

Shaping Future Leaders

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Prof. J Philip, Principal Founder and Chairman of XIME Bangalore
with Chairman's 20 students of 2024

Xavier Institute of Management & Entrepreneurship
Bangalore | Kochi | Chennai

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XIME BANGALORE NEWS

INDEPENDENCE DAY CELEBRATION

The Independence Day celebration at XIME Bangalore was a grand occasion filled with patriotism, inspiration, and recognition. The event featured impactful speeches and ceremonies highlighting the spirit of independence and community service. Prof. J. Philip, Chairman of XIME Bangalore, in the 78th Independence Day address, shared his experiences in founding the B - School and its commitment to contributing to the nation's GDP. He emphasised the importance of perseverance and the role of education in national progress. He urged students to harness their potential and contribute meaningfully to society. Satyam Mishra from PGDM Batch 29 delivered a thought-provoking speech on independence and community service, underscoring the responsibility to uplift communities, while Suhani from PGDM Batch 30 spoke passionately about national unity and our role in achieving collective goals.



The event culminated with the award ceremony honouring deserving students with scholarships. The new “Chairman-20” students were also recognised and honoured. Scholarships for the academic year 2024-25 were awarded to the following students: Pruthvi Raj, Ashika, Aditi Bose, Dharini V, and Shraddha G (President Merit cum Means Award); Harneetha R (Founder J Philip Award); Mrinalini Poondla (Fr. Abraham SJ Scholarship); Akshayaa (J D Cherayil Academic Excellence Scholarship); Ananya Bhatt (Sarosh J Gandhi Scholarship); and Thamel Nesan N (Archbishop Alphonsus Mathias Scholarship).



The celebrations continued with the Anshul Chowdhury Memorial Music Competition, which showcased students' musical talents. Soumyaa and Thanisha R from PGDM Batch 30 won in the classical and western music rounds.



XIME BANGALORE RECEIVES QS I-GAUGE GOLD RATING

XIME Bangalore achieved a Gold Rating in the QS I-Gauge assessment with a score of 1011 out of 1400, marking its strong overall performance. The institute received Platinum badges in Employability and Governance & Structure and Diamond badges in Teaching & Learning and Academic Development. XIME has opportunities for improvement in Diversity & Accessibility, and Research, where it earned Silver badges, positioning it well for future progress.



REDEFINING HR PRACTICES IN THE ERA OF DIGITAL TRANSFORMATION AND INCLUSIVITY

On 25 October 2024, XIME hosted an HR Panel Discussion titled “Redefining HR Practices in the Era of Digital Transformation and Inclusivity.” The session featured a distinguished line-up of industry leaders: Mr. Arvind Mony, Executive VP at Yes Bank; Mr. Chella P Pitchai, Global Head of DEI at Biocon Biologics; Ms. Jayashree Ray, APAC Talent Director at OSF Digital; Mr. Nibu Koshy, Lead HR at KPIT; Ms. Muriel Da Silva, HR Business Partner at BT-Digital; and Dr. JM Sampath, MD of Arpitha Associates Pvt. Ltd.



The panel highlighted role of HR in advancing digital transformation and inclusivity, particularly through AI and automation in HR functions like onboarding and employee engagement. This shift supports skill-based organisations by promoting internal mobility and matching employee skills with project needs. Panellists emphasised that diversity and inclusivity are essential for building a strong organisational culture, focussing on supportive environments.



CRESCENDO 2024

On 24 October 2024, the Cultural Club of XIME hosted “Crescendo 2024”. The Club presented a fresh corporate theme adaptation of Shakespeare’s “Macbeth” that blended suspense and satire, leaving a lasting impact. The event showcased diverse music genres, from traditional Carnatic music with mridangam to rock fusion and Indo-Western fusion, accompanied by an orchestra featuring flute, guitar, cajon, keyboard, and drums. A mesmerising solo on the flute accompanying contemporary dance performance added a unique flair to the evening. Students performed dances from Punjab, Gujarat, Kerala, and more, highlighted by a background presentation of regional dances. The event, attended by Chairman Prof. J. Philip, Officiating Director Dr. Roshni James, and faculty, captivated the audience, leaving them inspired by the creativity, talent, and cultural richness on display.



MARIA PHILIP FUTURE LEADERS DEBATE COMPETITION – REGIONAL ROUND

XIME Bangalore held the regional round of its flagship annual event, the Maria Philip Future Leaders Debate Competition, across six regions in Karnataka, Telangana, and Andhra Pradesh from 28 to 29 October 2024. The debate topic, “AI and Automation will Lead to Mass Unemployment,” drew enthusiastic participation from over 90 undergraduate teams from various streams. Regional rounds were held in Bangalore, Mangalore, Mysore, and Dharwad on 28 October and in Hyderabad and Vijayawada on 29 October. Bangalore and Mysore saw the highest turnout, with over 20 teams competing at each location. The event gave students a platform to showcase their debating skills and engage in thought-provoking discussions on global issues.





