



The Chairman, Prof. J. Philip, Receives the Deepika Excellence Award from Dr. C.V. Ananda Bose, Hon'ble Governor of West Bengal, during the 138th Anniversary Celebrations of Deepika, the First Malayalam Daily

Xavier Institute of Management & Entrepreneurship
Bangalore | Kochi | Chennai

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EDITORIAL TEAM

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XIME BANGALORE NEWS

REPUBLIC DAY TRIBUTE

On January 26, 2025, XIME Bangalore celebrated the 76th Republic Day to honour India's democratic heritage. The event began with a welcome address by Ms. Ayushi Khandelwal who spoke on Swarnim Bharat – Virasat aur Vikas (Golden India: Heritage and Development).



Mr. Anil Philip, President of the XIME Society, unfurled the tricolour, which was followed by the National Anthem resonating across the campus. Ms. Ishanvee Chadda, delivered a patriotic speech underscoring the role of citizens in upholding democratic values. Student achievements were recognized through scholarships and awards were presented by Mr. Anil Philip, Dr. Roshni James, officiating Director XIME Bangalore, and Dr. Mahesh M.V. Professor & Dean (Entrepreneurship Development).

SOCIALLY USEFUL AND PRODUCTIVE ACTIVITY

Under the SUPA (Socially Useful and Productive Activity) program, 276 students volunteered with NGOs from January 2 to 30, 2025. By participating in this activity, students gained first-hand experience of socio-economic issues at the grassroots level while making meaningful contributions to the cause of their respective organisations. Recommendations from both students and the SUPA coordinator were taken into consideration to shortlist the NGOs where the students engaged for their internship. From the list, XIME Society extended financial support of ₹3 lakhs each in and around Karnataka region to three NGOs namely Mitra Jyothi, UPAY (Under Privileged Advancement by Youth), and Jeevarathni.

GLOBAL EXPOSURE THROUGH STUDENT EXCHANGE PROGRAMS

In the month of January 2025, XIME students had the opportunity to attend an educational session at Audencia Business School's Atlantic Campus in Nantes, France. Goulam Houssen Rais, a student from Audencia who

joined XIME from Sep-Dec 2024, enrolling in core management courses. Moreover, XIME's collaboration with Nagoya University of Commerce and Business (NUCB) in Japan opened doors for another global exchange, where two students will be attending NUCB, Japan during May and June 2025, enriching their global educational journey.

GUEST LECTURE BY MR. JACOB CHANDY VARGHESE

On 14 February 2025, students of first year attended a guest lecture conducted by Mr. Jacob Chandy Varghese, Head of Product Management (EDGE, Bangalore), with over 30 years of experience in the industry, who shared his insights on business entrepreneurship, intrapreneurship, social entrepreneurship, and the tech product industry. The students eagerly learnt about the process of new product development, its life cycle, and the typical causes of product failure in the market.

MARIA PHILIP FUTURE LEADERS DEBATE 2025: THE GRAND FINALE

XIME Bangalore hosted the grand finale of the Maria Philip Future Leaders Debate 2025. The event paid tribute to Ms. Maria Philip's legacy, with the Chairman, Prof. J. Philip, emphasising the event's role in cultivating public speaking and debate abilities for tomorrow's leaders.

Organised by the X-Oration club, more than 200 students from all South Indian states participated in regional and state rounds before eight finalists were shortlisted for the finale. The debate, on the topic "Friendly relations between India and China are an impossible prospect for the near future," was judged by

a panel of dignitaries Ms. Chandrika Rai, VP and Head of CPA Software & Diagnostics, Volvo Group; Mr. Srimanto Bhattacharya, Co-Founder & Senior Partner at Spearhead Intersearch; Mr. Gagandeep Singh, Head of Product Validation at Ather Energy; Mr. Abhijeet Piyush Jain, Global Product Portfolio Manager at TVS Motor Company; Mr. Sreejith Nair, Deputy Manager at Titan Company. Judges evaluated the participants on content depth, delivery, and communication skills.

Competitors Mr. Krishnanand Prajith Menon and Ms. Janet Eldho from Rajagiri College, Kochi won the competition, receiving ₹80,000 and a trophy. Ms. Pooja Chawan and Ms. Ananya Kadakol from JSS College, Dharwad secured the runners-up position, receiving ₹40,000 each. Ms. Ifra Ayesha from Roshini Nilaya was declared the Best Speaker and received a prize of ₹40,000. A total prize pool of ₹5,00,000 was distributed across regional, state final and South India levels.



XIMERA 2025: CELEBRATING TALENT, TEAMWORK, AND TRIUMPH

XIMERA 2025, the annual fest of XIME Bangalore, was a resounding success with more than 605 students participating from 42 colleges across India. The event featured a variety of competitions that tested students' abilities.

Events tested skills in management, finance, HR, marketing, and strategy. Cultural highlights included dance, music, and a themed fashion show. Sports competitions in futsal and basketball added to the excitement, making the fest a grand success. Christ University, Kengeri won overall, with Yeshwanthpur campus as runners-up.



INTERNATIONAL CONFERENCE ON 'TRANSCENDING BOUNDARIES IN MANAGEMENT EDUCATION - 2025'

In partnership with Adelaide Business School, Australia, XIME organised an International Conference. A panel discussion on 'Global Perspectives in Management Education,' was moderated by Dr. Krishna Kumar Nallur, Associate Professor, XIME Bangalore with distinguished panellists Dr. Rajeev Kamaneni (Adelaide Business School, University of Adelaide), Dr. Apurva Sanaria (IIM Bangalore) and Dr. Or Lustig (Matrix Media & University of Haifa). An all women panel led by Dr. Nagamani Nagaraja (Chief of Strategy and Operations, Global Academy of Technology), Dr. Madhumita Chatterjee (Director, Acharya Business School), Ms. Mridula (Co-founder, Kreedo), Ms. Kavyanidhi (Leader of Strategy and Operations, Cisco) and Ms. Chandrika Shetty (VP, Volvo Group) discussed "Business

Schools and Social Responsibility: Are We Doing Enough?." The research paper presentations, held on March 7-8, 2025, featured 32 papers on topics like diversity, sustainability, and social responsibility in management education. Two Master Classes on Global Perspectives in Management Education were conducted by Dr. Ankit Agarwal (Program Director, Bachelor of Business, University of Adelaide) and Dr. Thomas Kuruvilla (Managing Partner, Arthur D. Little). The conference offered networking opportunities for academicians and industry experts.



WOMEN'S DAY: "RUN FOR CHANGE"

The "Run for Change" campaign, conducted on 9 March 2025, aimed to raise awareness about gender biases in the corporate world. Sponsored by Biggies Burger, a 2-km run was held, with 35 participants, including faculty and students.

GUEST LECTURE BY MR. RAJESH KUMAR

Mr. Rajesh Kumar Dash, Associate Vice President at Duroflex, conducted a session on Integrated Marketing Communication (IMC). He delivered an engaging speech titled "IMC and Promotion Decoded: How Brands Build Trust, Influence, and Sales-The Duroflex Story." He mentioned that integrated marketing is not necessarily

about having continuous visuals but instead about creating an integrated, customer-focused experience. From his words, learners understood the brand's evolution from generic communications to a powerful positioning of "Great Sleep, Great Health". He emphasised the importance of confidence and consistency in IMC, leveraging insights into health and sleep for strategic positioning, and utilising a combination of traditional advertising, influencer marketing, digital platforms, and experiential retail. He also emphasised the importance of educational content, such as sleep science blogs and in-store consultations, in establishing brand trust. The session demonstrated how creative, insight-driven communication and persistence can cut through market noise and drive quantifiable business results.

ENTREPRENEURSHIP GUEST LECTURE

In a session with Mr. Kirthivasan Perialwar, MD, and Mr. Manjunath V. S, Director of Akihiro Technologies, students gained key insights on creating a sustainable last-mile delivery vehicle. They pointed out the necessity of deep market studies to observe customer gaps such as low range of the battery, low load capacity, and affordability.

