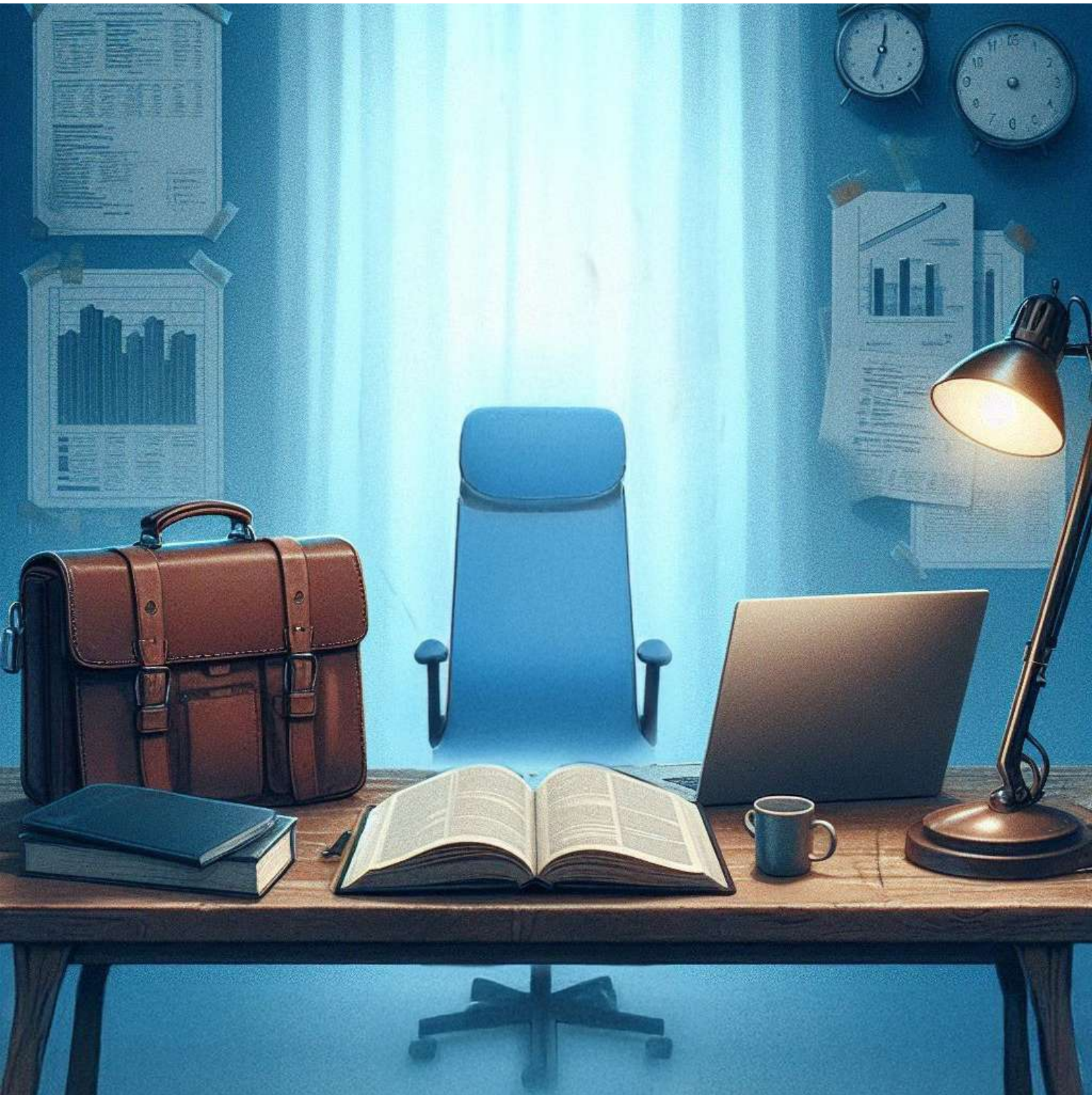


SimPressions

The Chronicle of Life at Saintgits Institute of Management
Vol 16 | Issue 4 | October 2024



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Congratulations

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MBA (Logistics & Supply Chain Management) | MBA - Integrated (after +2)

From Associate Dean's Desk

Warm Greetings to all readers of this edition of our quarterly newsletter, **SIMPRESSIONS**! As we celebrate the impressive placement record of our recently graduated batch, I am reminded of an African proverb: "If you wish to go fast, go alone; if you wish to go far, go together." This sentiment encapsulates the essence of our nearly two decade long journey together as a community. The remarkable achievements we have witnessed in our placement statistics are a testament to the unwavering commitment and teamwork of all our stakeholders especially our recruiters, alumni, faculty, parents, students and the society.