Hosted by Global Business School, Dharwad



Hosted by Loyola Academy, Hyderabad



Hosted by St Aloysius, Mangalore



Hosted by De Paul College, Mysore



Hosted by Forbes Business School, Vijayawada



INSPIRA – DISTINGUISHED SPEAKER SERIES

CAREER AND GOAL SETTING IN A VUCA WORLD BY MR. SANDEEP MAITY

On September 5, 2024, Mr. Sandeep Maity, Managing Director of LINAK India, delivered a session on “Career and Goal Setting” in a post-COVID VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world. He stressed adaptability, self-reliance, and unique skill sets as vital in navigating evolving business environments. He highlighted India’s economic growth, corporate qualities such as effective communication and collaboration, and future trends - AI, green energy, and digitalization - reshaping careers across domains.



INNOVATION AND GROWTH STRATEGIES BY MR. C K VENKATARAMAN

On September 9, 2024, Mr. CK Venkataraman, Managing Director of Titan Company Limited, shared insights at XIME’s INSPIRA series. An IIM Ahmedabad alumnus, he has doubled Titan’s revenue to ₹38,569 crore and expanded its lifestyle offerings. He outlined plans to grow jewelry stores by 40% by 2027, focus on semi-urban areas, and expand internationally. He also highlighted AI’s role in reducing Tanishq’s customer acquisition costs by 38% and improving personalization and efficiency.



TRANSFORMATION IN BANKING: INNOVATION, CHALLENGES, AND OPPORTUNITIES BY MR. RAJESH RAO

On September 12, 2024, Mr. Rajesh Rao, Former COO, Jana Small Finance Bank, shared insights with the students on the transformative role of AI and ML in banking. He emphasized their impact on customer service, risk management, and fraud detection. He addressed the competition between traditional banks and fintech startups. Mr. Rao highlighted the need for a “Fintech Mindset,” integration of new technologies, and focus on data security.



EMPOWERING TEAMS FOR INNOVATION AND GROWTH: INSIGHTS FROM DR. S. DEVARAJAN

On October 17, 2024, Dr. S. Devarajan, Senior Vice President at TVS Motor Company, spoke on “Elevating Teams through Empowerment.” He emphasized adapting management practices in manufacturing to meet technological advances like Industry 4.0 and automation. Highlighting empowerment as vital, he explained how ownership, trust, and decision-making foster innovation, productivity, and satisfaction. Dr. Devarajan also addressed sustainable practices, leadership’s role in continuous learning, and strategies to effectively navigate team empowerment challenges.



CLUB ACTIVITIES

X-OPS

Inaugural Speaker Session by Mr. Jayaram - Dean TVS IQL

On 1 August 2024, Mr. Jayaram, Dean of TVS IQL, delivered a session titled “Making Things Happen: The Magic Behind Operations.” He highlighted the importance of aligning HR, finance, and technology for operational excellence. Through real-life examples, he demonstrated how strong operations drive success and stressed the need for continuous improvement to create lasting impact.



X-INSIGHTS

Inaugural Session - Role of Data Science and AI

On 2 August 2024, the X-Insights Club hosted Mr. Suraj Shukla, Senior Manager Data Science at Accenture, for a session on the role of Data Science in decision-making and AI applications, focusing on ethical issues like data privacy and bias. The event also marked the club’s official launch and included badge distribution for new members.



EMPRESARIO

Speaker Session - Concept to Capital

On 8 August 2024, Mr. Shreenath Phadke, CMO of Emint and an alumnus of 2003 - 05 delivered a session on transforming ideas into MVPs and building smart investment portfolios. The interactive Q&A session allowed participants to receive tailored advice. A live project opportunity for select attendees added valuable practical experience.

XIME WINNERS & X-ORATION

Debate Competition

A Debate Competition was held on 6 September 2024, featuring a spirited debate between the senior and junior C-20 students. Organised by the XIME Winners Club in collaboration with the X-Oration Club, the competition offered a platform for participants to demonstrate their debating skills and engage in critical discussions.



X-TECH

Inauguration Ceremony

The X-TECH Club was inaugurated at XIME Bangalore on 11 October 2024. Guest speakers Mr. Sushant Mathur and Mr. Arun Bright from Sabre India shared insights on product management, agile methods, and AI. Club President Prateek Rawat outlined X-TECH's mission to build tech skills through workshops and hackathons. The event concluded with a vote of thanks, setting a solid foundation for X-TECH as a future innovation hub at XIME.

FINITIATIVE

Financial Awareness

On 19 October 2024, Finitiative organised a Financial Awareness campaign, 'Chaat home,' to spread financial literacy among the XIME Bangalore's mess staff, housekeeping personnel, and security guards. The event focused on essential banking knowledge like zero-balance savings accounts, ATM usage, deposit and withdrawal slips, and avoiding smishing and fraud.



Best Financial Manager

On 24 October 2024, the 'Best Financial Manager' competition, judged by CA Insha Hameed, tested students' financial skills. The event featured three challenging rounds: Case-A-Thon, where 15 participants tackled case studies; Pitch Perfect, where six finalists presented a company analysis. Naini Luniya from Batch 30 emerged as the Best Financial Manager.



SNAPSHOTS FROM STUDENT INDUSTRY VISITS



Sansera Engineering, Bangalore



ELCITA Tech, Bangalore



Reliance Trends, Bangalore



Volvo Bus Manufacturing



Labour Commissioner's Office, Bangalore



BEML Limited, Bangalore



JK Tyres, Mysore



KGF, BEML Limited

CHAIRMAN'S DIARY

- 12 Sept 2024 : Took part in the ISTD 'Diploma' Nomenclature Meeting and the ISTD Advisory Committee Meeting (via Zoom).
- 30 Aug 2024 : Held a meeting with 'C-20' students over dinner at China Pearl, Koramangala.
- 20-21 Aug 2024 : Visited Delhi for the SAIL Advisory Committee Meeting.

