nd AIMS International Conference on Management

Dr. Muralee Krishnan C

Skill India- Leveraging the Demographic Dividend- A System Dynamic Modelling on the enablers and disablers

The 3 rd International Labour Conference on The Elephant in the Room: Generating Jobs and Imparting Skills for the Future: In the Context of India's Labour Market

SESSION CHAIR

Dr. Suresh M

Two-day International Conference (RBSRC-2024) on Artificial Intelligence in Reshaping the Business Landscape

ICSSR-sponsored One-day National Conference on Holistic Well-Being in Higher Education: Strengthening Faculty for ViksitBharat@2047.



Dr. Nava Subramaniam

Chaired a session on “Gender Tech, and Finance” at the International Conference on Gender and Technology 2025



FACULTY PROFESSIONAL ENGAGEMENTS

Dr. Nava Subramaniam was invited as a panel member at **Kovai Sangamam 2025**—the first flagship conference of the PMI Chennai Chapter held in Coimbatore on 25th January 2025. Centred around the theme “Nurturing Future Leaders: Cultivating Effective Leadership,” the panel discussion focused on “Building Resilient Leaders: Thriving Amidst Uncertainty and Change.”



Dr. Asha K S Nair was invited as a resource person to deliver a session on “**Blueprint for Success: Building a Strong Business Strategy**” at the 3rd edition of the Magnates Mastery Series: Upskill Your Success, organized by BNI Magnates on 16th December 2024.

Dr. Hemamala K was invited as a resource person for facilitating faculty development program at **Happy Valley Business School** and as a keynote speaker at **8th National Higher Education Conclave** hosted by the confederation of Indian Industry on 15 November 2024 to discuss how global accreditation standards can enhance the quality of higher education.



Dr. Sathish M was invited as a resource person for a webinar on **Business Strategy in Emerging Markets**, organized by Academies Australasia College (AAC), Singapore, on July 24, 2024 and also served as a session chair at AIMS International Conference on Management.

Dr. Sangeetha G was invited as a resource person to deliver a session on **"Secondary data analysis"**, on 12th July 2024, as a part of the Refresher Course on Research Methodology and Data Analytics



Dr. Bhawana Jain was invited as a resource person for a five-day Faculty Development Program on **"Integrating Financial Analytics into Managerial Accounting and Financial Management for Strategic Decision-Making,"** organized by the Department of Computer Science and Business Systems at Sri Eshwar College of Engineering from 2 - 5 July & 10th July 2024.

FACULTY DEVELOPMENT ACTIVITIES



Dr. Sangeetha G successfully completed a certification course on **Transformative Teaching with AI**, conducted online by Saamarthy Teachers Training Academy of Research (STTAR) from June 15 to September 14, 2024.

Dr. Govind Gopi Verma participated in the Management Development Programme titled **"Nurturing Future Leadership – Malviya Mission Teachers Training Programme for Faculty Members"**, held at the IIM Kozhikode campus from February 17 to 21, 2025.

Dr. Bhawana Jain participated in a **2 Day Forensic Refresher Course** conducted by the Digital Accounting & Assurance Board of the Institute of Chartered Accountants of India (ICAI). She also successfully completed the Teaching with Cases certification offered by Harvard Business Publishing.

Dr. Hemamala participated in a Faculty Development Program on Instructional Design titled **Preparing for the AI Era: Designing Effective Instruction for the Digital Age**.

TEACHING & LEARNING CONCLAVE 2025



On April 23, 2025, ASB, Coimbatore proudly hosted the ASB Teaching & Learning Conclave 2025, centered on the theme: **"Human-Centred Responsible Management Education: Enhancing Student Learning and Outcomes."** This insightful event brought together faculty from all ASB campuses to exchange innovative practices for enhancing student employability and academic outcomes.

ASB FACULTY MENTORING PROGRAM



On October 25, 2025, the “**ASB Faculty Mentoring Program**” was launched to support and guide faculty in their professional and personal development. The event featured insightful keynote addresses by Dr. Banita Bissoondoyal-Bheenick and Dr. Vijaya Marisetty, who shared their mentoring experiences and highlighted effective strategies for maintaining a healthy work-life balance.