SIM offers a right blend of curricular, cocurricular and extracurricular inputs anchored on strong ethical and moral moorings of our able and dedicated faculty team. The value-added programs we offer enhance our students' employability and enable them to become drivers of change. The career transformation journey starts as soon as a student enrolls in the program and reaches its crescendo with successful placement in global organisations of repute. This is not the end of our journey together, our continuous engagement with our alumni extends even further. We actively support our alumni in their career progression long after they graduate and in turn, they lend a hand in guiding their juniors to reach out to better opportunities.

I extend my heartfelt gratitude to our dedicated faculty, supportive alumni, valued industry partners, trusting parents and all stakeholders who have contributed to this success. Our collective efforts have not only paved the way for our students' future but have also strengthened the foundations of our institution. Together, let us continue to work towards ensuring that our students thrive and achieve even greater heights in the years to come.

Best Wishes,
Dr. Jose Joy Thoppan



From HOD's Desk

It gives me immense pleasure to wish the readers of this year's 4th issue of our department's Newsletter **SIMPRESSIONS**. SIM's commitment to nurturing leadership extends beyond academics and the quality of placements is clear-cut evidence of the persistence. We are also proud of our students' achievements in various inter college fests and business managements of high repute. These achievements not only bring glory to the institution, but also showcase the spirit of excellence that our students embody. I also wish the entire team behind **SIMPRES-**
SIONS for bringing one another edition with meaningful and lasting impression.



Best Wishes,
Dr. Elgin Alexander

To New Beginnings

“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.” — Albert Schweitzer

Saintgits Group of Institutions hosted the convocation ceremony for the graduates and postgraduates. The occasion was graced by the presence of Ms. Aruna Sundararajan IAS, Former Telecom Secretary to the Government of India. The event reflected the culmination of hard work, perseverance, and academic brilliance.

Among the proud students, stood the MBA (Batch 2022-2024) postgraduates of Saintgits Institute of Management, filled with joy and pride.



Ms. Nandana R was recognized as the Best Outgoing Student 2022-2024, MBA, having not only excelled academically but also contributed significantly to the campus community through leadership and extracurricular involvement.



She also received a cash award of Rs.7,001 established by SIM's Pioneer Batch of 2006-2008 in memory of their classmates, the Late Mr. Sreekanth K E and Late Mr. Rajagopal D.

Nandana R was acknowledged as the Batch Topper with a CGPA of 8.4. Close behind her were Aiswariya M with a CGPA of 8.34 and Hella Santhosh Lal with 8.21.

The other rank holders are Ashin Antony (8.19), Sween Mathews (8.08), Akhil Baiju (8.01), and Alex Robbins (8.01), who showcased their academic excellence and dedication throughout the course.



Best Outgoing Student

Nandana R



The ceremony was a celebration of individual success and also a tribute to the collective efforts of the students, faculty, and administration.

REVING THE ENGINES FOR A NEW JOURNEY - BOOT CAMP OF MBA AND MBA(LSCM) 2024-26



The purpose of boot camps conducted by business schools is to provide intensive, hands-on learning experiences designed to enhance students' practical skills, knowledge, and preparedness for the business world. In keeping with this tradition, students enrolled in the Master of Business Administration (MBA) and Master of Business Administration in Logistics and Supply Chain Management (LSCM) programs, batch of 2024-26, at Saintgits Institute of Management (SIM) began their journey with a dynamic boot camp at Chaithanya Pastoral Centre, Ettumanoor.

The boot camp not only marked the beginning of their academic pursuit but also laid a strong foundation for personal and professional development. Through this experience, students formed meaningful connections with one another, building the bonds of camaraderie that will carry them through their two-year program.

Throughout the camp, students engaged in enriching sessions led by distinguished trainers, including Mr. Ace Win, Mr. Madhu, Mr. Alexy Tessa Joseph, Mr. Gee Varghese, and Ms. Obiya Jolly, as well as faculty members from SIM.

These experts delivered insightful lessons and practical knowledge essential for the management sector, offering students a unique opportunity to immerse themselves in the core aspects of business education.

A key feature of the boot camp was its emphasis on teamwork and collaboration. Students were encouraged to engage with one another, participate in group activities, and collaborate in solving challenges. This interactive approach fostered a strong sense of fraternity and collective learning among the participants, reinforcing the importance of teamwork in achieving success in the business world.

IGNITING EXCELLENCE MBA (INTEGRATED) - BOOT CAMP HIGHLIGHTS



A Boot Camp was organized on 1st and 2nd August 2024 for the first batch of Integrated MBA students at Saintgits Institute of Management. Held at Chaithanya Pastoral Centre, Ettumanoor, this event marked a significant milestone for the new batch, blending learning, peer interaction, and community building as key attributes as they embarked on their five-year journey of excellence and career building.

The camp emphasized team spirit through a variety of sessions led by esteemed mentors Mr. Hashim, Mr. Ace Win, and Mr. Alex, along with faculty members Mr. Aneesh Sasidharan, Dr. Dhanya Ajayghosh, Dr. Eldo Zacharia, and Ms. Shino Abraham. These sessions encouraged students to collaborate and solve challenges, sharpening their decision-making and leadership skills. A refreshing yoga session conducted by Ms. Priya further enhanced the group synergy, rejuvenating students for the journey ahead.

