



**BIM**  
ESTABLISHED 1984



ANNUAL REPORT  
2024-25

**MOTTO**  
**OF**  
**BIMites**

Leave the world a better place  
*than we found*



Laying of the foundation stone by  
The Hon'ble Governor of Tamil Nadu  
Thiru. R.N. RAVI on May 03, 2024.



Artist's Impression of  
our New Campus



**Thiru. R.N. RAVI**  
HON'BLE GOVERNOR OF TAMIL NADU  
PATRON-IN-CHIEF  
BHARATHIDASAN INSTITUTE OF MANAGEMENT

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Dr. ASIT K BARMA  
Director & Member Secretary  
Bharathidasan Institute of Management

## VISION

To be a preferred destination for management studies to nurture resilient professionals who embrace emerging technology, inclusiveness, and social responsibility.

## MISSION

To develop resilient and socially responsible professionals through management education blending technology, contemporary curriculum & pedagogy with a focus on sustainability, and research.

## CORE VALUES

In carrying out the mission, BIM is guided by the following core values and expects the associated outcomes:

### Intellectual Excellence

We seek to advance our students' and faculty's intellectual and professional development, promote scholarly endeavours that impact the application, and maintain and develop a contemporary and responsive learning environment.

### Community

Collegiality: We encourage transparency in our decision-making through a shared governance process based on faculty, staff, and student interactions.

Service: We foster collaborative partnerships between internal and external stakeholders to impact and promote life-long experiential

learning, research, service, and community engagement.

### Diversity

We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

### Integrity

Ethics: We are committed to ethical and responsible behaviour in our actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

Responsibilities: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and academic proceedings.

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BIM witnessed many changes in global business orders in its forty years of journey. B Schools respond to these changes through an ever-evolving curriculum and pedagogy to stay contemporary and make its students bulletproof in a VUCA world. However, what does not change is the vision and values of the institute and its governance. Today, BIM as an institution and its 4,500 plus alumni make a significant impact on industry, academia, and society globally.

We do not intend to be another IIM or play on scales. We want to be known as a boutique B School specializing in new technology applications and sustainable development.

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**Shri RAVI APPASAMY**

CHAIRMAN  
BoG  
Bharathidasan Institute of  
Management

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In today's rapidly changing business landscape, the role of academic institutions is being redefined. They are not merely centers of knowledge delivery but crucibles of innovation, inquiry, and societal impact. At BIM Trichy, we have always believed in fostering a culture that bridges academia and real-world needs while shaping students into responsible leaders. We encourage our students to step outside conventional learning paradigms and immerse themselves in research-led problem-solving to tackle pressing business challenges, policy dilemmas, and social issues, generating insights that are both relevant and actionable. This aligns closely with our founding vision - a vision rooted in industry-academia collaboration, championed by stalwarts like Bharat Ratna Shri C. Subramaniam and Padma Bhushan Shri V. Krishnamurthy. Their foresight laid the foundation for BIM to serve as a bridge between academic theory and industrial practice. As we do so, our program architecture helps students develop well-rounded personalities, prioritizing the triple bottom line: People, Planet, and Profit, not just firm profit alone.

BIM is a unique success story of structural autonomy for a University School of Excellence. We are completing our second state-of-the-art campus on a sprawling 19-acre site spanning 350,000 sq. ft., built entirely from our own resources and with support from corporates and alumni, to contribute to the country's capacity building in new technologies and sustainability practices. Building on our 40-year legacy, we have now set our sights on the next 40. My sincere thanks and gratitude to our Patron-in-Chief, the Hon'ble Governor of TN, and the distinguished BoG members for their guidance and support. I congratulate the Director, faculty, staff, alumni, and students of BIM on their sincere efforts to achieve several milestones over the past year. Let us continue the momentum and make BIM Trichy the most sought-after destination in its chosen areas of specialization.