XIME FOUNDATION DAY 2025

XIME commemorated its Foundation Day 2025, paying tribute to the legacy of Ms. Maria Philip, daughter of founder Chairman Prof. J. Philip. The event featured a dynamic blend of intellectual debate and cultural performances.

Students of XIME Bangalore Ms. Satakshi Pattnaik and Ms. Shania Augustine emerged as the winners of the debate competition, while Ms. Ayushi Mishra was honored with the Best Speaker award.

Mr. Harshith Shil emerged victorious in the Solo Singing Competition. Mr. Tanul Mishra's narration eloquently traced XIME's journey.

XIME BANGALORE HONOURS GRADUATES AT THE 29TH CONVOCATION



The institution marked a momentous occasion with its 29th Annual Convocation at St. John's Auditorium, Koramangala, conferring diplomas on 282 graduates. Of these, 228 received Postgraduate Diplomas in Management (PGDM), and 54 were conferred with PGDM in Business Analytics (PGDM-BA) along with 4 Ph.D. degrees. Dr. Meena Rani, Dean of Academics, led the procession, and in the absence of Chairman Prof. J. Philip, Mr. S. Vishwanathan, a senior Board Member, XIME Bangalore, formally declared the convocation open. In his warm welcome address, Mr. Anil Philip, President of XIME, extended heartfelt gratitude to the Chief Guest, Mr. Ramesh Ramadurai, Managing Director of 3M India.



Dr. Roshni James, the officiating Director of XIME Bangalore, presented the annual report, highlighting the institution's achievements for the academic year 2024-25. PGDM student Mr. Thamelnasan received the "Best Outgoing Student" award and a cash prize of ₹50,000. The convocation drew to a close with Mr. S. Vishwanathan officially concluding the proceedings.



A WELLNESS WORKSHOP FOR FACULTY AND STAFF

A wellness session titled "Rewire Yourself" was conducted by alumnus Mr. Manikandan from 'HEALTH is MANI' for XIME faculty and staff. The interactive workshop focused on body awareness, simple exercises, breathwork, and mindfulness practices. Faculty and staff members enthusiastically participated, learning exercises and stretching techniques to enhance flexibility, strength, inner health, and sleep quality for well-being.



INSPIRA DISTINGUISHED SPEAKER SERIES

Mr. Anand Iyer Spoke on MBA to Leadership

On 20th February 2025, Mr. Anand Iyer, Chief Operating Officer at 5C Network Pvt. Ltd., shared insights on business strategy, leadership, and professional growth. He highlighted the global scarcity of decisive leadership and stressed the need for individuals who set high standards and strive for excellence. He introduced three key leadership competencies: Proact, Envision & Prioritise.



Dr. Neville Roach and Dr. Vijay Roach Address XIME Students

On 24th March 2025, XIME Bangalore had the honor of hosting Dr. Neville Roach, Chairman of the Advisory Board for Australia and New Zealand at TCS. He spoke on resilience, adaptability, and the value of diversity in a globalized world. Dr. Vijay Roach, a renowned healthcare leader, shared insights on compassionate leadership and the lasting influence of his father's values. Both speakers encouraged students to lead with purpose and responsibility.

CLUB ACTIVITIES

Finitiative

Decoding Union Budget

On 14 February 2025, Finitiative, the Finance Club organised a session on 'Decoding Union Budget 2025'. The Chairman Prof. J. Philip, delivered the inaugural address, appreciating the budget's bold approach, particularly the ₹12.75 lakh taxable income limit and India's 30% tax rate. Dr. Raju G, Area head, Finance welcomed the panel and Mr. Rakesh Arakere, C. A. was the moderator. The discussion by the invited panel of Chartered accountants covered topics of economic stability, taxation, and employment. Prof. (Dr.) Krishna Raj, C.A analysed fiscal deficit, tax compliance, and job creation, while Mr. Abraham Baby Cherian reviewed sectoral impacts, including urban development and financial policies. Mr. Krishnanath N., C.A addressed tax reforms, income tax exemptions, and the Income Tax Act 2026. Mr Rakesh Arakere discussed labour market trends, the impact of AI, and the Internship Scheme 2024.



X-Insights

EXCEL-lent AI Creations

X-Insights, the Analytics Club of XIME conducted 'Excel-lent AI Creations' on 20 February 2025, focusing on data analysis and artificial intelligence. This event featured two rounds: one where teams sequentially tackled Excel-based challenges, and the other where participants used AI to create images from prompts. Mr. Nikhil D. Jonathan, an assistant professor of XIME Bangalore judged the competition based on accuracy,

speed, creativity, and problem-solving skills. Team comprising Ms. Archee, Ms. Arpana, and Ms. Ayushi secured first place.



AI Dumb Charade

X-Insights organised 'AI Dumb Charades' on March 21, 2025. In a fun AI twist on Dumb Charades, two-member teams competed by creating AI-generated movie posters for their partners to guess. Seven teams participated, and four identified all the films correctly. Team 'Movie Buffs', consisting of Mr. Kunal Parakh & Mr. Kangkan Talukdar, won the competition.

Cultural club

Ethnic Echoes

The Cultural Club organized 'Ethnic Day,' where students came dressed in traditional attire. The day featured a student art exhibition, lively musical performances in the evening, and an array of engaging attractions including food stalls, a photobooth, and cosmetic accessory kiosks.



Enchanted Soiree-Farewell

The Cultural Club organised 'Enchanted Soiree,' a farewell for Batch 29 and BA03 students, on March 20, 2024. Set to the theme of 'Ball Night,' the evening featured music, dance, and fun titles awarded through peer nominations. The celebration

concluded with a sense of nostalgia as the graduating students looked ahead to new beginnings.

XOPS

Mission: SimPossible

XOPS, the operations club of XIME Bangalore, organised the “Mission: SimPossible” competition on January 7, 2025 with a total of 13 teams participating. It was the first operations management-themed event of the year, and consisted of two interactive rounds: a “Resume Creation Challenge” to assess participants’ analytical capabilities and creativity, and the “Beer Game Simulation,” a practical supply chain management activity that emphasises real-world problems.

X Tech

Speaker Session “AI Trends in Management Roles”

X-Tech, the Tech Club, organised a Speaker Session on ‘AI Trends in Management Roles’ by Mr. Gyan Prakash, Learning & Development Lead at UST. He discussed how AI is transforming managerial work, enhancing decision-making, and reshaping leadership approaches.



XSeed

Bharat Run 2025

“Bharat Run 2025”, a 5 km run, was organised by E-City Rising, Rashtriya Parishad, in collaboration with XSeed Social Action Club of XIME, Bangalore, on January 18, 2025. The marathon started at 6:30 AM with a warm-up session, distribution of t-shirts and participants ran through a carefully planned route from XIME Bangalore to Narayana

e-Techno School Bangalore and back. Runners were welcomed with claps, medals, certificates, and refreshments at the finish line. A cool-down session was also arranged for proper recovery after the run.



SUSTAINOVATE 2025

“SUSTAINOVATE 2025”, organised by XSeed from 24-26 March 2025, was an event for sustainability and consisted of activities such as “Watering the Plants” and “No Food Waste.” The judges appreciated innovative solutions, and the team “Carbon Cutters” were declared the winners. Additionally, XSeed organised a “Clothes Donation Drive” on March 22, 2025.

Sports Committee

Serve Up

The Sports Committee organised a Volleyball Tournament from Feb 12-17, 2025. The knockout tournament featured 10 teams, with students. Girls volleyball and throwball were part of the tournament.

Xavier Cup

“Xavier Cup”, the Basketball Tournament, was conducted on March 6, 2025, with four teams competing in a tough league-format competition. The event was lauded by players and fans alike, successfully pinpointing new basketball stars.