RECOGNITIONS OF EXCELLENCE IN EDUCATION

CSR RANKING

In the Competition Success Review (CSR) 2024 rankings, XIME was ranked as the 2nd best B-School in Karnataka among both government and private institutions. XIME secured the 7th position among the top Supreme B-Schools in the country.

OUTLOOK - ICARE RANKING

The Outlook - ICARE rankings placed XIME as the No. 1 Private B-school in Bangalore. XIME ranked 5th among the Top Private B-schools in the South Zone and held the 11th position among Private Standalone Institutions. XIME ranked 21st among the Top Private B-schools in India.

STUDENT ACHIEVEMENTS

XIME BANGALORE STUDENTS SECURE PPOS WITH LEADING COMPANIES

Nine students from XIME Bangalore have received Pre-Placement Offers (PPOs) from esteemed organisations, securing impressive salary packages: Abhineya V at Oracle; Anuvab Sen and Mrinalini Poondla at Dell Technologies; Nikita Das and Kiran V R at Oxane Partners; and Riddhi Singh, Ishita Mahato, Vindhya Gupta K, and Barath Seshadhri at EY. XIME congratulates these students.

AWARD AT SIBM NEWSTACULAR 2024

Ms. Naini Luniya from PGDM Batch 30 won the "Best Reporter Award" at the SIBM Newstacular competition on 11 September 2024, showcasing exceptional reporting skills.



"BEST SOLUTION AWARD" AT THE AZIM PREMJI UNIVERSITY DEBATE COMPETITION

Ayushi Khandelwal and Neebha Priya (PGDM 29) along with Shivika (PGDM 30) represented XIME at Azim Premji University's Debate Competition held on 13–14 September 2024, winning the "Best Solution Award" for their exceptional performance.



PAPER PRESENTATION ON CRYPTOCURRENCY

Kishore S and Abishek Raj S of XIME Bangalore presented their paper, "Cryptocurrency - Risks & Regulatory Framework in India," at the International Conference on Sustainable Practices held on 19–20 September 2024 at NSB Academy, Bangalore.

FACULTY ACCOMPLISHMENTS

Prof. Madhukumar PS, Dean of Quality Assurance, has been selected for the Bangalore Chamber of Industry and Commerce (BCIC) Management Committee as a Co-opted Member for the 2024-25 term. Through this role, XIME strengthens its collaboration with BCIC, supporting initiatives that drive industry growth, sustainability, and value creation across sectors.

Prof. Madhukumar PS, Dean of Quality Assurance, served on the Time Estimation Committee for the Defence R&D Organization's Air-Launched Unmanned Aerial Vehicle (ALUAV) project. This project, which focuses on UAV development under the Defence Technology and Trade Initiative (DTTI), is in collaboration with the U.S. Department of Defense. Prof. Madhukumar provided key inputs on time estimation and management during the committee's meeting in August 2024.

RESEARCH PUBLICATIONS

Dr. Antony Paulraj, Dr. Sichu Xiong, Dr. Christopher Rajkumar, and Dr. Constantin Blome published an article titled "Traversing between the Arcs of Environmental Collaboration: Implications for Dyadic Environmental Performance" (2024) in Industrial Marketing Management, an ABDC A* journal.

Dr. Antony Paulraj, Dr. Christopher Rajkumar, Dr. Vaidyanathan Jayaraman, and Dr. Constantin Blome published an article titled "The Financial Impact of Green Transformation-Based Competencies: Does Green IS Play Just a Supporting Role" (2024) in IEEE Transactions on Engineering Management, a Scopus Q1 journal.

Dr. Raju G. and Dr. Abhilash V. S. published a book titled Credit Risk Management of Manufacturing Companies in India (2024) with Lambert Academic Publishing.

Mr. T. Dakshinamurthy and Ms. Emily Maria K. Jose published an article titled "Developing the Inclusive and Sustainable Innovation Index (ISII): Novel Framework for Evaluating Innovation Practices on Inclusiveness and Sustainability" (2024) in European Economic Letter.

Dr. Subramanian K. published an article titled "Exploring Rainfall Prediction through Regression Models: A Systematic Literature Review" (2024) in Kongunadu Research Journal, 11(1), 9-14.

Dr. Subramanian K. published an article titled "Exploring the Landscape of Machine Learning: Challenges and Applications – A Comprehensive Review" (2024) in Indian Journal of Natural Sciences, WoS.

Dr. Subha K., Dr. Meena Rani N., Ms. Aarthi R., and Ms. Ishvari Bhaavesh Madeka published an article titled "Unraveling the Impact of Digital Technologies on Team Dynamics and Employee Job Performance in IT Sector" (2025) in Academy of Marketing Studies Journal, 29(1).

Dr. G. Devakumar published an article titled "Development of Structural Equation Model for Innovative Product Packaging for Effective Market Performance with Special Reference to Food Products" (2024) in Global Journal of Management and Sustainability, Google Scholar, (MAS), 02(04), 28-41.

Dr. Shalini P. and Dr. Subha K. published an article titled "Branding in Cultural Industries: An Integrated Intellectual Structure and Future Research Directions" (2024) in Korea Review of International Studies, 17(59), June, ISSN: 1226-4741.