## DIRECTOR'S MESSAGE



**Dr. ASIT K. BARMA**

DIRECTOR &  
MEMBER SECRETARY  
Bharathidasan Institute of  
Management

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**I**s the MBA degree losing its shine? In 2025, the number of CAT takers declined. Global management education is at a crossroads today. The rapid transformation of technology and business logic has shortened the lifespan of skills, making lifelong learning essential. Traditional two-year MBA programs no longer suffice for evolving career demands. So, the key challenges for a B School today include maintaining relevance amid rapid change, shifting from knowledge delivery to skill application, integrating emerging technologies such as GenAI while preserving human judgment, balancing global fluency with local context, and addressing students' growing demand for purpose-driven careers in today's volatile, tech-driven world.

At BIM, we address these challenges by adopting a contemporary curriculum and using competency-based assessments. We believe the most impactful institutions will become living laboratories where technology enhancement is prioritized over replacing human judgment, fostering leaders who blend analytical rigor with empathy and purpose. The future B-school will not merely award degrees but also serve as a lifelong learning partner—empowering individuals to continuously reinvent themselves, their organizations, and the world around them.

We revisited our vision and mission with all stakeholders, including faculty, staff, alumni, industry partners, and recruiters, to align our aspirations and learning outcomes with the realities of the new business order. Our unique Pi-shaped program architecture, continued investment in centers of excellence, and deep engagement with industry, government, and society help us combine global perspectives with local market understanding and ground education in ethics and sustainability. Our new campus will be a citadel of learning, with increased enrolment and a broader range of courses, including Ph.D. programs. We are rapidly approaching several prestigious international accreditations and collaborative programs with Tier 1 B Schools worldwide.

2026 will mark a new beginning for BIM. I am looking forward to your continued support!

## KEY HIGHLIGHTS

- NBA accreditation 2024-2027 for its MBA program
- AICTE Approval for 3 years (2025 - 2028)
- ISO 14001:2015 for International Standard Environmental Management System
- ISO 21001:2018 for Education Organizations Management System (EOMS)
- For the past three consecutive years, BIM has been ranked among NIRF's top 100 B Schools, despite being the smallest in batch cohort, offering only one Program (MBA).
- We have consistently achieved 100% admission and placement. We are among the few B-schools in the country to have our placement data audited by CRISIL in accordance with the Indian Placement Reporting Standard.
- In 2025, our first and second-year students ranked first worldwide in the CAPSIM Foundation and Capstone 2.0 challenge. This marks the first time in CAPSIM's 20-year history that a single institution has secured the top global position in both categories of the competition.
- Academic partner for the prestigious two-year Tamil Nadu Chief Minister's Fellowship Programme for the second (2024-26) batch, after successful completion of the first batch, one of the few non-IIM B Schools in India to offer such a fellowship with a state government.
- Academic Partner to Tamil Nadu State Planning Commission to conduct Focus Block Development Program for 12 Blocks.
- Our Centre for Sustainable Development is actively working on several sustainability-related projects. One of our faculty members was appointed as an advisor to the Chennai Metropolitan Development Authority for economic viability analysis in urban development and review of the City's Economic plan.
- We continue to invest heavily in our Centers of Excellence, such as the Financial Trading & Analytics Center, which features 12 Bloomberg terminals—the first of its kind in Tamil Nadu. The CoEs also include the QBotica RPA Lab, the Center for Operations Excellence, the Centre for Sustainable Development, and the Real-Time Contextual Marketing Lab.
- Our faculty members are regularly invited by Coburg University in Germany to teach business valuation with Bloomberg insights.
- Our faculty and students made significant contributions to research and publications over the past year and presented their work at several prestigious national and international conferences.
- Our Industrial Consulting initiative has made significant strides. We provide AI/ML solutions to global banking and healthcare end users.
- BIM is seeing increasing interest among applicants, with improved CAT cut-off percentiles year over year and 100% enrollment. We are observing increased interest among female students seeking admission to BIM, who constitute more than 40% of the cohort. This shows that BIM has carefully preserved its culture of diversity and inclusivity. BIM voluntarily follows the Tamil Nadu Reservation Policy for student admissions. BIM's unique program architecture has become a great equalizer, consistently reducing the gap between reserved and unreserved students in their final grade point average (GPA) and CTC placement over the years.