ALUMNI ENGAGEMENT HIGHLIGHTS

ALUMNI BOOTCAMP



Alumni Bootcamp '24: The Legacy Imprint was a vibrant two-day event held on 16th & 17th November 2024, bringing together alumni, faculty, and students in a meaningful exchange. The shared experiences highlighted the spirit of collaboration and mentorship, leaving behind a legacy of empowerment and camaraderie. The event featured domain-specific sessions, interactive workshops, and valuable insights on navigating the placement season, making it a memorable and enriching experience for all participants.

ALUMNI INTERACTION



Mr. K.A. Ramnath, esteemed alumnus of the MBA Batch of 2007–09 and currently serving as the Head of Treasury at the National Bank of Oman, UAE shared his expertise on December 16, 2024 to help our students in shaping their careers. He offered invaluable insights into excelling in internships and placements, and sharing insights in the finance sector.

LENS ON LEARNING

Mr. Vignesh Krishnamoorthy, alumnus of the MBA Batch 2022- 2024 conducted “Lens on Learning: A Photography Workshop”. From understanding camera settings to mastering composition, the workshop was a perfect blend of theory and practical tips.



PhD GRADUATION

Name	Title of Research	Supervisor Name
Ms. Rema Naganathan	Women, Work and Leisure in the New Millennium: A phenomenological Study of Contemporary Leisure Consumption Patterns among Urban Indian Middle Class Working Women	Dr. Deepak Gupta
Mr. Souresh Cornet	Uncovering The Process Of Social Innovation At The Grassroots: A Community Based Qualitative Study In Rural India	Dr. P K Vishwanathan
Mr. S. Radhakrishnan	Digital Disruption And Its Disruption In Employability: For ICT Fresh Engineering Graduates	Dr. Prashoban Palakeel
Mr. N. Sriram	Household Factors Facilitating Adoption Of A Decentralized Interdependent Governance Structure Of Solid Waste Management In The City Of Chennai	Dr. P K Vishwanathan
Ms. Rajitha R	Macroeconomic Determinants of Energy Transition: Contextual Evidence from G7 Countries	Dr. Nava Subramaniam

RESEARCH SCHOLAR ENGAGEMENTS

Ms. R M Vysali was invited as a workshop facilitator organized by Sri Ramakrishna Institute of Technology, Coimbatore jointly by the Institution of Electronics and Telecommunication Engineers (IETE), the Advanced Manufacturing Technology Research Cluster (AMTRC), and the Research Cell, focusing on skill development and research insights. Also served as a Jury Member for the "Best Manager" event held as part of the Vihansa Technical Symposium, organized by Sri Ramakrishna Institute of Technology, Coimbatore.



Ms. Alka T. A. participated in a 12-day **Faculty Development Program on Entrepreneurship**, held from January 20 to February 1, 2025, at the Amrita Centre for Entrepreneurship, Amrita Vishwa Vidyapeetham. The program was sponsored by the Department of Science and Technology (DST) and DST NIDHI. The scholar also participated in Entrepreneurship Development Program organized by LEAD College of Management, Palakkad, in collaboration with the Kerala Startup Mission Innovation and Entrepreneurship Development Centre

Ms. Preeti Vijayagopal participated in the workshop on **"Complexity Economics"** conducted by IIM Kozhikode on October 28, 2024.



Ms. Cisila P participated in a two-day Faculty Development Program on **"Enhancing Research Capabilities: Faculty Development Program on Research Analysis"** organized by KCT Business School.

CONFERENCE PRESENTATIONS BY PhD SCHOLARS

Ms. R M Vysali

From Buzzword to Bedrock: Embedding DEI Literacy in Graduate Education

11TH LSME International Research Conference on 'Re-visioning Practice in Education, Health Care and Business amidst Global Challenges'

Emerging Competencies for the Future of Learning in Higher Education: A Study on Adaptation and Innovation in Indian Universities

Emerging Competencies for the Future of Learning in Higher Education: A Study on Adaptation and Innovation in Indian Universities

Emergence of DEI Literacy as Graduate Competency and the Responses of Higher Education: A Critical Review

2nd International Conference on Emergence of Reskilling and Upskilling in Contemporary Global Management (ERUCGM)

Ms. Alka T A

Role of Mobile Commerce in Rural Entrepreneurship

9th International Conference on ICT for Sustainable Development

Women Digital Entrepreneurship as a Catalyst for Sustainable Development

International Conference on Gender and Technology 2025

From Education 3.0 to 4.0: A Systematic Literature Review on the Evolution and Trends in EdTech Startups