XIME CHENNAI NEWS

CELEBRATING AZADI KA AMRIT KAAL

On 15 August 2024, XIME Chennai celebrated India's 78th Independence Day with a focus on "Azadi Ka Amrit Kaal" and the role of innovation in nation-building. Over 300 participants, including students and faculty, engaged in a vibrant event featuring a grand parade, flag hoisting by Chairman Mr. P. C. Cyriac, and inspiring speeches emphasising technological advancements and entrepreneurship. The day also included cultural performances showcasing India's rich heritage. The Dean highlighted XIME's commitment to fostering an innovative ecosystem and recognised Batch 07 students with scholarships for their outstanding contributions, reinforcing the institution's vision for the future.



MARIA PHILIP FUTURE LEADERS DEBATE COMPETITION – REGIONAL ROUND

XIME Chennai held its regional round of XIME's annual flagship event, the Maria Philip Future Leaders Debate Competition, in Coimbatore, Madurai, and Chennai. The event, honouring Maria Philip's legacy, focused on showcasing communication and leadership skills among college students. The Coimbatore round on 25 October 2024, the Madurai round on 26 October 2024, and the Chennai round on 5 November 2024 attracted enthusiastic participation from numerous colleges, with judges applauding the high-calibre debating skills showcased by the students.

INSPIRA – DISTINGUISHED SPEAKER SERIES

MR. ASHOK VARDHAN SHETTY ON EFFECTIVE LEADERSHIP AND INTEGRITY

On 3 September 2024, Mr. Ashok Vardhan Shetty, IAS (Retd), former Vice Chancellor of the Maritime University and an esteemed member of BoG XIME Chennai, delivered a session on “Effective Leadership and Integrity.” Drawing from his vast experience in public administration and academia, Mr. Shetty shared valuable insights on effective leadership, decision-making, and the importance of integrity in professional life. His talk emphasised the role of strong values and strategic vision in shaping successful careers, leaving students motivated and enriched by his words of wisdom.



INNOVATION PRACTICES IN LIC BY MR. T.S. VIJAYAN

On 26 August 2024, XIME Chennai’s Entrepreneurship Club hosted a leadership talk by Mr. T.S. Vijayan, former Chairman of LIC and IRDAI. Mr. Vijayan discussed “Innovation Practices in LIC and Its Role in Fostering the Entrepreneurship Ecosystem in India,” sharing insights into how his customer-centric innovations at LIC reshaped the insurance industry and supported entrepreneurship across the country.



BANKING OPERATIONS AND CYBERSECURITY BY MR. SARATHCHANDRA RAMAPANTHULA

On 26 August 2024, X-OPS, the Operations Club of XIME Chennai, hosted a session with Mr. Sarathchandra Ramapanthula, Manager and Branch Head at Federal Bank. He spoke on “Banking Operations and Cybersecurity,” covering customer engagement, retail banking challenges, and cybersecurity threats like phishing and ATM skimming. The session also highlighted AI’s role in fraud prevention and the need for digital transformation in banking using technologies like cloud computing and blockchain.

SUSTAINABLE AGRICULTURE AND ETHICAL LEADERSHIP BY MR. S SWAMINATHAN

On 12 September 2024, Mr. S Swaminathan, Trustee of the National Agro Foundation and former Vice President of TATA Tea, delivered a session on “Ethical Leadership”. Drawing on his experience in agro-industry and corporate leadership, he shared insights on sustainable agricultural practices, rural development, and the importance of ethical leadership. He also discussed the role of innovative strategies in driving impact in the agricultural sector.



MR. FABIAN FIGREDO SHARES CAREER ADVANCEMENT INSIGHTS

On 18 October 2024, XIME Chennai’s HR club, HRuday, hosted Mr. Fabian Figredo, Head of Talent Acquisition at Shell, for a session titled “Level Up Your Career Game.” He shared strategies for standing out in recruitment, building networks, and developing key skills for career success. Emphasising adaptability and lifelong learning, he provided practical advice to help students confidently navigate their career paths.



MR. MALAYA ROUT'S INSIGHTS ON THE FUTURE OF DATA ANALYTICS AND DATA SCIENCE

On 23 October 2024, XIME Chennai's X-Insights club hosted Mr. Malaya Rout, Director of Data Science at Exafluence, for a session on "The Future of Data Analytics and Data Science." He discussed key advancements in data analytics, including AI, machine learning, and ethical data usage. Emphasising adaptability, Mr. Rout shared insights on how professionals must cope with technology to drive innovation across industries like healthcare and finance. He encouraged students to embrace continuous learning in this fast-evolving field.



CLUB ACTIVITIES

X-SEED

Visit to Modine Vanam

On 6 October 2024, XIME Chennai's X-SEED Club visited Modine Vanam to engage in eco-friendly activities promoting sustainability. Members participated in soil conservation and native plant initiatives, deepening their commitment to environmental responsibility and a greener future.



MARKXIME

Brandastics

On 4 October 2024, MarkXIME hosted "Brandastics," challenging participants to create unique brand concepts from random words. Teams showcased creativity and strategy, making it fun - filled and engaging exploration of brand-building techniques.