HRuday

Memoria De Amigos 4.0

On 14 February 2025, HRuday, the HR club of XIME Bangalore, organised 'Memoria De Amigos 4.0' a day filled with fun, surprises, and heartfelt moments. Students wrote messages to their friends and a lively treasure hunt followed, with clues shared on Instagram stories. The campus buzzed with excitement, laughter, as friends discovered their messages.

EMBRACE 3.0 Magazine Launch



The HR club Hruday, officially launched "EMBRACE 3.0" on 6 February 2024. The magazine "Gen Z in the Workplace: Redefining the Future of Work" features opinions from Deloitte and EY professionals, XIME alumni, and student writers from Batches 29 and 30. The conference began with a keynote by Mr. Chella Pandian Pitchai, HR Leader, Biocon Biologics. It was then followed by a panel discussion with XIME students on the influence of Gen Z in the workplace.

INDUSTRY VISITS

Industrial Visit at ELCIA

The industrial visit at Electronics City Industries Association (ELCIA) provided students with an overall glimpse of the vibrant industrial scenario of Electronic City, Bengaluru. Students observed cutting-edge manufacturing methods in electronics and electric vehicle drivetrains, and learnt the application of IoT and automation in various industries such as healthcare and infrastructure. They learned about green technologies, supply chain management, and regulatory issues. The tour connected academic theory with industrial practice, emphasizing Electronic City's increasing leadership in digitalization and electric mobility.

Industrial Visit at TaeguTec India Pvt Ltd

On 13 March 2025, 50 students visited TaeguTec Pvt Ltd. in Bommasandra for an industrial exposure program. Senior management and department heads shared insights into finance, HR, and operations, highlighting strategies for capital investment, workforce development, and operational excellence. Students toured the factory, observing advanced manufacturing processes and innovations driving market leadership.

CHAIRMAN'S DIARY

Date	Event
Jan 30	Leadership Development Programme with Christian Institute of Management at Hotel Ramada, Egmore.
Jan 26	Chief Guest for St. Berchmans College, Changanacherry Grand Alumni Meet 2025.
Jan 24	Speaker at (Late) Dr. J. Alexander, IAS (Retd.) Commemorative Lecture at ECA Club, Indiranagar, Bangalore.
Jan 18	Received the Excellence Award at the 138 th Foundation Anniversary Celebrations of Deepika & Excellence Awards Distribution Ceremony at St. John's Medical College Hospital Auditorium.

STUDENT ACHIEVEMENTS

Event	Organiser	Achievements
IGNISIA 2025	Kristu Jayanti College	Wins: Best CEO, Global Business, Fintech, Analytics & Operations, PR, CSR Runners-up: Viksit Bharat, 7p's Marketing, People Management
TARKASH 2025	ICFAI Business School	Win: Economics, Runner-up: Operations & Analytics
Chrizzellenz 25	Christ University	Wins: Questivator, Trade-O-Mania, Fusion Fiesta Runner-up: Manager's Dilemma
Naissance 25	SDMIMD Mysore	Win: HR, Runner-up: Finance
Vaibhava 2025	Ramaiah Institute of Management	Runner-up: Manager's Dilemma
Quest25	BMS College of Engineering	Win: Marketing, Runners-up: HR, Best Manager (Finance)
Parishram (Nat'l)	IIT Kharagpur (VGSOM)	Runner-up: National level competition
Sin City Serenade	XIME Chennai	Runner-up: Solo Singing
FMS Delhi Competition	FMS Delhi	Winner: Cash prize ₹5,000 + internship opportunity

FACULTY ACHIEVEMENTS

Date	Event	Details
Jan 2–4, 2025	22nd AIMS International Conference on Management by IIM Kozhikode	Session Chair: Dr. Trinley Paldon
Jan 10–11, 2025	FDP on Case Methodology	Resource Persons: Prof. J. Philip, Mr. Anil Philip, Dr. N.M.K. Bhatta
10 Jan, 2024	Family Business Conclave 2025 by CII	Attendee: Dr. Rajkumar S.
Jan 20–25, 2025	AICTE ATAL FDP on "Role of Industry 4.0 in Driving Sustainable Industry Practices" at GITAM Bangalore	Attendee: Ms. Shimona Shriya
Feb 3–8, 2025	AICTE ATAL FDP on "Generative AI: Techniques, Tools, and Applications", NIT Delhi	Attendee: Ms. Shimona Shriya
Feb 7 & 8 2025	27th National Conference and 13th HR showcase by NHRD Network, Lalit Ashok, Bangalore	Attendees: Ms. Aparna S and Mr. Tijo George
Feb 17 2025	Conference by FTSE Russel, LSEG	Attendee: Dr. Trinley Paldon
Feb 21 2025	13th International Conference on Contemporary Issues in Management, organised by ISME	Chair for Technical Session: Dr. Christopher Rajkumar

Feb 22 2025	Session on “Regulatory Challenges in Fintech Innovation” at DP Organised by SJCC, Bangalore	Guest Speaker: Dr. Meena Rani delivered a session
Feb 24 2025	Talk at NIT Calicut	Mr. Johnson Clement delivered a session on “Gen AI for marketing for group of women entrepreneurs’
Feb 4–28, 2025	"Transformative Development" under UGC's MMTP at IIT Hyderabad	A Short-Term Programme completed by Ms. Shimona Shriya
March 2025	4th International Conference jointly organized by VIT-AP School of Business (India), Newcastle Business School (Australia), Birmingham City University (UK), and Heriot-Watt University (UK) on Innovation and Sustainable Business Practices in the Digital Era 2025 (ICISD’2025)	Dr. K. Subha, Ms. Bhavna, and Ms. Hridaya presented a paper titled "A Study on Behavioural Intention and Actual Usage of Artificial Intelligence among the Select Service Sector Employees" and won the Best Paper Award in the HR track.
March 3	Master Class in Kumaraguru College of Liberal Arts and Science, Coimbatore	Ms. Mythiri was invited as a guest speaker to deliver a lecture on ‘Mastering the unspoken rules of cross cultural communication’
21 Mar, 2025	A conference on ‘Innovation in Business Practices: Bridging Global Perspectives’ by SIMS	Dr. Trinley Paldon was a Panelist
21 & 22 Mar 2025	AI Powered Marketing	The MDP team, Mr. Krishna Kumar, Dr. Ganaraj Khandige, Mr. Nikhil Jonathan, and Mr. Tijo George, successfully conducted the MDP
3rd & 4th April 2025	Management Development Programme on ‘how to Excel in case Research & case writing’	The MDP team, consisting of XIME faculty members Prof. N.M.K. Bhatta, Mr. Krishna Kumar, Dr. Ganaraj Khandige, Mr. Nikhil Jonathan, and Mr. Tijo George, successfully conducted training program for industry participants
8 Apr, 2025	FDP on ‘Pedagogy and research methodology’ by IIM Ahmedabad	Dr. Rajkumar was nominated and he attended the FDP