Collaboration was central to every activity, as students worked together to navigate tasks, share ideas, and develop problem solving strategies. This fostered camaraderie and emphasized the importance of teamwork, setting a strong foundation for their future academic and professional success.

Behind the Cover Page

Simpressions



Cultivating Motivation and Resilience in the Workplace

AI Generated Image

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Saintgits Institute of Management

ENRICHING CORPORATE TALK FOR MBA STUDENTS



The students of Saintgits Institute of Management got the opportunity to hear a corporate talk by Mr. Randeep R, Luker Lights' National Marketing Manager. The session, which focused on corporate expectations of new management graduates, equipped students with an invaluable insight into the industry's real-world demands.

Mr. Randeep underlined that, while academic knowledge is important, adaptability, creativity, problem-solving, and good communication are some of the main characteristics that employers look for in management graduates who are interested in the field of Marketing. He emphasized the need of being proactive and being on top of industry trends, since the marketing landscape is continuously shifting over time.

The session was very dynamic with students participating in Q & A. The resource person frankly addressed their queries. He provided students with a better understanding of how principles such as team cooperation, ethical marketing practices, and innovation play an important role in developing successful careers by citing real-world examples from his own marketing experience. The discussion not only encouraged the students but also provided them with practical guidance on how to connect their abilities with corporate expectations, ensuring they stand out as valued assets in a competitive marketplace.

Overall, the session provided an enriching experience and emphasized the significance of ongoing development and adaptability in the realm of marketing.

INDEPENDENCE DAY CELEBRATION



Honouring the might and courage of every soul that spilt their blood, sweat and tears to liberate our country from years of misery, we celebrate Independence Day. The SIM family paid their homage to the historic day of Indian history by hoisting the National Flag on 15th August 2024. Students of SIM were able to pay their respects to the great heroes of our Independence struggle through various acts and songs. MBA 2023-25 students sang patriotic songs describing and praising our warriors. Students of MBA 2024-26 and IMBA 2024-29 performed various skits based on the theme "Proud to be an Indian" and showcased various scenarios which showed the pride of an Indian. Each team brought out their creative sides to honour the soldiers and their families through their plays filling each mind with the true passion of being an Indian.

CELEBRATING THE HANDS THAT MOULD THE FUTURE



On September 5, the Saintgits Institute of Management in Kottayam celebrated Teachers' Day in honour of the birth anniversary of Dr. S Radhakrishnan, India's second president, a distinguished scholar and philosopher. The significance of Teachers' Day is its recognition of the critical role that educators play in the development and guidance of young minds. The celebration served as a reminder of the indispensable role that educators play in influencing the future of their students.

The event was distinguished by a keynote address by Dr. Sudha.T, Principal of Saintgits College of Engineering, who highlighted the essential role of teachers in the development of students. She also demonstrated the significant influence that educators have on the development of students' character and leadership, in addition to their academic success.

The faculty received gifts from the students of each class as a gesture of gratitude for their dedication and guidance. The students' skit performance and group compositions were a testament to the faculty, showcasing their creativity and collaboration.

A BRIGHT START: SIM LUMINOUS 2024

Saintgits Institute of Management recently celebrated SIM LUMINOUS, a joyous day for the new MBA and IMBA students. The event marked the start of an exciting new journey for the new batch, filled with hope, excitement, and the promise of great opportunities ahead.



The day was filled with warmth as seniors welcomed their juniors, making them feel part of the Saintgits family. It was not just a day of celebration but a chance to embrace the potential and fresh energy that the new students bring.

The juniors brought a vibrant wave of excitement with their enthusiasm, and their presence made the day special. They were assured that the institute offers full support, guidance, and encouragement to help them achieve their dreams.

SIMLuminous ended on a high note, with everyone excited about what the future holds for the new batch.

THE MOST AWAITED - SIMTHESIS 16.0



SIMTHESIS, the national level management fest of Saintgits Institute of Management, has once again taken center stage, capturing the imagination of students and faculty alike. This year's Simthesis 16.0, with the electrifying theme 'Empyrean,' borrowed from Greek mythology, symbolizes the highest of heavens a testament to the limitless pursuit of excellence and the ambition to rise above all.

The official logo was unveiled in a vibrant ceremony by Dr. Sudha T, Principal of Saintgits College of Engineering. The launch ignited the spirit of the fest, with students stepping forward to showcase their extraordinary talents, setting the tone for the dynamic days ahead.

Simthesis is not just an event; it is a celebration of innovation, competition, and collaboration. Faculty and students have poured their energy into crafting a fest that will not only uphold its rich legacy but set a new benchmark. Every detail, every challenge, has been designed to push the limits of creativity and intellect, igniting the fire of competition among the best minds in the field. For the members of SIM, Simthesis is more than a festival it's a battleground for ideas and a launchpad for leaders. Each experience, from brainstorming to execution, simulates the pressure and demands of the business world, empowering students with the skills and determination needed to excel. It's where passion meets professionalism, and where tomorrow's leaders begin to mold their path to success.