EMPRESARIO

Ventureverse & Entrepreneur Unmasked

On 5 October 2024, "Ventureverse" gathered entrepreneurs and experts for panel, networking, venture creation and fund raising. On 22 October, Empresario's "Entrepreneur Unmasked" tested teams' brand knowledge through a clue-based game. Both the events highlighted Empresario's commitment to developing entrepreneurial skills and innovation.



X-TECH

On 17 August 2024, XIME Chennai introduced its new non-core club, X-TECH, in an event led by Prof. N. Swaminathan and attended by Batch 07 and Batch 08 students. Designed as a hub for technological exploration, X-TECH aims to provide hands-on experience in areas like AI, machine learning, blockchain, IoT, and cybersecurity. The event highlighted the club's vision, upcoming workshops, hackathons, and industry guest lectures. Introducing X-TECH is key in promoting technological innovation at XIME, leaving students eager for opportunities.



EXTERNAL PROGRAMMES

LEADERSHIP DEVELOPMENT PROGRAMME FOR SPIC GROUP

XIME Chennai held a week-long training for the second batch of SPIC-Green Star executives, starting 16 September 2024, with 27 participants across India. The programme covered managing people, purpose-driven communication, negotiation, interpersonal relationships, business awareness, crisis and change management, and effective reporting. Mr. A S Rajarajan, Ms. Arul Thava Mary A, and Dr. Ravi Veeraraghavan led the sessions.



WORKSHOP ON “NEGOTIATION SKILLS” FOR SPIC

XIME Chennai conducted a one-day workshop on Negotiation Skills for SPIC Group on 22 October 2024 at the Training Center at SPIC, Tuticorin. Mr. A S Rajarajan handled the workshop.

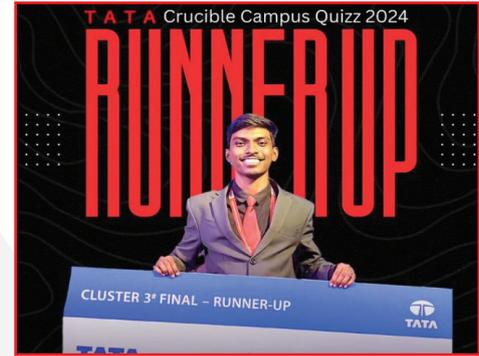
IGNITE PROGRAMME FOR HYUNDAI MOTOR EXECUTIVES

Mr. A S Rajarajan coordinated and handled a two-day programme covering exponential thinking and flawless execution from 18 to 19 October 2024 at the Hyundai Motors India Training Center, Chennai.

STUDENT ACHIEVEMENTS

STELLAR PERFORMANCE AT TATA CRUCIBLE QUIZ 2024

Demonstrating impressive knowledge and quick thinking, Antony Roshan from Batch 07 secured 2nd place in the Tamil Nadu Cluster Finals and 3rd place in the South India Zonal Finals.



XIME CHENNAI WINS FIRST PLACE AT SSN COLLEGE M&A COMPETITION

XIME Chennai secured first place at the Mergers and Acquisitions Competition hosted by SSN College, Chennai. The competition included a quiz in the first round and an acquisition simulation where teams selected a pharmaceutical company based on financial metrics. XIME's team stood out with a well-researched presentation of their acquisition strategy, earning a cash prize of ₹6,000.



RESEARCH PUBLICATIONS

Dr. Ravi Veeraraghavan published an article titled “Analysis of Financial Performance of Indian Companies having maximum Piotroski’s F Score” (2024) in *Business and Economic Research Journal*.

Dr. Sundari R. and Dr. Ajit S. published a book chapter titled “Healthcare Management Technologies in India: Current Perspectives and Challenges” (2024) in *Translational Research in Biomedical Sciences: Recent Progress and Future Prospects* edited by K. Parthasarathy and R. Manikkam, Springer, Singapore.

Dr. P. Mathuraswamy, A. Elaiyaraja, S. Subashini, and Suba S. published an article titled “The Role of Financial Education in Improving Consumer Financial Decisions” (2024) in *Journal of Informatics and Education and Research*.

Dr. P. Mathuraswamy, Satish Radhakrishnan, Shoba, and A. Elaiyaraja published an article titled “Studying How Financial Education Influences Individuals’ Decisions Regarding Loans, Savings, and Investments” (2024) in *Journal of Informatics and Education and Research*.

STUDENT PUBLICATIONS

The students have made remarkable contributions to academic research, publishing extensively across high-impact and recognized journals. Below is a consolidated summary of the high-rated journal publications:

Ajith M, Aishwarya T, Akshayalekal, Abhin M, and Dr. Ravi Veeraraghavan published an article titled “Influence of Macroeconomic Factors on Alternative Investment Funds” (2024) in European Economic Letters.

P S Ramanathan, Rupak Roy, Sarvesh S, Shaiju S, and Ms. Uma Maheswari published an article titled “Transforming E-Commerce: Harnessing Customer Feedback to Elevate Product and Service Excellence” (2024) in European Economic Letters (EEL).

Thensingh Raja, Tamil Arasan, Tanzeem Khan, Surojit Ghosh, and Dr. Kishore Thomas John published an article titled “Influencer Marketing and Its Effect on Consumer Decision-Making Processes for Electronic Products” (2024) in European Economic Letters (EEL).