RESEARCH PUBLICATIONS

Author(s)	Title & Journal	Category
Dr. K. Subha, Dr. N. Meena Rani, Ms. Aarthi R, Ms. Ishvari Bhaavesh Madeka	<i>Unraveling the Impact of Digital Technologies on Team Dynamics and Employee Job Performance in IT Sector,</i> Academy of Marketing Studies Journal	ABDC-B
Ms. Vinitha Vincent, Mr. Vikrant Thokchom, Ms. Shunmugi V, Mr. Yash D. Chaudhari	<i>Analysis of Influence of Neurotransmitters on Net Promoter Score Based on Consumer Decision Making,</i> Cuest Fisioter	Scopus
Ms. Vinitha Vincent, Mr. Tejas Rathod, Ms. Khwahish Chhablani, Ms. Janvi Gupta	<i>Investigating the Negative Impact of Personalized Marketing on Customer Retention among Gen Z Population,</i> Journal of Informatics Education and Research	ABDC-C
Ms. Soumitra Bhattacharya, Dr. Roshni James	<i>Corporate Citizenship and Financial Performance – A Literature Review,</i> Korea Review of International Studies	ABDC-C
Mr. Najam Anjum, Mr. Antony Paulraj, Mr. Constantin Blome, Dr. Christopher Rajkumar	<i>Environmental Process Design and Performance: Understanding the Key Role of Learning by Doing and Employee Empowerment,</i> International Journal of Production Economics	ABDC-A
Dr. Loitongbam Athouba Meetei, Mr. Bhaskar Bhowmick, Parama Barai	<i>Bottom of the Pyramid Education: Innovation by Intermediary Organizations and their Stakeholders,</i> Management Decision	Scopus
T. Dakshinamurthy, Dr. S. Md. Shakir Ali, Mr. Pratik Priyadarshi	<i>Consumer Trust in Digital Brands: The Role of Transparency and Ethical Marketing,</i> Advances in Consumer Research	ABDC-B
Riny Raju, Dr. Raju G	<i>Crisis and Calm: Analysing Oil Price Volatility and Exchange Rate Dynamics in India,</i> European Economic Letters	ABDC-C
Sony Kuriakose, Mr. Nikhil N K, Dr. Raju G	<i>Key Propositions on Rising Corporate Social Responsibility Compliance in India,</i> The Viksit Bharat Vision: Strategies for National Development	Book
Ms. Suman S, Dr. Raju G	<i>Global Stock Market Dynamics: The Macroeconomic Connection,</i> Authors Press, New Delhi	Book

S. Catherine, G. Ramasundaram, Dr. Meena Rani Nimmagadda, N.V. Suresh	<i>Roots, Routes, and Identity: How Culture Shapes Heritage Travel,</i> IGI Global	Scopus (Book Chapter)
Shaymaa Hussein Nowfal, Dr. N. Meena Rani, et al.	<i>The Impact of Export-Oriented Agricultural Policies on Farm-Level Income, Production Efficiency, and Market Stability in Asia,</i> Research on World Agricultural Economy	Scopus Q4
Ms. Vinitha Vincent, Mr. Harshdeep Atre, Ms. Isha Kumari, Ms. Mohina Banerjee	<i>The Influence of Food Bloggers on Consumer Preferences,</i> Journal of Informatics Education and Research	ABDC-C
Ms. Emily Maria K. Jose, Mr. Bijay Kushwahn, Mr. Bhagwati P. Chaudhary, Vibhuti Singh	<i>Integration of Emotional Intelligence with Machine Intelligence to Enhance Internal Service Performance in the Service Industry,</i> International Journal of Applied Management Science	Scopus
Ms. Emily Maria K Jose, Ms. Pooja V	<i>Bridging Employer Branding and Talent Management for Enhanced Organisational Engagement,</i> International Journal of Applied Systemic Studies	Scopus
Ms. Vinitha Vincent, Mr. Arpit Kanchan, Mr. Shashidhar Devashetra	<i>The Impact of Artificial Intelligence on Transforming Advertising,</i> Metallurgical and Materials Engineering	Web of Science
Dr. Prof. G. Devakumar	<i>Educational Transformation Outcome-Based Learning: Preparing Students for Contemporary Challenges,</i> Educational Transformation	Google Scholar
Dr. Prof. G. Devakumar, Ms. Ekta Goplani, Ms. Sanjana Valecha, Mr. Aman Agarwalla	<i>A Structural Equation Modelling Approach to Analyse the Impact of AI-Driven Personalization for Customer Acquisition,</i> International Journal for Multidisciplinary Research	Google Scholar
Dr. Prof. G. Devakumar, Ms. Srushti Gurunath Tambe, Mr. Samaksh Sharma, Ms. Nikita Hemani	<i>AI and Creativity in Management Education: Catalyst or Constraint,</i> International Journal of Novel Trends and Innovation	Google Scholar

XIME CHENNAI NEWS

REPUBLIC DAY CELEBRATION 2025

The Republic Day celebrations at XIME began with a march past, followed by the flag hoisting ceremony. Director Dr. Ravi Veeraraghavan addressed the gathering, delivering an insightful speech on the legality and provisions of Republic Day. On this special occasion, the XSEED Club contributed to environmental sustainability by planting saplings as a tribute to the day. Additionally, students from Batch 7 and Batch 8 were honoured with various scholarships and awards, recognising their academic excellence and achievements.

XIME CHENNAI CELEBRATES ETHNIC DAY



On 14 February 2025, XIME Chennai came alive with colours, traditions, and culture as students celebrated Ethnic Day. Dressed in

stunning traditional attire, students embraced the essence of their cultural roots, making the day a spectacular visual delight. From lively performances to engaging activities, the campus was abuzz with enthusiasm as participants proudly wore their traditions and heritage.

PROMETHEUS 2025

XIME Chennai's intercollege fest, Prometheus 2025, held on 24–25 February, was a grand success, drawing over 400 participants from more than 15 institutions, including IIT Madras, LIBA, Great Lakes, SRM University, and VIT Chennai. With 20 students from XIME Kochi and Bangalore joining in, the event became a vibrant celebration of talent and inter-campus collaboration. Organised by Credila and endorsed by Coca-Cola, EXF Education, OM Logistics, Spicesome, Speedy Care, and Questimate, the festival featured 20 diverse competitions in management, culture, sports, and digital media.

Director Dr. Ravi Veeraraghavan and Dean Prof. Suresh Kumar V. inaugurated the event, stressing the need for such platforms to foster creativity, competition, and networking. A highlight was Quiz Gambit, conducted by acclaimed quizmaster Mr. T. K. Padmanabhan, where IIT Madras emerged as the winner. PSG Institute of Management, Coimbatore defeated Finitive, and LIBA won Mark

a Million and the Overall Championship. Mediax's photography contest was won by SRM University. Contestants were given ₹2 lakhs in prizes and a sapling from XSEED to aid sustainability.



THE 12TH GO-KART DESIGN CHALLENGE

XIME Chennai also had a considerable influence, sponsoring the 12th Go-Kart Design Challenge (GKDC) that took place in Coimbatore from 19 to 22 February 2025. The competition featured 52 teams comprising 48 top engineering colleges from across the nation. A participatory admissions booth was set up at the ISNEE Motorsports event, engaging final-year engineering students, faculty, and organisers. Students Krishna Kumar B and Prashanth G R actively promoted the institution, while Coordinator Ms. Arul Thava Mary A. facilitated interactions.

CELEBRATING ALUMNI ACHIEVEMENTS

Our esteemed alumnus of XIME Chennai, Ayush Anand, invited students and faculty of XIME Chennai for the grand inauguration of Nuivio's new AI Innovation Centre. Dr. Palanivel Thiyagarajan, Honourable Minister of Information Technology and Digital Services, Tamil Nadu, was invited as the chief guest to the inauguration held on 4 February 2025, at Sholinganallur, Chennai.

As part of the inauguration, Ayush Anand, was honoured with the prestigious Pride of Nuivio award by the IT Minister.



SANGAM 2025: ALUMNI REUNION

On 1 March 2025, XIME Chennai hosted *Sangam 2025*, an alumni meet that brought together 60 alums from Batches 1 to 6. Various clubs set up food stalls and games. Vibrant performances, including dance, skits, singing, and a flash mob, further enlivened the evening. As a gesture of appreciation, gifts were presented to the alums. The event concluded with a delightful dinner and memorable photo sessions, capturing the spirit of togetherness and lifelong connections.

INTERNATIONAL CONFERENCE 2025

Chennai, 21 March 2025 – XIME Chennai hosted ICAMSL-2025, where a total of 61 research papers were presented in hybrid mode, covering the core management areas. The Chief Guest of the event was Mr. Ganesan Nagarajan (Senior Operations Lead, Vestas) and Guests of Honour were Dr. S. Thanigaarasu (Additional Controller of Examinations, Anna University), Dr. A. Tamilarasu (Professor, Gambella University, Ethiopia), and Dr. Subramanian Muthuraman (Assistant Professor, Arab Open University). Under the leadership of Dr. Ravi Veeraragavan (Director) and Prof. Suresh Kumar (Dean of Academics), with Convenor Dr. R. Sundari, conference concluded successfully, celebrating outstanding research and fostering valuable academic collaborations.