The stage is set, the stakes are high, and the pursuit of excellence has never been more relentless. Simthesis 16.0 is ready to inspire, challenge, and leave its mark once again.

PREPARING FOR THE FUTURE PATH TO SUCCESSFUL CORPORATE WORLD



MR. SHIJU BHASKARAN,
SENIOR MANAGER, HR & IR
AT SÜD-CHEMIE INDIA,
COCHIN



MR. JIDENDRAN KS
SENIOR MANAGER AND
BRANCH MANAGER,
FLYJACK LOGISTICS,
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**MR. ULLAS
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SENIOR MANAGER AND
KERALA BUSINESS HEAD,
RAMCO CEMENTS,
COCHIN

“Success is where preparation and opportunity meet.”

— Bobby Unser

In line with this principle, Saintgits Institute of Management conducted a Pre-Placement Camp aimed at preparing students for the professional world. This event offered limitless range of benefits for the MBA 2023-25 batch students preparing for the competitive corporate world. The pre-placement camp featured a diverse series of sessions led by industry experts from various fields.

The event started with an engaging session led by Mr. Tinu Thomas, Manager and Corporate Trainer at Federal Bank, who gave us an insight into Indian Banking System. He highlighted the vast career opportunities it presents. He placed significant emphasis on the marketing strategies that banks now employ in the digital age and how marketing plays a critical role in attracting and retaining customers.

Next, Mr. Jinu Joseph, Deputy General Manager of Commercials and Unit Head at DP World, Kochi, shared his expertise on the logistics industry. He gave us an overview of his company, how the company focuses on the key trends, from technological advancements to the complexities of global supply chains.

In the realm of human resources, Mr. Shiju Bhaskaran, Senior Manager- HR & IR at Süd-Chemie India, Cochin, gave us an understanding on the topics such as communication, resume building, and interview preparation. He encouraged students to stay adaptable and resilient, emphasizing the growing need for human-centered leadership in today's competitive business environment.

Mr. Jidendran KS, Senior Manager and Branch Manager at FlyJack Logistics, Cochin, highlighted the growing opportunities within logistics, encouraging students to explore careers in this vital sector. Without going into deep specifics, he offered valuable guidance for those interested in understanding the fundamentals of supply chain operations.

With a focus on finance and analytics, Ms. Susan Paul, Vice President at EXL, Cochin, offered significant knowledge from her extensive industry experience. Her session was particularly valuable, as she shed light on the rapid advancements in analytics and finance that are reshaping industries.

Mr. Ullas Balakrishnan, General Manager and Branch Business Head at Havells India Limited, Kerala and Tamil Nadu, discussed marketing strategies and their impact on business. He delved into how effective marketing can impact a company's growth and sustainability, especially in the highly competitive electrical industry.

Finally, Mr. Gopakumar Appukuttan, Senior Manager and Kerala Business Head at Ramco Cements,

Cochin, delivered a session that gave students an understanding of the industry landscape. His talk provided a valuable perspective on the operations and challenges faced by businesses in the sector, encouraging students to think critically about the opportunities available within industrial management.

This camp was a significant stepping stone for students as they prepare for their transition from academia to the professional world, helping them understand the demands of the job market and the diverse opportunities available to them.

ARTHNIRMITI INITIATIVE



On the 9th of September 2024, representatives from Saintgits Institute of Management along with key members of the Sunil Patola Welfare Foundation (SPWF), gathered to formalize the collaboration under the Arthnirmiti Initiative. This CSR program, spearheaded by SPWF, is aimed at promoting financial knowledge, innovation, and leadership, especially among underrepresented communities.

The meeting was attended by seven participants, including Dr. Jose Joy Thoppan, Dr. Elgin Alexander, Mr. Aneesh Sasidharan, Ms. Antu Thomas from the institute, and Mr. Joshy John representing SPWF. The primary focus of this collaboration is to boost financial literacy and excellence in leadership through joint programs, benefiting not only the students but also the broader community.

Saintgits Institute of Management has committed to providing the infrastructure and administrative support needed for this initiative. This includes venues, technology, and coordination for various activities like workshops and training sessions, all of which will be facilitated by the Centre for Applied Finance at the institute.

The MoU signed during the meeting expresses both parties' commitment to enhancing financial literacy and social welfare in the region. With this initiative, both institutions are optimistic about advancing their shared goals, focusing on financial excellence, leadership, and broader community inclusion.

PWC CAMPUS CONCLAVE 2024



Saintgits Institute of Management was represented at the PwC Acceleration Centers in India Campus Conclave 2024 in Hyderabad, by our Associate Dean Dr. Jose Joy Thoppan and Dr. Eldo G Zacharia. They participated in the prestigious event which offered a unique opportunity to engage with leaders from PwC's Acceleration Centers in India, gaining profound insights into the dynamic fields of Tax, Advisory, and Managed Services.