9th International Conference on Information and Communication Technology for Competitive Strategies

Entrepreneurship Path to Sustainability: A Decadal Bibliometric Study on a Triple Bottom Line Approach Through SDGs, ESG and Circular Economy

3rd World Conference on Information Systems for Business Management

Ms. Drisya Murali

Green Building as a Catalyst to Climate Resilience: A Comparative Analysis

International Conference on Advances in Materials, Modeling, and Analysis for Sustainable and Resilient Infrastructure

The Circular Challenge: Exploring Barriers to Implementing a Circular Economy for Construction and Demolition Waste

National Convention of Civil Engineers

Ms. Preeti Vijayagopal

Fintech Regulations: Bibliometric Analysis

ICASETM 2024

Ms. Thepikaswini O

Para Athletes

17th Doctoral Conference by ICFAI University

Ms. Shahnas A

Entrepreneurial Bricolage in Kudumbashree: The Role of Social Networks in Resource Mobilization

2nd Doctoral Colloquium - 2025

Mr. Dev Abhishek

Leadership During Crisis in Healthcare: A Systematic Literature Review

ISBM 2024

Ms. Cisila P

Disrupting Fairness: How DEI Backfire Challenges Meritocracy in Organizations

2nd International Conference on Sustainability, Entrepreneurship, Equity & Digital Strategies (SEEDS 2024)



ASB RESEARCH SEMINARS



An Overview of Resource- Based Employability

Resource Person: Dr. Allesandro Lo Presti,
Professor, University of Campania "Luigi Vanvitelli"



Advancing Research at B- Schools to Contribute Towards Sustainable Goals

Resource Person: Dr. Meghna Verma,
Associate Professor, M.S. Ramaiah Institute of Management



Research Using Cutting Edge Econometrics Methods to Evaluate the Impacts of Sustainable Economic Development and Policies Adopted not only by Developed Countries but also by Developing Countries

Resource Person: Dr. Animesh Mishra, IIT, Dhanbad



Understanding ESG and Sustainability Better

Resource Person: Mr. Santhosh Jayaram,
Adjunct Prof. Of Practice, Amrita School of Sustainable Future



Career Ecosystem and AI

Resource Person: Dr. Yehuda Baruch,
Professor, University of Southampton



Sustainable Reporting Assurance and Social Media Accountability

Resource Person: Dr. Siva Nathan,
Associate Professor, Robinson College of Business,
Georgia State University



Designing Ethical Circular Economies: Integrating Learnings from Research, Teaching and Practice

Resource Person: Dr. Rajesh Buch, Business Development Director, ASU
Dr. Rhimjhim Aggarwal, Professor, ASU



AI- Driven Projects & Sustainability in Supply Chain: The Next Frontier

Resource Person: Mr. Sri Srinivasa
Project Management Leader, Tesla

MBA STUDENT ENGAGEMENT

COLLOQUIA



Generative AI & Business Analytics

Resource Person: Mr. Ajith Sankar,
Data scientist and management
consultant



Enhancing Business Outcomes through Generative AI in Supply Chain Management

Resource Person: Mr. Sri Srinivasa,
Project Management Leader, Tesla



Leveraging Data Science and AI for Strategic Decision Making in Corporates

Resource Person: Mr. Adithya Nandakumar,
Senior Manager, R & D, Ramco



Decoding Electric Vehicle Adoption: Navigating Market Opportunities, Consumer Acceptance, and Future Roadmaps

Resource Person: Mr. Ramesh Dorairajan,
Business Consultant

Strategies to Ace Interviews

Resource Person: Ms. Neelam Tewar
Founder of Maven Magpie Consulting, TEDx
Speaker



AI in Marketing

Resource Person: Mr. Prashant Agarwal,
Marketing Consultant



Empowering Youth for a Sustainable Future: Connecting Environmental Practices to ESG in Retail Supply Chains

Resource Person: Ms. Asha Menon,
CEO, EMP , EX.- V. P Sourcing and Global Officer,
Walmar Inc, Hong Kong



ESG for Business Graduates

Resource Person: Mr. Santhosh Jayaram
Adjunct Prof. Of Practice, Amrita School of
Sustainable Future