INTERNATIONAL WOMEN'S DAY

XIME Chennai celebrated International Women's Day on March 8, 2025. The event featured a soulful song by students Shristi, a musical performance by Karthikeya Dev, followed by a fun quiz. Women faculty, non-core staff, and workers were honoured with gifts, followed by a cake-cutting ceremony. Students received keychains as a token of appreciation. Certificates were awarded to Batch 8 students for their contributions to the Prometheus project. The event concluded with the announcement of new office bearers for all clubs.



HOLI CELEBRATION

On 14 March 2025, XIME Chennai celebrated Holi with vibrant energy and festive cheer. The basketball court transformed into a hub of music, dance, and colours as students came together to enjoy the festival of unity and joy. With lively Bollywood beats, refreshing drinks, and playful gulal, the event brought smiles, laughter, and lasting memories.

BON VOYAGE: FAREWELL TO BATCH 7

The farewell celebrations for Batch 7 were filled with a blend of excitement and nostalgia as students came together for their final evening. Batch 8 set the tone with an energetic dance performance, followed by a heartfelt song from the seniors. The evening continued with

a lively DJ session, while MediaX added an emotional touch with a surprise farewell video that moved many. The night ended with shared laughter, warm embraces, and memories that will be cherished for years to come.

7TH CONVOCATION OF XIME CHENNAI

XIME Chennai conducted its 7th Convocation on 17th April 2025. Mr. K. Mahalingam, MD of TS Mahalingam Group, presented an inspiring talk as Chief Guest. Mr. Anil J. Philip, President of XIME Society, welcomed the dignitaries, and Prof. J. Philip, Founder Chairman, spoke to the students. Diplomas were awarded to 140 students by Mr. P.C. Cyriac, Chairman, and excellence awards were given. Students Sandhya Vaidhyalingam and Durga G topped the list of honours. The function was brought to a close with a memento to the Chief Guest, a vote of thanks by Nandita Deo, and the National Anthem.



SPEAKER SESSIONS

Demystifying AI: Insights Into Trends and LLMS By Mr. Malaya Rout

On 8 February 2025, XIME Chennai hosted Mr. Malaya Rout, Director of Data Science at Exafluence, for an engaging lecture on *Traditional AI, Trends in AI, and large language models (LLMS)*. He discussed the impact of AI on various industries and the latest advancements in AI-driven technologies, giving students a deeper understanding of how AI is shaping the future.

Unpacking Blockchain & Crypto: A Session With Mr. Arun Vijay

Mr. Arun Vijay, COO of Giottus, delivered an enlightening session on *blockchain and crypto* on February 10, 2025. His talk provided students with a comprehensive understanding of blockchain technology, its role in financial transactions, and the rapidly evolving cryptocurrency market. The session helped students gain clarity on blockchain's real-world applications and its potential in various sectors.

Navigating The Cloud: Insights From Mr. Sankar Rao

On 21 February 2025, XIME Chennai welcomed Mr. Sankar Rao Vanapalli, Tech Leader at Fiserv, who conducted an insightful session on *Cloud Technology, Types of Cloud Services, and Cloud Span*. He explained the fundamentals of cloud computing, its applications, and the latest trends shaping the industry. The session provided students with a strong foundation in cloud technology and its relevance in today's digital world.

Exploring the Future: Advanced AI Applications With Mr. Venkatesh

The month concluded with an advanced session on February 22, 2025, featuring Mr. Venkatesh, Founder of Maarga Systems, who spoke about *the Advanced Applications of AI*. He explored how artificial intelligence is revolutionising industries and its potential future applications in various domains. The session provided students with a glimpse into the limitless possibilities that AI offers in business and technology. These expert-led guest lectures offered students an invaluable opportunity to interact with industry professionals, gain real-world knowledge, and explore emerging technological trends. XIME Chennai continues to foster learning experiences that bridge the gap between academia and industry.

Fostering Resilience: Mental Wellness Webinar With Dr. Swathy Sudevan

On 19 March 2025, a highly engaging webinar on "Mental Wellness and Mental Health Challenges in Corporate and Academic Settings" was conducted by Dr. Swathy Sudevan, Consultant Psychiatrist at Government District Hospital, Kollam, Kerala, via Google Meet. The session provided valuable insights into managing stress, building resilience, and promoting mental well-being across both academic and professional contexts. Through an interactive discussion, participants explored practical strategies for coping with mental health challenges while also reinforcing the significance of self-care and seeking timely support.

X-TECH'S Exploring Career Pathways in Cybersecurity With Mr. Rangarajan Kannan

The X-Tech Club kick-started the month with an insightful session on *Career Growth in Cyber Security* by Mr. Rangarajan Kannan, Vice President of Cyber Security at Fiserv. He shared valuable insights on the ever-evolving cybersecurity landscape, career opportunities in the field, and the essential skills needed to succeed. The session was an eye-opener for students aspiring to build a career in cybersecurity.

X-OP'S A Roadmap to Workplace Success With Mr. Chirag Suchak

On 24 March 2025, the X-Ops Club of XIME Chennai organised a thought-provoking speaker session titled "*Zillennials: Championing at Work Each Day, Every Day*", led by Mr. Chirag Suchak, a seasoned People Leader, HR Strategist, and Pearson Certified Consultant. The session centred around fostering continuous learning and adaptability in the modern workplace. Chirag introduced the impactful 3e Model of Growth – Exposure,

Education, and Experience and highlighted essential professional skills, including emotional intelligence, communication, problem-solving, and leadership. He also underscored the importance of networking and personal branding in building a successful career. The session concluded with an engaging Q&A segment, where students discussed real-world workplace challenges and strategies for professional growth.

XSEED Mental Health Awareness With Ms. Sangeetha Chandrasekharan

On 25 March 2025, the XSEED Club of XIME Chennai organised an impactful Mental Health Awareness Talk led by Ms. Sangeetha Chandrasekharan. The session focused on identifying early signs of distress, building resilience, and adopting effective coping strategies. Attended by Batch 8 students, faculty, and XSEED volunteers, the talk emphasised the importance of mental well-being and fostered open conversations to break the stigma around seeking professional help. With insights into self-care, emotional strength, and community support, the event served as a valuable step toward creating a more mindful and empathetic campus environment.

FINITIATIVE'S Mastering Startup Validation With Ms. Sujatha Rajan

On March 27, 2025, the Finitiative Club of XIME Chennai hosted Ms. Sujatha Rajan, Founder & CEO of Lakshanam, for a compelling session on "Validating a Startup Concept." Sujatha walked students through five critical steps in startup validation: identifying problems and target audiences, conducting market research, building a Minimum Viable Product (MVP), testing marketing strategies, and assessing business viability. She also

cautioned against common pitfalls such as overlooking customer feedback and neglecting competitor analysis. The session emphasised a lean approach and gradual investment, encouraging continuous testing as a foundation for startup success. The engaging Q&A segment deepened students' entrepreneurial insights, making the session both practical and inspiring.

CLUB ACTIVITIES

XSEED

Beach Cleanup Drive at Edward Elliot's Beach

The XSEED Club of XIME Chennai actively participated in a beach cleanup drive at Edward Elliot's Beach, organised by Bhumi. The initiative focused on promoting environmental sustainability through systematic waste collection, segregation, and proper disposal. Volunteers worked in groups, safely collecting plastic, glass, and paper waste while taking precautions to handle hazardous materials. Their efforts helped reduce pollution and protect marine life. Through their dedication, XSEED members not only cleaned the beach but also spread awareness about responsible waste management and the importance of community-driven environmental efforts.