Chithira Nirmal, Balaji M, Charumathy S, Atchaya J, and Dr. Ravi Veeraraghavan published an article titled “A Comprehensive Study of Price-to-Earnings Ratios Across Industries” (2024) in Journal of Informatics and Education and Research.

Kaushik Saha, Jaya Das, Jyothy Jacob, Jay Shankar Prasad, and Dr. Ravi Veeraraghavan published an article titled “Financial Analysis of Indian Automobile Original Equipment Manufacturing Companies” (2024) in Journal of Informatics and Education and Research.

Sneha C J, Sindhooja, Selavakumar, Sobhika Hari, and Siddhesh N published an article titled “A Pre and Post Pandemic Comparison of E-commerce vs. Brick-and-Mortar: Analysing the Evolution of Consumer Preferences and Shopping Behaviours of FMCG Consumer Goods” (2024) in Business and Economic Research Journal.

XIME KOCHI NEWS

INDEPENDENCE DAY 2024

The Independence Day celebrations at XIME, Kochi, on 15 August 2024, was a vibrant showcase of patriotism and unity. The event began with flag hoisting and the National Anthem.

Amb. C.P. Ravindranathan, Chairman of XIME Kochi, delivered an inspiring speech urging young minds to chase their dreams passionately. Director Dr. Francy T.V. reminded students to honour the sacrifices made for India's freedom and emphasised the importance of creating a better future for the next generation.

Cultural performances added to the patriotic atmosphere, with a classical dance by Batch 12, a poetry recital by Krishnendu Pillai, a mime act, and a band performance featuring patriotic songs.



NIPM BUSINESS QUIZ

The National Institute of Personnel Management (NIPM) inaugurated its Kerala Chapter at XIME, Kochi, on 13 August 2024. HRuday, in collaboration with NIPM, hosted the successful Business Quiz 2024, which saw participation from 35 teams representing seven top B-Schools. The quiz was inaugurated by Dr. Ranjana Varghese. It featured insightful remarks from Mr. Johnson Mathew, Chairman of the NIPM Kerala Chapter. Ms. Kshama Sandeep, HR professional at Glowmind Training Consultancy Pvt. Ltd.



Quizmasters Mr. Sreelal M.R., HR Manager at Aptiv, and Ms. Jismie Jose, Group Leader, HR, Mane Kancor, ensured a dynamic and engaging experience throughout the event. Sohini Basu and Shilpy Kumari secured 2nd place, while George Tony and Jerome Abhilash from XIME Kochi claimed third Place. The event was a huge success, showcasing a perfect blend of competitive spirit and teamwork.

BUSINESS STRATEGY SESSIONS WITH MR. ANIL J PHILIP

On 8th and 9th August 2024, Batch 11 of XIME Kochi had the privilege of attending insightful sessions conducted by Mr. Anil J. Philip, President of the XIME Society. The first session, held on 8th August, focused on core business strategy concepts, where students delved into tools such as SWOT, PESTLE, Porter's Value Chain, and Porter's Five Forces, gaining an in-depth understanding of their applications. On 9th August, the second session featured an interactive activity, "a beverage taste test" to



to identify and mark the difference between brands like Thumbs Up, Pepsi, and Coca-Cola. This was followed by a comparative case study of PepsiCo and Coca-Cola, utilizing Porter's Five Forces and other strategic frameworks. The sessions were highly engaging, equipping students with valuable insights into marketing strategies and their real-world applications.

EBSCO DATABASE ONLINE TRAINING SESSION

On 18 September 2024, XIME Kochi hosted an informative EBSCO database online training session for students to enhance their research skills and familiarity with EBSCO's extensive range of academic resources. The training sought to empower students to effectively utilize the database for their academic projects and assignments.

Led by Mr. Nandalal, Senior Training Manager at EBSCO, the one-hour session introduced EBSCO's vast academic resources, covering key features like search queries, filters, and subject-specific databases. Participants also learned about various resource types, including peer-reviewed articles, eBooks, full-text articles, and managing citations. The session included hands-on practice, allowing students to search and retrieve materials under the facilitator's guidance. The interactive approach facilitated students with Demo of EBSCO mobile app Usage. Hands-on practice was provided to gain skill development and resource familiarity. The training concluded with positive feedback, highlighting the practical value of the session and the reference guide provided for future use. It also equipped attendees with essential research skills for academic success.

INSPIRA - DISTINGUISHED SPEAKER SERIES

MR. JESWIN JOSE GUIDES STUDENTS ON INDUSTRY EXPECTATIONS AND SKILL-BUILDING

On 7 August 2024, Mr. Jeswin Jose, Associate Director HR at KPMG, led a session on industry expectations and skill-building. He emphasised the importance of adaptability, savviness, and upskilling to meet industry trends and organisational goals. Highlighting both hard and soft skills—such as technical expertise, analytical thinking, collaboration, and leadership—he encouraged a growth mindset and learning from feedback. The session provided valuable insights and tools for aligning career paths with industry demands and achieving success.



MR. PHANSIKAR HIGHLIGHTS KEY CAREER COMPETENCIES IN LEADERSHIP

On 28 August 2024, Mr. Sachin Phansikar, COO of Business Standard, delivered an insightful session on key career competencies - communication, problem-solving, ethics and governance, and emotional intelligence. He emphasised the critical role of effective communication in enhancing negotiations, teamwork, and leadership. He highlighted practical approaches to problem-solving through innovation and proactivity. He also stressed the importance of ethics and governance for building trust and ensuring long-term success and underscored emotional intelligence as essential for leadership and a positive work environment.