The event focused on PwC's purpose-led and values-driven approach, highlighting their commitment to fostering a collaborative and sustainable work environment. The conclave provided a platform to understand how PwC continues to shape the future through innovation and leadership, which further aligns with the values upheld at Saintgits. This participation not only reflects the proactive involvement of Saintgits in global business discussions but also strengthens its ties with leading organizations like PwC.

FACULTY ACHIEVEMENTS

Congratulations!

Mr. Eldo G Zacharia for successfully defending his PhD.



Dr. Amlin David

has been awarded for the **Best Paper Presentation** for the abstract entitled Personalized Advertisement Perception on Purchase Intention in Cosmetics Industry at Krupacon 2024 International Conference at Krupanidhi College of Management, Bengaluru.



UNVEILING OF RESEARCH PROWESS BY SAINTGITS DUO AT ZERONE 2.0

On September 5, 2024, Commerce department of CMS college Kottayam (Autonomous) organized Zerone 2.0, National Level paper presentation competition opening a platform for students of various institutions to hone their academic research skills.



Edwin Binoy and Subin K. Subash, students of Saintgits Institute of Management, presented their research paper “Trading Density - Effect on Exchange Rate”, which explored the impact of trading activity on currency fluctuations guided by their faculty mentor Ms Antu Thomas bagged third prize in the event successfully. Their paper highlighted important insights into global financial trends, reflecting their in depth understanding of the subject.

The achievement offered a stage to exhibit their research prowess and bring their innovative ideas to the forefront. Their involvement in Zerone 2.0 reflects the institution’s commitment to fostering research and academic excellence.

SIM TRIUMPHS AS THE OVERALL CHAMPIONS AT MUSALIAR INSTITUTE OF MANAGEMENT 2024

Saintgits Institute of Management has once again brought laurels by achieving the overall championship at at Musaliar Institute of Management, Pathanamthitta. The participants exhibited critical thinking abilities, creativity, and decision-making skills in tackling the games. They won the first prize at HR game, second prize at Marketing Game, and achieved the third place at Finance Game. Ms. Gitty Mary George, Ms. Gopika B Nair, Ms. Fathima Zulfiqar, and Ms. Shigha S (Batch 2023-25) secured the First Prize in the HR Game by their ethical and creative thinking.



The talented students to secure Second Prize at Marketing Game are Ms. Riya Mariyam Raiju, Ms.Rania Daniel, Ms. Jeslin Reji and Ms. Nandhana Nadh (Batch 2024-26). Ms. M G Manasa, Ms. Gourikrishna S, Ms. Devika Gopan and Ms. Niveditha M B (Batch 2023-25) won Third Prize in the Finance Game through their team spirit and willpower.

CHERISHING THE SYMPHONY OF HERITAGE, HARMONY, AND HAPPINESS

Students and faculty at Saintgits Institute of Management came together on 12th September to celebrate Onam, Kerala’s favorite harvest festival, bringing vibrant colors and a festive atmosphere to the campus. The occasion, graced by Dr. Jose Joy Thoppan (Associate Dean), and Dr. Elgin Alexander (Department Head), was a wonderful mix of tradition, happiness, and cultural celebrations



The day started with a greeting from student Anjali Santhosh and a motivating Onam message from Dr. Amlin David, (Faculty Coordinator), emphasizing the importance of unity and prosperity embodied by Onam. The festivities were in full swing with a variety of thrilling events, all embodying the essence of Kerala’s vibrant culture. The student’s portrayal of King Mahabali (Maveli) brought to mind the legend of the festival for everyone.

Different cultural events like Onampattu, traditional songs, and Thiruvathira, a graceful dance form, contests such as Malayali Manka and Purusha Kesari showcased the beauty of traditional clothing and grace among students, while the lively Vanchi Pattu brought rhythm and energy to the day. Students eagerly took part in a variety of classic games like bun biting, lemon and spoon race, uriyadi, and sundariku pottuthodal, showcasing a sense of joy and camaraderie.

The Onam festivities are not fully experienced without indulging in the classic “Onam Sadya” feast, presented on banana leaves. The meal, packed with genuine tastes, brought joy to all those in attendance.

The day concluded with laughter, memories, and the shared happiness of commemorating Onam together as a united family. The event perfectly encapsulated the core elements of the festival: unity, tradition, and celebration.

SMART CITY FAMILIARIZATION



In today's academic environment, practical exposure is key to bridging the gap between theory and industry. The regular MBA (2024-2026) and MBA (Integrated) (2024-2029) students of Saintgits Institute of Management had the unique opportunity to explore one of Kerala's most iconic infrastructural projects Kochi Metro during an insightful industrial visit. This visit, set against the backdrop of Kochi's Smart City mission, gave students a firsthand look at the transformative urban development in the region.