SPREADING JOY AT BAVISHYA DEEPAM



On 13 March 2025, the XSEED Club of XIME Chennai visited Bavishya Deepam, an NGO dedicated to supporting individuals with mental challenges. Volunteers participated in interactive activities, including dancing, games, and group interactions, which fostered a spirit of social inclusion and emotional well-

being. The distribution of snacks added to the joyous atmosphere, creating meaningful connections with the residents. The visit underscored the importance of empathy and inclusivity, reinforcing XSEED's commitment to social responsibility.

EXTERNAL PROGRAMMES

A three-day Leadership Development Program was conducted for 30 executives from the Rane Group from 13 to 15 February 2025, aimed at strengthening leadership capabilities and preparing participants for dynamic business challenges. Facilitated by Mr. A. S. Rajarajan and Ms. Arul Thava Mary A, the sessions covered vital topics including Delegation and People Development, Mindset Change, Flawless Execution, Conflict Management, and Workplace Communication. Dr. Ravi Veeraraghavan coordinated the program.

STUDENT ACHIEVEMENTS

Date	Event/ Achievement	Details
MDI Murshidabad Conference	Best Paper Award in the Marketing Track	Sneha C J (Batch 7) received the Best Paper Award for her excellent research work, bringing pride to XIME.
Sri Ramachandra Institute	Runners-Up in Crime Scene Investigation contest	Abhin Manohar, Jane Pereira, and Neil Nebu (Batch 7) emerged as Runners-Up, showcasing remarkable analytical abilities and coordination.
XLRI Jamshedpur	Presentation at the International Conference on Respect in Business and Leadership	Debleen Dash presented her work, demonstrating scholarship and intellect in the field of business leadership.
Zerodha Varsity Finance Quiz	2nd Runner-Up	Surojit Ghosh and F. Antony Roshan (XIME Chennai) secured 2nd Runner-Up at the finance quiz, demonstrating expertise in finance.
LIBA 2025	Overall Championship Trophy	XIME Chennai bagged the Overall Championship Trophy, excelling in events such as marketing, digital AI generation, AI-verse, and operations.
NTPC MMA Electron Quiz	5th and 6th Rank	XIME Chennai students secured 5th and 6th places in the quiz, reflecting a remarkable team effort and expertise.

Finbeta 2025	Second Position in Fin Auction and Fin Escape competitions	XIME Chennai students secured second place, showcasing their knowledge in finance and analytical abilities.
Business Standard	Star Reporter of the Month	A Batch 7 student from XIME Chennai was awarded the Business Standard's Star Reporter of the Month for her excellent coverage of the Maria Philip Future Leader Debate Tamil Nadu State Finals.
NHRD Conference	Emcee	Kowshika (Batch 7) showcased her leadership and speaking skills as an Emcee at the prestigious NHRD Conference, attended by over 500 corporate individuals.
MSME Awareness Programme	Lecture & Chief Guest at ZEAL FEST 2k25	Karthikeya Dev (Batch 8) delivered a lecture and served as the Chief Guest at ZEAL FEST 2k25, motivating the next generation of entrepreneurs and artists.
ICAMSL-2025	Best Paper Award	Sneha C. J. and Siddesh N. received the Best Paper Award for their work on "Sustainability as a Competitive Advantage."
SSN School of Management	AI Consumer Behavior and Environmental Consumerism Presentation	XIME Chennai students, mentored by Dr. Sundari R., presented their studies on AI's impact on consumer behavior and environmental consumerism.
XLRI Ethics Conference	Research Paper on Privacy & Fairness in AI-based HR Recruitment	Debleen Dash presented a paper on the ethical issues and need for transparency and fairness in AI-based HR recruitment.

FACULTY ACHIEVEMENTS

Ms. Arul Thava Mary A was invited as a guest speaker at Suguna Engineering College, Coimbatore, where she delivered an engaging session on "The Role of English Communication in Career Growth."

RESEARCH PUBLICATION

Author(s)	Title & Journal
Rohit Mewada, Rachna Kumari, Oviya B.K, Dr. Kasinglung Panmei J	<i>A Study on Financial Management Strategies and Their Impact on Emerging Economies of India -</i> Rabindra Bharati University Journal of Economics
Amal Raj. P, Antony Roshan. F, Arun Kumar K R, Amrita Bhattacharjee, Dr. R. Sundari	<i>Digital content creators' marketing impact on the purchasing behaviour of Gen Z management students on Instagram -</i> Rabindra Bharati University Journal of Economics

Aniket Nayak, Anirudh P, Arundhati Behera, Ashwin Gowtham S, Dr. Ravi Veeraraghavan	<i>Identifying the impact of risk tolerance on trading behaviour of individual investors -</i> Rabindra Bharati University Journal of Economics
Vinisha K, Udbhav Singh, Sneha S, Mr. T. Bothichandar	<i>Impact of GST Implementation on the financial performance of Indian SMEs -</i> Rabindra Bharati University Journal of Economics
Deena Shri P, Disha N, Darshana Smithi S, Sai Dushyanth Muralidharan, Dr. Ravi Veeraraghavan	<i>Merger and Reconstruction: A Strategic Analysis of Godrej Consumer Products Limited's Acquisition of Raymond Consumer Care -</i> Rabindra Bharati University Journal of Economics
Hariom Jaware, Gattu Mahalakshmi, Jane Pereira, Gattu Madhurima, Dr. Ravi Veeraraghavan	<i>Understanding The Shift: Analysing Preferences of Generation Z's Investment Strategies -</i> Rabindra Bharati University Journal of Economics
Rajashri S, Sam Davidson V, Harivatsan S, Mr. T. Bothichandar	<i>The Impact of Goods and Services Tax (GST) On Big 5 FMCG Dominant Companies -</i> Rabindra Bharati University Journal of Economics
Manikandan S, Nithin A J, M Shreya, Mansi, Dr. R. Sundari	<i>A Study on Impact of AI Tools In Social Media Industry -</i> Rabindra Bharati University Journal of Economics
Kavya S Singh, Neil Nebu, Marshian Denil, Dr. Ravi Veeraraghavan	<i>The Effect of Interest Rate Changes on Stock Market Performance -</i> Rabindra Bharati University Journal of Economics
Himanshu, Geethapriya. B. S, Harshwardhan, Gopal Patidar, Dr. R. Sundari	<i>The Power of Influencer Marketing in the Fast Fashion Industry -</i> IPE Journal of Management
Akshaya T, Alok Kumar, Akash Gupta, Akash Tripathi, Dr. Kasinglung Panmei	<i>Student Choices and Satisfaction with Market Products -</i> IPE Journal of Management
Surendhar G, Subhasri, Vaishnav Mohan	<i>The Impact of AI And Technology in Enhancing Last-Mile Delivery Efficiency In The Food Industry -</i> IPE Journal of Management