MR. DEEPAK THOMAS SHARES SMART GOALS FRAMEWORK FOR PERSONAL AND PROFESSIONAL SUCCESS

On 11 September 2024, XIME Kochi hosted a session with Mr. Deepak Thomas, Senior Manager in Business Consulting at EY. Mr. Thomas shared insights on setting and achieving personal and professional milestones through the SMART goals framework (Specific, Measurable, Achievable, Relevant, and Time-bound). He highlighted the importance of structured goal-setting and used his experiences to show how setbacks can serve as stepping stones to success. His journey—from engineering to sustainability to business transformation—illustrated continuous growth and adaptability, inspiring participants with practical tools for achieving their goals confidently.



ALUMNUS DAVIS MOHAN SHARES LINKEDIN BRANDING STRATEGIES

On 11 October 2024, the Alumni Association Committee hosted a LinkedIn-focused session with Mr. Davis Mohan, an alumnus from XIME Kochi's Batch 4. Mr. Davis discussed LinkedIn's vision and mission, strategies for building a personal brand, and tips for creating an effective LinkedIn profile. He emphasised the importance of using keywords and sharing professional content to attract the right audience. He also advised students to seek referrals, especially from alumni, to explore job and internship opportunities and strengthen networks.



JACOB THEKKEKARA ADVOCATES SUSTAINABLE URBAN TRANSPORT SOLUTIONS

On 16 October 2024, XIME Kochi's Inspira and Empresario clubs hosted Mr. Jacob Thekkekara, CEO of Sugrah Mobility, for a session titled "Sustainable Wheels: How Business Can Drive Environmental Change." Mr. Thekkekara addressed transportation's role in global pollution, presenting Sugrah Mobility's Solar-Electric Pedal-Assisted Tricycles as a low-cost, eco-friendly alternative for urban transport. Emphasising renewable energy, he discussed the market potential for solar-electric vehicles and the regulatory and financial hurdles in bringing innovative solutions.



His session concluded with an inspiring call for sustainable business practices, highlighting transportation's role towards a greener future.

CLUB ACTIVITIES

HRUDAY

Campus Chaos

On 28 August 2024, HRuday, the HR Club at XIME, Kochi, organised an interactive event, "Campus Chaos." Led by Dr. Anjali John and HRuday team, the event featured activities like HR Jargon Charades and Rolling Legs rounds. These activities promoted teamwork, applied HR concepts, and provided students with practical exposure to organisational behaviour.



XSEED

Wayanad Flood Relief Drive

The Wayanad Flood Relief Drive was launched to support families affected by severe flooding and displacement. XSEED managed to raise Rs.35,550 to procure essentials which were distributed through the Goonj Organization. The supplies included 840 sanitary pads, 208 baby diapers, 95 units of Cerelac, 10 blankets, 48 undergarments, and a large amount of clothing, providing immediate relief to many families in need.



FINITIATIVE

Seminar on India's Economic Growth

On 8 August 2024, Finitiative hosted a seminar with Mr. Gibi George, founder and CEO of Trinity Finvest, who discussed India's economic growth and its impact on investors. He covered key topics such as GDP growth, mutual fund asset management, and the rise of REITs and AIFs, emphasizing how these developments enable portfolio diversification. Mr. Gibi George highlighted the role of domestic consumption, investment, and government initiatives in driving India's growth, and explained recent tax hikes as part of fiscal strategies to support economic expansion.



INDUSTRY VISIT



HTIC GLOBAL



Nest Digital

EXTERNAL PROGRAMMES

SCALING UP AND FUNDRAISING WORKSHOP FOR STARTUPS AND MSMEs

The Scaling Up and Fundraising Workshop held at XIME Kochi on 19 September 2024 brought together 52 participants, including startup founders, MSME owners, and incubation managers, to explore business scaling and funding strategies. Inaugurated by Dr. Francy T V, Director of XIME Kochi, and with an address by Dr. Ranjana Mary Varghese, Dean of External Programmes, the workshop highlighted XIME's commitment to supporting entrepreneurial ecosystems. Dr. Paul V Mathew, Assistant Professor, outlined the event's objectives and emphasised the importance of understanding various funding options for startups and MSMEs.



POWER BI WORKSHOP

The two-day Power BI workshop on 26 and 27 September 2024 at XIME Kochi saw 21 participants, including research scholars, academicians, and industry professionals. The workshop provided hands-on training in Power BI, led by Mr. Jomon Joseph, an expert in data analysis. The first day focused on basics, including the interface, quick insights, and data preparation, while the second day covered advanced topics like Data Analysis Expressions (DAX) and data visualisation. The workshop concluded with a valedictory session and certificate distribution, with participants expressing interest in future sessions.



WORKSHOP FOR NETWORK REDUX PVT LTD.

On 24 September 2024, XIME Kochi hosted a workshop for Network Redux India Pvt. Ltd. Sessions included Dr. Anjali John's workshop on assertive communication, Dr. Ranjana's game on negotiation and conflict management, Prof. A.S. Girish's insights on emotional intelligence, and Mr. Anilkumar's session on the art of giving and receiving feedback. On 22 October 2024, XIME Kochi conducted a one-day training programme for Network Redux India Pvt. Ltd., covering conflict management, negotiation, team building, emotional intelligence, communication, and goal-setting.