Product Management in the Age of Gen AI

Resource Person: Ms. Jayshree Gururaj
Management Consultant & Entrepreneur



MBA STUDENT INTERNSHIP

MBA 2023- 2025

196

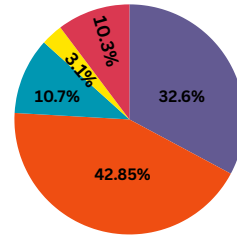
Total No. of
Students

87

No. of Companies
Offered Internship

14

No. of Pre-Placed
Students



- No. of Students doing internship in Marketing- 64
- No. of Students doing internship in Finance- 84
- No. of Students doing internship in Operations-21
- No. of Students doing internship in Analytics-6
- No. of Students doing internship in HR- 20

PLACEMENT

MBA 2023- 2025

262

Recruiters

161

New Recruiters

166 Offers

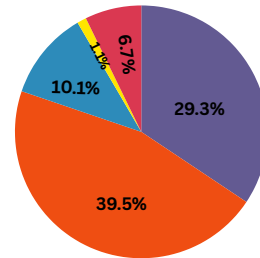
No. of Offers

7.95 LPA

Average Salary

7.6 LPA

Median Salary



- No. of Students placed in Marketing- 57
- No. of Students placed in Finance- 75
- No. of Students placed in Operations- 19
- No. of Students placed in Analytics- 2
- No. of Students placed in HR- 12

INDUSTRIAL FIELD VISITS

On March 16, 2025, second-year MBA students visited **Tall Tree Ventures and Mann Manam Bee Farm** in Pollachi. The visit offered hands-on learning opportunities and deepened their understanding of value addition, product innovation, and sustainable business practices in modern agribusiness.



The industrial visit to **Velan Valves India Pvt. Ltd.** offered students valuable insights through interactions with industry professionals, enriching their understanding of Human Resources, Industrial Relations, and the legal dynamics within a manufacturing organization.

MBA STUDENT ACHIEVEMENT HIGHLIGHTS

Mr. Hari Karthi (2nd MBA) & Ms. Sri Harini (1st MBA) were selected among **Top 30 finalists in the Vyuh: Consulting Case Competition** at the UDYAM Business Conclave conducted by IIM, Lucknow (Noida Campus). secured second prize in article writing competition: Catena Aurea- Sustainability in Motion organized by Narsee Monjee Institute of Management Studies.



Ms. Akshaya, first-year MBA student won **1st Prize in the Photography Competition** at **Shikhar 2024**, the prestigious Management Fest hosted by SCMS College, Cochin.



Mr. Ajay Lal & Mr. Hemachandran T (2nd MBA) students represented ASB, Coimbatore and secured Runner Up in **SAMYUKTHI 2024** Hackathon organized by GRG School of Management Studies

B FEST

PRAGATI'25



Pragati '25, the annual management and cultural fest of ASB, Coimbatore, brought together students from diverse institutions for a dynamic blend of strategic challenges, financial competitions, and cultural performances. The Renaissance Circuit tested participants' skills in strategy and innovation, the Olympian Conclave focused on business and leadership challenges & Budget Quest engaged students in finance and investment-based competitions- offering a vibrant platform for collaboration, competition, and creativity. Kudos to Prof. Venky Nagan- Adjunct Professor of Practice for his mentorship and a special thanks to our Pragati sponsor- BNY Mellon.

AIMA STUDENT MANAGEMENT QUIZ



ASB, Coimbatore hosted **AIMA Student Management Quiz** on March 8, 2025. With 75 teams participating from various institutions across Tamil Nadu, 3 teams from ASB, Coimbatore, 2 teams from ASE, Coimbatore and 1 team from Karunya Institute of Technology and Sciences have made it to the National Finals.

FESTIVALS

GOKULASHTAMI

ASB, Coimbatore, took part in the Gokulashtami celebrations of 2024. Our team creatively showcased the theme "**Krishna as a Diplomat**" through a vibrant float, captivating drum performances, and a compelling drama that brought the narrative to life. ASB, Coimbatore also actively participated in university-level competitions and secured several prizes.



ONAM



The **Onam celebration at ASB**, held on 6th October 2024, was a vibrant and joyous occasion marked by great enthusiasm and festive spirit. The day was filled with stunning Pookalam, energetic cultural performances, traditional games, and the captivating rhythms of the Chenda Melam, creating a truly memorable experience for all.