Vansh. A. Soni, Supriya Gandhi Chellappan, Sowndharya Lakshmi, Sreenu, Dr. Kishore Thomas John	<i>The Impact of Subscription Based OTT Models on Customer Retention</i> IPE Journal of Management
Kamesh J, Karthik Srinivas C, Amrin Banu M, Khushi M	<i>The Study on Optimizing Last-Mile Delivery for Net-Zero Emissions in Urban Areas -</i> IPE Journal of Management
Dwijesh Naveen, Supriti Pattnaik, Dr. Kasinglung Panmei	<i>Traversing Organized Retail for Used Cars in India, a Prospective Study -</i> IPE Journal of Management
Varsha R, Vigneshvar M, Ravi Varma, Abinaya K	<i>Broadcast To Bytes: The Evolution of Millennial Shopping Habits -</i> IPE Journal of Management
Ishika Bhardwaj, Jai Bhardwaj, Shree Hari K V, Kashish Arora, Dr. R. Sundari	<i>Decoding the Desire for Counterfeit Apparel Among Gen Z: Trends and Insights -</i> IPE Journal of Management
Varsha Tiwari, Vishal Raj, Varun. P. Shenoi, Yoga Sriya, Dr. Kasinglung Panmei	<i>The Impact of AI-Powered Computer Vision in Manufacturing -</i> IPE Journal of Management
Praveen Kumar, Rimona Sornamalya I, Raabi Roshan R, Rohan Kumar, Dr. Kishore Thomas John	<i>Consumer Attitude Towards Sustainable Packaging in The FMCG Industry -</i> Indian Journal of Psychology
Mandar Vaidya, Prasanth Gali Raghu, Nandu Krishnan, Pranav, Dr. R. Sundari	<i>The Impact of Telematics on Fleet Management on Indian Logistics Companies -</i> Indian Journal of Psychology
Sahaya Sherina, Sonamarin S, S. Azmi, Sanjana, Dr. R. Sundari	<i>Unveiling Rural Consumer Dynamics: An Analysis of FMCG Purchasing Patterns with a Focus on Hindustan Unilever's Market Presence -</i> Indian Journal of Psychology
Durga, Ganesh Kumar, Dinesh Kumar, Dheerthana, Dr. R. Sundari	<i>Unveiling the Impact of Korean Cosmetics through Influencer Marketing in India -</i> Indian Journal of Psychology

R. Kowshika, Nanda Vinod, Nandit, Sayoni Chatterjee, Mr. T. Bothichandar	<i>Career Development and Sabbatical Leave: Analyzing Long-Term Growth -</i> Humanities and Social Science Studies
Aparna RU, Antara Manna, Aleena Rose, Himanshi, Mr. T. Bothichandar	<i>Enhancing Employee Well-Being in The Digital Age: Flexible Work Policies and Compensation Strategies in The Manufacturing Sector -</i> Humanities and Social Science Studies
Soumyajeet Dey, Soumya Gupta, Astha Kumari, Mr. T. Bothichandar	<i>Impacts of Workplace Discrimination on Employee Well-Being in IT Industry -</i> Humanities and Social Science Studies
Twinkle Lakhmani, Vaishnavi Bharati, Vaishnavi Kuchimanchi, Vivin Raj, T. Bothichandar	<i>Improving Learning Experience with AI for Management Students -</i> Humanities and Social Science Studies
Devendran K R, Soundara Baranidaran D, Astha Agarwal, Charles Joel S, Dr. R. Sundari	<i>Is Green the New Gold? The Impact of Green Marketing on Brand Loyalty -</i> Humanities and Social Science Studies

XIME KOCHI NEWS

MARIA PHILIP FUTURE LEADERS DEBATE STATE FINALS

The Maria Philip Future Leaders Debate Competition (MPFLDC) 2024 State Finals was held on 27 January at XIME Kochi, featuring nine regional winners. The debate topic was “The United Nations is no longer an Effective Body in Addressing Global Conflicts and Political Tensions.”



St. Thomas College, Thrissur won first place with participants Sreehari M. V. and Sree Ranjini S Babu. Second place went to Rajagiri School of Engineering & Technology, represented by Krishnanand Prajith Menon and Janet Eldo. The event included a panel of esteemed judges and concluded with a

valedictory session, prize distribution, and recognition of judges. A total of 75 teams from 9 zones participated.

REPUBLIC DAY CELEBRATION 2025



MadX organized the Republic Day celebration at XIME Kochi to promote unity and joy among students. Planned by senior core members, the event took place at the Portico. It began at 9:30 am with flag hoisting and the national anthem, followed by addresses from Prof. Alok Krishna and Prof. C.P. Ravindranathan. Highlights included a dance by batch 11, Merit and Means scholarship distribution for batches 11 and 12, and a vote of thanks by Yamjala Mahathi. The celebration successfully inspired patriotism and community spirit.

MARKETING SUMMIT 2025



The XIME Marketing Summit 2025, held at XIME Kochi on 21 March 2025, was able to bring together nearly 50 delegates from 24 organizations, comprising industry stalwarts, experts, and academicians. The theme for the summit was “Navigating the New Frontier,” and it was launched by Chief Guest Mr. Bibu Punnooran, President of Kerala Management Association and Director of MediVision Group of Companies. There were three panel discussions: “Emerging Technologies in Marketing” with Ms. Gayatri Ojha (Saint-Gobain) and Mr. Poulose Mathew (TCS), “Timeless Marketing” with Mr. Ajit K Nair (Fresh To Home) and Ms. Annie Vinod Manjila (Manjilas Food Tech), and “Future of Marketing” with Mr. Varghese Chandy (Malayala Manorama) and Mr. Kiran Antony (Ex CCO, Ogilvy).

BATCH 11- CONVOCAATION CEREMONY

On 10 April 2025, XIME Kochi marked the convocation of Batch 11 in the Maria Philip Auditorium as the culmination of two years of study. Faculty and students, dressed in traditional attire, walked proudly, embracing their success. Chief Guest Mr. Shanthanu

Roy, CMD, BEML Ltd., and dignitaries adorned the occasion. Emcees Vivek Balan and Krishnendu Pillai welcomed the occasion. A number of students were honored for their excellence, including Divyashree G, Diva Arora, Aiwin Philipose, Sawani Sudhir, Poosa Ramesh, Indukuri Rishitha, and Milan V. Mathew.

The ceremony ended on a warm note with a vote of thanks given by Sawani Sudheer Anwale.



AUDENCIA WINTER PROGRAM 2025

Libin Chandran and Jyotika Maini, XIME Kochi students, joined the Audencia Winter Program, conducted between 13–26 January 2025 at Audencia Business School, Nantes, France. During the first week, they had sessions on International Finance with Professor Fergal O’Brien, where topics such as time value of money, agency problems, and triple bottom line approach were discussed. The second week included a study tour to Brussels, where major European institutions were visited. The program, coordinated by Ms. Estelle Estevez and facilitated by XIME faculty, deepened their knowledge of global finance, governance, and intercultural dynamics with their counterparts from Korea, France, China, Singapore, and Germany.

INSPIRA DISTINGUISHED SPEAKER SERIES

Mr. William E Donald

The 13th LEGACY Distinguished Speaker Session, sponsored by Inspira X Empresario, was attended by Mr. William E. Donald, Associate Professor at the University of Southampton and founder of Donald Research & Consulting. A two-decade veteran of employability and sustainable careers, Mr. Donald presented the Employability Capital Growth Model (ECGM), a strategic model that unites personal and external variables to improve career opportunities. He emphasized nine core dimensions such as social, cultural, psychological, and economic capital. The session gave students, graduates, and professionals pragmatic tools to match their strengths against market requirements and institutional demands, facilitating long-term career growth.

Mr. Subin Jacob

The 14th session, held at XIME Kochi, featured Mr. Subin Jacob, Vice President & Head of Credit for Partnerships Acquisitions at Capital One Trade Credit. With 23+ years of experience in credit risk and financial strategy, he shared his journey “From Ernakulam to Capital One.” Mr. Jacob offered insights into the evolving financial sector, emphasizing skills like domain expertise, problem-solving, and strategic execution. Through real-life experiences from consumer lending and fraud prevention, he gave students a realistic view of what it takes to succeed in finance. The session ended with an engaging Q&A on leadership and decision-making.

Ms. K Padmavathy

The 15th LEGACY session featured Ms. K. Padmavathy, IRS, Commissioner of Customs (Preventive), Kochi. With 18+ years

in customs enforcement, she delivered an inspiring talk on “Leadership, Governance, and the Role of Customs Enforcement in National Security.” She highlighted operations across airports, ports, and marine units and her success in preventing revenue losses worth ₹300 crores. Sharing her choice to pursue civil services over medicine, she emphasized ethical leadership, national duty, and courage. Her story left a lasting impact on students, inspiring them to lead with integrity and purpose.