## ABOUT BIM



Established in 1983, Bharathidasan Institute of Management (BIM), Tiruchirappalli, an ISO 21001:2018 and ISO 14001:2015 certified institution, is a School of Excellence of Bharathidasan University, governed by an independent society.

Prof P.S. Manisundaram, the first Vice-Chancellor of Bharathidasan University, and Padma Bhushan Dr V. Krishnamurthy, former CMD, Bharat Heavy Electricals Limited (BHEL) and many other industrialists shared the vision of former Union Minister Bharat Ratna, the Late Shri C Subramaniam, in setting up this B School. They were motivated by starting a School of Excellence in Management that would be organically linked with an industrial complex. They believed that just as a medical school needed to be attached to a hospital to be effective as a teaching institution, a Management School had to be linked with industry. Accordingly, the institute was set up in collaboration with Bharat Heavy Electricals Limited (BHEL) within its sprawling Tiruchirappalli campus.

BIM offers a two-year residential MBA programme approved by AICTE and accredited by NBA, with specializations in Marketing, Finance, Operations and Supply Chain Management, Human Resources Management, Digital Business, and Analytics. BIM is also a member of the Association to Advance Collegiate Schools of Business (AACSB), South Asian Quality Standards (SAQS), and Business Graduates Association (BGA). It has advanced its international collaboration through research, dual-degree programmes and student exchange programmes with leading global universities, including the University of Texas at Arlington, Rennes School of Business and University of Sussex.

It also conducts the Tamil Nadu Chief Minister's Fellowship Programme and various Management and Faculty Development Programs. More than 4500 BIM Alumni spread around the globe are significantly contributing to corporates, academics, and society today. In addition to its graduate programme, BIM has a strong research profile and has established multiple centres of excellence, including the Centre for Operations Excellence, Financial Trading and Analytics Centre, Real-Time Contextual Marketing Lab, Robotic Process Automation Lab, and Centre for Sustainable Development for training and research advancements in contemporary management areas.

## ACCREDITATIONS AND RANKINGS

BIM is AICTE-approved with an NBA-accredited MBA programme.

BIM has received ISO 21001:2018 and ISO 14001:2015 certification which is an internationally recognised Environmental Management System for its academic processes and governance.

BIM is actively working on international accreditations, including AACSB, EQUIS, and BGA.

BIM is a Top 100 NIRF-ranked B-school.



# MANAGEMENT DEVELOPMENT PROGRAMS

## MDP UPDATE 2024-2025

BIM has always sought to be a business school with a distinct approach. Established as an autonomous school of excellence by Bharathidasan University in partnership with the public sector giant BHEL, BIM has maintained its deep engagement with industries over the past forty-two years. This engagement has enabled BIM to continually review and modify course content across all programs to meet the current requirements of business and industry.

Our programs are crafted with the right balance of theoretical knowledge, practical insights, and the latest research findings. Our Management Development Programs aim to equip participants with both tactical and strategic tools in areas such as Strategy, Finance, Marketing, Organizational Behaviour, HR, and more.



### MATRIMONY.COM LIMITED

#### Emerging Leaders Program

BIM conducted the Emerging Leaders Program and the Authentic Leadership Program for Matrimony.com for their mid to senior-level leaders. The programs were divided into four modules- Nurturing high-performing teams, Data-driven decision-making, Execution Excellence, and Big Picture/Strategic Thinking.

- Influencing through Executive Presence
- Achievement Motivation
- Developing Streak of creativity: Design Thinking Approach
- Assertive Communication
- Understanding Self & Others through Transactional Analysis
- Role Efficacy Module
- Value of Harmonious Relationship at Workplace-How to sustain it
- Building Effective Team and Assertive Communication



**TAMIL NADU  
E-GOVERNANCE  
AGENCY  
(TNeGA)**

BIM conducted the two-day Leadership Development Program for the Tamil Nadu e-District Managers in partnership with Tamil Nadu e-Governance Agency (TNeGA).