GANESH CHATHURTHI

As part of the vibrant Vinayagar Chaturthi celebrations at Amrita Vishwa Vidyapeetham, ASB, enthusiastically took part in the grand **Nimajanam Procession 2024**. Our students lit up the occasion with their energy, creativity, and unwavering spirit of devotion. Their enthusiastic participation was a true reflection of unity and celebration. The magical moments of the event were artistically captured by our very own Shuttercom team, who brought the celebration to life through their captivating frames.



PONGAL



ASB, Coimbatore, joined the vibrant **3-day Pongal Thiruvizha** at Amrita Vishwa Vidyapeetham, Coimbatore, embracing the spirit of Pongal and honoring our rich culture and heritage. The festivities were a perfect blend of tradition and excitement, featuring a series of events like Uriyadi, Kabaddi, Tug of War, Valli Kummi, and the joyful Pongal making. Every moment was a celebration of unity, heritage, and gratitude.

DIWALI

ASB, Coimbatore, turned radiant as students embraced the festive season with performances that danced and resonated with the energy of **Diwali**! From enchanting music to lively dance, the festive spirit set the perfect tone for the Diwali, spreading joy and togetherness.



CLUB & OTHER ACTIVITIES

YOUNG INDIANS

The Young Indians Committee at Amrita School of Business, in collaboration with KG Hospitals, Coimbatore, successfully organized a **Blood Donation Camp** contributing to a noble cause by collecting 200 units of blood. Also organized debate competition with three rounds of spirited discussions and persuasive arguments, participants demonstrated exceptional oratory skills and critical thinking.



SPORTS CLUB

The Sports Club of ASB buzzed with energy this year hosting various sports events including Football, Basketball, Badminton, Carrom & Chess that brought together the students with passion, team spirit.



INNOVAC

The INNOVAC Committee at ASB organized series of insightful, student-led sessions on core management subjects including Statistics, Operations Management, Financial Management, and Finance & Accounting. These sessions created a dynamic and collaborative learning environment where students learned with and from each other—strengthening subject understanding and peer engagement.



INTERNATIONAL WOMEN'S DAY

As part of the International Women's Day celebration on 7th March 2025, ASB, Coimbatore hosted a thought-provoking panel discussion on **"Accelerate Action: Compassion and Optimism"** with Ms. Anitha Purushotham, Ms. Chinmayee Deulgaonkar, and Mr. Prakadesh Subramanian. The discussion emphasized the importance of empowering women to grow with confidence and become their best selves.



EXECUTIVES AND FACULTY MEMBER

Dr Nava Subramaniam

Dean
Amrita School of Business, Coimbatore

Dr. M. Sathish

PGP Chair; Marketing Area Chair & Associate Professor

Dr. P. Balasubramanian

Student Affair Executive ; Finance Area Chair & Professor

Dr. Suresh M

PhD Chair & Professor

Dr. Sangeetha G

Research Head & Associate Professor

Dr. Hemamala K

Teaching & Learning Scholarship Executive;
Accreditation Co-Ordinator & Associate Professor

Dr. Muralee Krishnan C

Deputy Controller of Examination &
Associate Professor

Dr. Proshobhan Palakkeel

AI & Business Analytics Area Chair &
Assistant Professor

Dr. Govind Gopi Verma

Organizational Behaviour & Human Resources Area Chair
& Assistant Professor

Dr. Deepak Gupta

Adjunct Professor

Dr. Shobhana Madhavan

Adjunct Associate Professor

Prof . Venkatesh Nagan

Adjunct Professor of Practice

Dr. Asha K S Nair

Assistant Professor

Dr. Bhawana Jain

Assistant Professor

Dr. Deepak Ramanan V

Assistant Professor

Dr. Nitesh Pandey

Assistant Professor

Dr. Ramesh Kumar

Assistant Professor

Dr. Vinitha V U

Assistant Professor

Prof. Shilpa C T

Assistant Professor

ADMIN SUPPORT

Mr. Jayachandran K R

Executive Secretary

Mr. Dhivakar Raviram R P

Deputy Manager- Admissions & Stakeholder

Ms. Jai Swathika S

Administrative Executive

Ms. Mouleswari K

Administrative Executive

Ms. Saritha

Assistant

Mr. Sathyanarayanan K

Senior Executive

Mr. Sudhir Kumar

Manager- Communications

Ms. Ranganayagi

Administrative Assistant

Mr. Muniasamy G

Assistant

Ms. Gnanasoundaram M

Assistant

Get in touch with us



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asb@amrita.edu



0422- 2685455