Kochi was chosen for this visit due to its pioneering role as one of India's emerging smart cities, exemplifying modern urban planning, technological integration, and eco-friendly public transport systems. The visit commenced with students boarding the Kochi Metro at Thripunithura station and traveling to the Operation Control

Centre (OCC) at Muttom. At the OCC, students witnessed the heart of metro operations, where real-time monitoring, emergency protocols, and maintenance processes are managed. This immersive experience offered invaluable insights into the technical and operational complexities of running a modern urban transit system



Led by officials from Kochi Metro, the session focused on the cutting-edge Communication Based Train Control (CBTC) system, illustrating how smart technology and data driven management play a crucial role in urban transportation. Students engaged in discussions on operational efficiency, cost management, and profit generation, sharpening their understanding of how such systems contribute to the broader vision of a smart city.

In addition to the metro visit, students were introduced to the Kochi Water Metro, another significant component of Kochi's Smart City initiative. The Water Metro's integration of eco-friendly, sustainable public transport systems added a layer of understanding to how urban planners are designing the future of public mobility. This fusion of technological innovation and environmental responsibility left students inspired to think about the challenges and opportunities in the field of urban transport systems.

Through this visit, students not only observed the technological advancements driving Kochi's transformation but also understood how these innovations contribute to making Kochi a model smart city. The experience broadened their perspective on the intersection of technology, management, and sustainability, equipping them with the knowledge to contribute to the future of urban development.

PAVING WAYS FOR FUTURE MANAGERS: KMA



Communication is the most critical ability needed for a manager. As future managers, students at Saintgits Institute of Management attended sessions offered by the Kerala Management Association (KMA). The speaker of the session was Dr. Mathew Abraham, MD, DM(Neurology), FRCP, HOD & Senior Consultant Neurologist, Aster Medicity, Kochi. As a renowned orator, Dr Mathew Abraham conducted the session focused on the topic “Leadership and the Art of Communication; Learning from the Grand Masters”.

He used quotes and life tales of great persons like Charlie Chaplin, Mahatma Gandhi, and Abraham Lincoln to convey how vital excellent communication is and how to lead an upright life as a person. Using the life tales of the said celebrities and several others, he made sure the audience realised how much a constant learning habit can benefit a manager in this fast-paced corporate world. The session carried forward in an interactive manner which engaged the students in debates. The lecture concluded with a Q and A session where students voiced their doubts and sought assistance.

NIPM KOTTAYAM CHAPTER MEET

Students of Saintgits Institute of Management attended the NIPM Conference which was held at Malayala Manorama Hall on 28th August 2024. The officials of Malayala Manorama, NIPM Members of the Kottayam region, and students from other colleges were present as the audience. The session’s speaker was Mr. Edwin Vinod James, General Manager of P&A, Malayala Manorama. The topic discussed in the session was “Power of Conversation”. The session was interactive and informative. The speaker started off the session with a video of the human brain and how intricate connections of billions of neurons work inside it.



He focused on topics like how to manage a conversation, how to appreciate the need, and how to own a conversation with a smile. The session progressed further with explanations about social interactions, how conversation is the currency of the brain, and about kindness and productivity. The session was followed up with a Q and A session where students of SIM were able to interact and raise their doubts and queries for detailed explanations.

OPERATIONS IN ACTION

The Common Association hours offer an opportunity for students to explore different streams such as Human Resources, Marketing, Finance, Business Analytics and Operations to experience the holistic, interdisciplinary learning and to enhance cross pollination of ideas.

Saintgits Institute of Management allows students to experience and excel in tasks specific to their field of interest through these associations.



The students of SIM from the Operations Association lead the Common Association session to engage the students and have a sneak peek into the managerial world with various tasks that enhance teamwork, creative thinking, critical thinking, and time management. There were three rounds, which started with a crossword puzzle based on the field of operations. The second round was tower-making, where students were given newspapers and balloons to make robust towers. The third round required the students to construct boats from paper, each with a specific length base. All of these tasks required the students to work together as a team, brainstorm ideas, and try to bring them to life. The session was an enriching and exciting experience.

CREATIVE CORNER

FOREX MARKET DYNAMICS: THE IMPACT OF TRADING DENSITY ON EXCHANGE RATE VOLATILITY

The article is written by Mr. Subin K Subash and Mr. Edwin Binoy (2024-26 MBA Batch) based on their paper presentation under the guidance of Ms. Antu Thomas.

The research paper titled “Trading Density and Its Effect on Exchange Rate Swings,” explored the intricate relationship between trading volume and exchange rate fluctuations in the Forex market.

The study primarily focused on assessing how trading volume influences exchange rate movements, with an emphasis on both cross-currency pairs like EUR/USD, GBP/USD, and USD/JPY, as well as Indian rupee pairs such as EUR/INR, USD/INR, and JPY/INR. Utilizing a quantitative research methodology, the students analyzed historical data from the National Stock Exchange (NSE) for the period 2014–2023 for Indian rupee pairs and 2018–2023 for cross-currency pairs. With the help of SPSS software, they conducted statistical analyses to uncover the correlation between trading volume and exchange rate fluctuations.