On 10 October 2024, XIME Kochi hosted a Digital Marketing workshop led by Prof. Alok Krishna with support from Dr. Ranjana Varghese. Dr. Ranjana highlighted XIME's focus on skill development. Prof. Alok introduced key digital marketing concepts such as click-through rates, and SEO techniques. Participants worked on Google Ads and AdSense profiles, conducted keyword and competitor research, and participated in a live website audit to improve visibility. The workshop concluded by comparing Google and Meta Ads, showcasing campaign setup and lead generation strategies.

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XIME KOCHI BIDS FAREWELL TO DR. FRANCY T V

On 30th September 2024, XIME Kochi bid a heartfelt farewell to Dr. Francy T V, who served as the esteemed Director of our institute with unwavering dedication and visionary leadership. He played an instrumental role in driving academic excellence, fostering innovation, and strengthening XIME Kochi's reputation as a leading business school in the region.



His commitment to student development, faculty empowerment, and institutional growth has left an indelible mark on the XIME community. Faculty and staff members thanked Dr. Francy for his guidance and support during his tenure. Prof. Alok K took over the captaincy from Dr. Francy on the same day as the Officiating Director of XIME Kochi.

XIME Kochi wishes the very best to Dr. Francy.

STUDENT ACHIEVEMENTS

2ND PRIZE AT VIHAAN 2024

Swapnil Patel and Suzanna Elvis of Batch 12, won the 2nd prize at the Kingdom Ventures B-Plan competition at VIHAAN 2024, a national-level management fest hosted by Christ College, Irinjalakuda.

1ST PRIZE AT SAHRDAYA COLLEGE

XIME Kochi secured first place in two categories at the Management Fest Meraki, hosted by Sahrdaya College. The HR Games team, comprising Ankur Verma, Alex Martin, Dipali Prasad, and Depratim Das from Batch 12, won the first prize. The Finance Games team, including Ayush John, Udit K, Keshav Sharma, and Ram Manohar, also from Batch 12, secured first place in their category.



1ST PRIZE AT SIMTHESIS 2024

Aryan Bansal, Aditya Jaiswal, Samridhi Pathak, and Ashish Soni of Batch 12 won 1st prize in the Finance Games at Simthesis, hosted by Saintgits College.



2ND PRIZE AT CALIGO FEST 2024

Vigneshwaran A., Vishal Kumar, Sanku Sai Giridhar, and Sundara Pandiyan of Batch 12 won 1st prize in the Finance Games at Caligo Fest hosted by Marian College.



2ND PRIZE AT BARCHANOVA 2024

Ambika R, Sanjana Sethunadh, Shilpa C, and Sreeram R, of Batch 12 won 2nd prize in the HR Game at Barchanova, hosted by SB College.



2ND PRIZE IN FINANCE GAME AT INFLORE MANAGEMENT FEST

Ayush John, Udit Kumar, Prakhar Agrawal, and Pritham Goswami of Batch won 2nd prize in the Finance game at Inflore Management Fest, hosted by Rajagiri College.



FACULTY ACCOMPLISHMENTS

Mr. Sony Varghese attended the 3rd 'Sustainability Ambassador Programme' jointly organized by the Department of Management Studies, MNIT Jaipur, and the Center for Business and Social Research, New Delhi from 7 to 11 August 2024(Online Mode).

Dr. Dawn Jose presented the conference paper 'Service quality as a key element in building customer loyalty in the manufacturing sector - exploring the mediating role of brand image', 12th International Research Symposium on Service Management (IRSMM) hosted by Welcomgroup Graduate School of Hotel Management and T.A. Pai Management Institute, MAHE, Manipal, India from 6 to 9 August 2024.

Dr. Dawn Jose delivered an invited talk on the theme 'Technology & Business' at Rajagiri School of Engineering & Technology, Kochi on 13 August 2024.

RESEARCH PUBLICATIONS

Prof. Alok Krishna published the research paper titled "Digital Marketing Metrics – A Detailed Review" in the Journal of Informatics Education and Research, ISSN: 1526-4726, Vol 4 Issue 3 (2024). The journal is in the ABDC 'C' category as of September 2024.

Dr. Ranjana Varghese published the research paper titled "From Quiet Quitting to Hushed Hybrid: Decoding HR Buzzwords in the Evolving Workplace", European Economic Letters, 14(3) (pp. 1352-1354). ISSN 2323-5233. The journal is in the ABDC 'C' category as of September 2024.

Dr. Amitabh Satapathy published the research paper titled "Disposition Effect Bias in Investment and Important Factors Behind This Phenomenon", Journal of Informatics Education and Research, 4(3) (pp. 1442- 1444). ISSN: 1526-4726. The journal is in the ABDC 'C' category as of September 2024.

Dr. Gopikumar V published the research paper titled "SEBI's Proposal to Limit Speculative Trading", Economic and Political Weekly, 59(37) (pp. 4-5). ISSN (Print) - 0012-9976. The journal is in the ABDC 'B', Scopus QII category as of September 2024.

Ms. Lincy P. T. published a case study titled "BRalu Profile: The Procurement Strategy" in the Emerald Emerging Markets Case Studies, Vol. 14, No.4 on 3rd October 2024.

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