Mr. Anil Bhaskaran

In the 16th session, finance was simplified by Mr. Anil Bhaskaran, VP – Architecture & Platform Advisory at SAP, through his talk on “Introduction to Securities Market.” He broke down workings of capital markets, explained types of risks, and shared investment strategies inspired by global financial icons. Mr. Bhaskaran stressed the importance of early savings, compounding, and staying informed in a fast-paced market. The session not only offered financial literacy but also encouraged students to become financially savvy and future-ready.

Dr. Varghese Manaloor

The 17th session, led by Dr. Varghese Manaloor from the University of Alberta, Canada, spotlighted the critical issue of food security. His talk, “Food Security in Indian States: Analysis of Recent Progress and Policy Implications,” explored the four pillars—availability, access, utilization, and stability. Using data and econometric models, he analyzed regional disparities and policy gaps. Dr. Manaloor emphasized the role of local governance, infrastructure, and transparent data in achieving sustainable food systems. The session sparked meaningful discussions on agricultural reforms and climate resilience, encouraging students to think critically about inclusive development.

CLUB ACTIVITIES

Finitiative

On 26 January 2025, Finance Club partnered with Skilled Sapiens to empower students on their journey from campus to career. This collaboration aims to bridge the gap between academic knowledge and real-world skills through 1-on-1 mentorship from industry experts, hands-on experience via live projects & certifications, career-focused workshops and placement prep and entrepreneurial guidance for aspiring founders.



HRuday

On 19 February 2025, HRuday launched “Meme Factory – HR Edition,” an online contest inviting students to create HR-themed memes. The event aimed to blend HR concepts with humour, encouraging creative takes on everyday workplace situations. Promoted via social media and email, it drew diverse entries from witty one-liners to visual narratives.



X-OPS

Operations Management Basics & Doubt-Clearing Session



On 11 February 2025, an insightful session aimed at helping students gain a clear understanding of core operations management concepts. The session covered resume and profile-building tips, along with doubt clearance by seniors placed in operations and analytics roles. The session was led by Dr. Joshin John, Dean (Research), who shared valuable insights.

XProwess

ICC Champions Trophy Final: On 9 March 2025, Xprowess organized screening of the ICC Champions Trophy final between India and New Zealand. The screening was held at the central lawn. The event was a hit among students. The atmosphere was electric, as fans rallied together, sharing in the highs and lows of the thrilling match. It was a great way to bring the college community together and celebrate the spirit of cricket.

XSEED

Emergency Response Training session

XSEED Club of XIME Kochi, in association with Apollo Tyres' Chief Security Officer and NSG Commandos, arranged an Emergency Response Training session on 8 and 15 February 2025 for Batch 11 and 12 students. Spread over two afternoon sessions, the

training covered CPR, first aid, fire rescue, emergency evacuation, home, workplace, and road emergency safety protocols. With 50 student volunteers involved, the event provided hands-on experience under the guidance of experts. The initiative improved students' practical skills, increased their confidence and readiness, and promoted leadership, teamwork, and a culture of safety among the campus community.

Cleaning Drive 2025



On 6 April 2025, the XSEED Club of XIME Kochi organized a cleaning drive around the campus and nearby main road, with 14 student volunteers participating. The initiative aimed to reduce pollution, promote cleanliness, and foster civic responsibility. Volunteers collected 15 bags of mainly plastic waste, which were responsibly handed over to local waste authorities. The drive not only enhanced the campus surroundings but

also instilled environmental awareness and teamwork among the students, aligning with XSEED's mission of community service and leadership development.



EMPRESARIO

On 20 February 2025, XIME Kochi organized Euphoria 2025, the flagship event of the Empresario Club. This one-day food business festival witnessed ten student teams become entrepreneurs, running food stalls with items such as Shahe Tukda, Biryani, Pasta, and Mocktails. Students were responsible for menu planning, preparation, pricing, stall decoration, and customer interaction, using marketing concepts and making real-time business decisions. The event documented the sale of more than 1,079 food plates and raked in ₹76,251 in revenue, with the single biryani stall making ₹33,847. All the profits were kept by participants, and therefore, Euphoria2025 was an experiential, meaningful entrepreneurial learning experience.

EXTERNAL PROGRAMMES

Event	Date	Participants	Topics/Details	Facilitators
BPCL Parivartan OBP Training	January & February 2025	Kochi Refinery Executives	OBP Training	Dr. Ranjana Varghese, Dr. Anjali John, Dr. Paul Mathew, Mr. Anil Kumar C.S. Mr. Sandeep Konnanath
Nayi Udaan OBP Training (Batches 3 & 4)	January 2025	BPCL-Kochi Refinery Executives	OBP Training	Prof. A.S. Girish, Dr. Ranjana Varghese, XIME Faculty Members

Finance for Non-Finance Workshop	29 January 2025	BEML Ltd. Employees	Financial Concepts for Non-Finance Professionals	Dr. Amitabh Satapathy
One-Day Training Program for Abad Foods	13 & 26 March 2025	Abad Foods Managers & Executives (25 Participants per session)	Emotional Intelligence, Team Building, Leadership	XIME Kochi Faculty
Building & Leading Teams Workshop	10 March 2025	62 Saint Gobain Women Employees	Team Building, Leadership	Dr. Anjali John

STUDENT ACHIEVEMENTS

Team/Batch	Achievement
Vaagishwari, Vishahani, Saswata, Shakket, Vigneshwaran (Batch 12)	1st in Reel Royale, 3rd in HR Game (Prometheus, XIME Chennai)
Sudharsan, Rajesh, Pranav, Dhamodharan (Batch 12)	1st in Nexa Verse Operations Game (Talentime'39, CUSAT)
Abhishek, Angeline, Arjun, Manish (Batch 11)	Best Student Research Paper Award (B-LIV 2025)
Victor, Adidy, Sreeram, Meghna (Batch 12)	Best Management Team Award (Equipo de Elite Fest)
XIME Kochi Students	1st in HR Game (Loyola College)
XIME Kochi Students	2nd in HR Game, 2nd in Finance Game (Amrita School of Business)

FACULTY ACHIEVEMENTS

Faculty Member(s)	Achievement
Dr. Anjali John, Dr. Paul V. Mathew	2nd Runner-Up for Best Paper Award at ICSG 2.0 , IIM Bodh Gaya
Dr. Bijith George Abraham	Panelist at KMCT School of Business , discussing Union Budget 2025 and its impact
Prof. A S Girish	Attended seminar on Finnish Happiness Index at Holy Grace Academy of Management Studies
Dr. Elizabeth Devasia	Conducted a marketing session at Bhavan's Royal Institute of Management , Tripunithura

RESEARCH PUBLICATIONS

Author(s)	Title	Journal	Indexed
Dr. Joshin John, Dhiraj D Madiwal, N.J. Eappen, B. Rathore	"Datamate: Healthcare Analytics"	Ivey Case #W41867	-
Dr. Joshin John	"Causation processes and innovation strategy in small-and medium-sized firms in emerging countries: The moderating role of founder-CEOs' human capital"	Technological Forecasting and Social Change	ABDC-A, ABS 3, WoS, Scopus
Ms. Lincy P T	"An analysis of corporate social responsibility fund spending patterns in the banking and IT industries in India"	Journal of Informatics Education and Research	ABDC-C
Dr. Bijith George Abraham	"Effects of changing destinations on origin: A case study of Nitaqat induced return migration in Kerala"	South Asian Journal of Socio-Political Studies (SAJOSPS)	-
Dr. Dawn Jose	"Influence of service quality perception on customer satisfaction in home appliances - The moderating effect of consumer mindfulness"	International Colloquium On Advances in Engineering and Technology (IC@ MACE 2023)	-
Ms. Lincy P T	"Buy and sell points in the stock market with reference to pharmaceutical and FMCG sectors"	European Economic Letters	-

UPCOMING EVENTS

1. August 15 Independence Day 2025
2. Orientation for PGDM 31 BA 05
3. Commencement of classes for PGDM 30 BA 04
4. Student Summer Internship Programmes



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