The findings revealed varying degrees of correlation among the currency pairs studied. While some exhibited a strong connection between trading density and exchange rate swings, others showed a weaker or insignificant relationship. Notably, Indian rupee pairs demonstrated higher volatility when compared to major cross-currency pairs, highlighting the greater impact of trading volumes in specific contexts.

The research provides valuable insights for Forex traders, suggesting that trading volume could serve as an indicator of price movements, aiding in the development of more effective trading strategies. Additionally, the study holds significance for market regulators, as understanding these relationships can contribute to enhanced market stability monitoring.

RESILIENCE AND MOTIVATION: THRIVING BEYOND SETBACKS

Ms. Essa Mariam Joseph

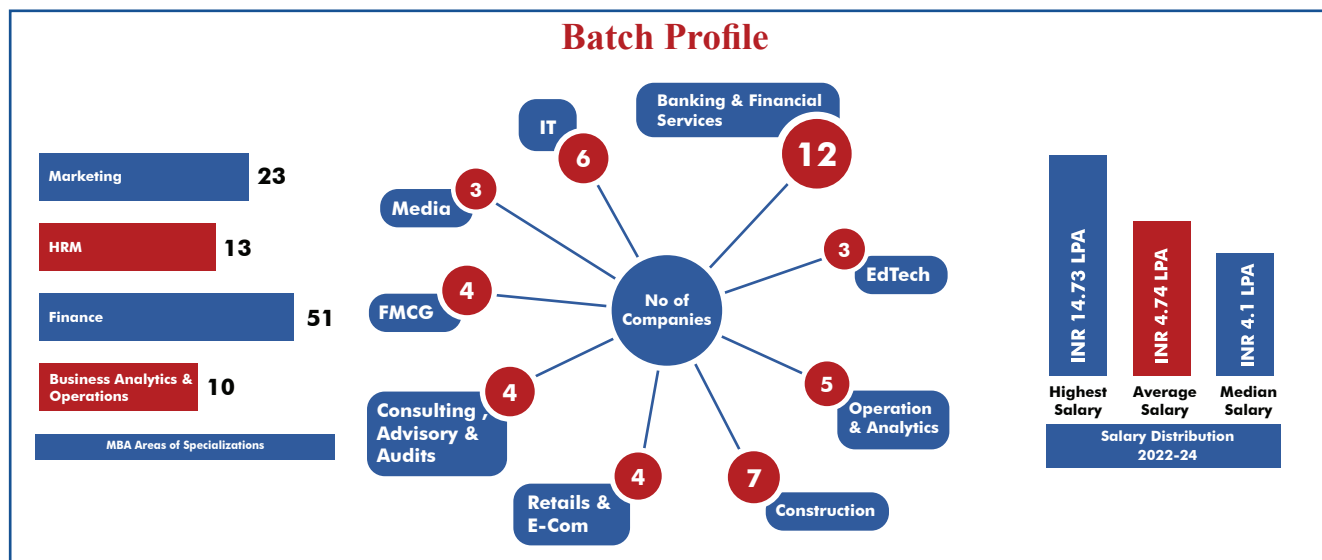
Assistant Professor

In an increasingly competitive and uncertain business world, the ability to thrive in the face of challenges is crucial for professional success. Two essential qualities that enable individuals to navigate obstacles and setbacks are resilience and motivation. Together, they form the foundation for long-term success, innovation, and leadership.

Resilience refers to the capacity to adapt, recover, and grow stronger in response to adversity. Resilient individuals view setbacks as temporary and solvable problems rather than insurmountable barriers. This mindset is particularly important in today’s business landscape, where technological advancements, market disruptions, and economic uncertainties frequently require individuals and organizations to pivot and adapt.

Motivation, on the other hand, is the internal drive that compels individuals to pursue their goals despite difficulties. Motivation can be intrinsic, driven by personal fulfilment and passion, or extrinsic, fueled by external rewards like recognition and career advancement. In either case, motivation is essential for maintaining focus and determination, especially during challenging times.

The synergy between resilience and motivation creates a powerful dynamic that empowers professionals to thrive beyond setbacks. Resilience helps individuals bounce back from challenges, while motivation pushes them to continue striving for their goals, even in the face of adversity. This combination not only ensures survival in tough times but also fosters growth and innovation. Professionals who embody both qualities are more likely to approach setbacks with a problem-solving attitude, adapt quickly to change, and remain committed to their long-term vision. By cultivating these qualities, individuals can transform obstacles into opportunities and setbacks into steppingstones for success. As businesses continue to evolve, those who can combine resilience with motivation will be better equipped to navigate uncertainties, innovate, and lead with confidence.



RESEARCH ACCOMPLISHMENTS

Faculty Publications

Thekkat, A. K., & Panicker, P. G. (2024). *The earliest bibliometric analysis on Covid-19 social science research: A review, synthesis, and future research agenda*. ACTA SCIENTIAE. International, Scopus 2024-25.

Panicker, P. G., & Sankar, D. (2024). *Using social media to improve behavioural intention to use E-Government: An extension of the Unified Model of Electronic Government Adoption*. Library Progress International. International, Scopus 2024-25.

Faculty Presentations

D, Amlin. (2024). *Personalized advertisement perception on purchase intention in the cosmetics industry*. KRUPACON 2024, Krupanidhi College of Management, Bangalore. International Conference 2024-25.

Alexander, E. (2024). *Generational dynamics in moonlighting intentions: A comparative analysis of Generation X & Y*. 7th National Research Conference on Emerging Paradigms in Business & Management in the Analytical Era, TKM Institute of Management. National 2024-25.

Iqbal, M. (2024). *Information asymmetry, annual report readability, and value relevance: Evidence from India*. 5th Rajagiri Management Conference, Rajagiri Management Conference. International 2024-25.

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PLACEMENTS

 AAFIA SUNEER KVB	 AARUNI ABRAHAM APTROID	 ABINA JOHN EY	 ADEEBA SHAHANA MUTHOOT HEALTHCARE	 ADITHYA SHAJI KVB	 AISWARIYA M GEOJIT & SBI GENERAL	 AISWARYA S NAIR AXIS BANK	 AJESH S NAIR FEDERAL BANK	 AJMI A VI & SBI GENERAL			
 AKSHA ELSA ABRAHAM AIRTEL	 AKSHAYA SUJEEESH KVB	 ALAN SAJ SBI GENERAL	 ALEN JOSEPH POUL SBI GENERAL	 AMMU ELIZABETH GEORGE VI	 AMRITAJ GEOJIT	 ANGEL JOSEPH EY	 ANGEL SAM SBI GENERAL	 ANIT ALEX ICICI AMC			
 ANIN RACHEL VARGHESE KVB	 ANNA CATHERINE ICICI AMC	 ANUSREE P VI	 ASHIKA SANTHOSH KVB	 ASHIN ANTONY AIRTEL	 ASWIN RAJESH NEROLAC & ASTRAL PIPES	 BALASNEHA SIVAKUMAR GEOJIT & ESAF	 BITZAMOL JOSE AXIS BANK	 BLESSY A B SBI GENERAL			
 DAINA ELIZABETH MATHEW ESAF	 DEVI PRASAD SAYONE	 DEVIKRISHNA S KVB	 DHANYA MERIN SHAJI ARVIND FASHION	 DIMITRA DALAN EY HRM	 FATHIMA JAMAL EY HRM	 FEBAMARIYAM VARGHESE GEOJIT	 GAYATHRI SANTHOSH SBI GENERAL	 GOPIKA B SATHESH SBI GENERAL			
 HANNA ESTHER JOSEPH SBI GENERAL	 HARIKRISHNAN K GEOJIT	 HARIKISH BINUKUMAR VBL & SBI GENERAL	 HELLA SANTHOSH LAL AIRTEL	 IJAS AHMED VI	 JESLIN JOHN EY HRM	 JIBIN BIJI GULF ASIA & SBI GENERAL	 JOEL JOHNSON EY	 JOEL THOMAS KVB			
 LEKSHMI ANIL AIRTEL	 MAHIMA ANGEL GEORGE KVB	 MATHEW JOSE LULU	 MEGHNA SUSHI ABRAHAM SBI GENERAL	 MOHAMMED SHEEZ PLANETSPARK	 NADHA JABBAR JASEEB LULU & PLANETSPARK	 NANDANA JAYAKUMAR INFOEDGE	 NANDANAR ADITYABIRLA & TCS	 NAVAMIT J ESAF			
 NEETHU JOHN EY	 NIBIN SAKARIAH ICICI AMC	 NILAJ VI	 NITIN KURBAN JACOB NEROLAC PAINTS	 NIVEDITHA ANIL SUMY VI	 PRIYAV EY	 RON RAJU SBI GENERAL	 RUFUS KURUVILLA MATHEW EY HRM	 SHARON K SAMSON FEDERAL BANK			
 SHEMI G YOHANNAN VI	 SHIRIN JOSEPH SBI GENERAL	 SHILPA PANIKAJ ESAF	 SINU SIBY VI	 SONAMARIA GEORGE KVB	 SREELAKSHMI O SBI GENERAL	 SRUTHI V SBI GENERAL	 STENY MARY JOHN SBI GENERAL	 SWEEN MATHEWS VI & SBI GENERAL			
 SWEETY ANNA ACHANKUNJU EY									 SWETHA C YUAYAN GEOJIT	 VISHNUPRIYA AIRTEL	 VISMA ELIZABETH GEORGE ARVIND FASHIONS

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