**BIM  
KNOWLEDGE  
SERIES -  
ONLINE  
FDP / MDP**

- Structural Equation Modelling using SmartPLS 4 & Open AI tools
- Bibliometric Analysis & Systematic Literature Review
- The Magic of R Analytics using RStudio
- Scale Validity, Structural Equation Modelling and FsQCA using SmartPLS 4 & Open AI tools
- Marketing Engineering & Analytics using Open AI Applications
- Statistical Data Analysis using SPSS & Open AI Applications

## INITIATIVES WITH THE GOVERNMENT OF TAMIL NADU

### FOCUS BLOCK DEVELOPMENT PROGRAMME (FBDP)

BIM started the regional training to prepare the Block Development Strategy Paper for the twelve blocks in Trichy, Ariyarur, Perambalur, Myliduthurai, Tirunelveli, Thoothukudi, Tenkasi, Ramanathapuram, & Kanniyakumari with the support of the District Collector, Trichy, Mr. Pradeep Kumar, IAS; Ms. S Sudha, IFS, Member-Secretary, State Planning Commission; Prof R Srinivasan, Member, State Planning Commission; and Dr. M Vijayabaskar, Member State Planning Commission.



### TAMIL NADU CHIEF MINISTER'S FELLOWSHIP PROGRAM (TNCMFP)

The State of Tamil Nadu has now embarked upon achieving good governance in all spheres of its programmes. As a part of this initiative, the Government of Tamil Nadu, through the Department of Special Programme Implementation, launched the prestigious “Tamil Nadu Chief Minister’s Fellowship Programme (TNCMFP)” in 2022. Fellows are actively involved in the flagship and priority schemes of the State Government, and they work under the various departments allotted to them. Their role is to identify issues and aid in data-driven decision-making regarding the assigned programs to address the gaps and optimize the service delivery in line with the global best practices.



DURING THE INAUGURATION OF TAMIL NADU CHIEF MINISTER'S FELLOWSHIP PROGRAMME

The Government of Tamil Nadu has appointed the Bharathidasan Institute of Management (BIM) Tiruchirapalli as its academic partner to conduct the fellowship programme.

**TAMIL NADU  
CHIEF MINISTER'S  
FELLOWSHIP  
PROGRAM  
GRADUATION DAY**



BIM is proud to have completed the prestigious two-year TN CM's Fellowship Program for the 2022-24 batch as the Academic Partner of the TN Government, the only non-IIM B School to have partnered with a State Government for their Fellowship program, that too the second largest state economy in the country.



During the two-year Fellowship program, the participants undergo rigorous Public Policy and Management training with the most contemporary content delivered by expert faculty and practitioners from India and abroad. The Fellows have the opportunity to work in various departments under the guidance of experienced officials. They have introduced several innovative ideas, global best practices, and solutions, especially in departments like Housing and Urban Development, Social Welfare, Water Resources, Health and Family Welfare, Youth Welfare, and Sports Departments.

TN Government's Fellowship program is unique in the country in that it creates

a career pathway upon completion of the Fellowship by doing a PhD program under an MoU between Anna University and BIM or through the career advancement services from BIM exploring opportunities in corporates, besides many finding opportunities in the Government Projects.

The first batch has graduated successfully, with fellows occupying various positions in the Union Government and State Government, including Civil Services, Group I and II Services, Officers in Public Sector Banks and Statutory Bodies, Consultants to Government Institutions and higher studies at IIMs and doctoral research.



INFORMATION  
TECHNOLOGY AND  
DIGITAL SERVICE  
DEPARTMENT,  
GOVERNMENT OF  
TAMIL NADU  
(iTNT)

As BIM Tiruchirappalli approaches its next 40 years of academic growth, aligned with the evolving global business landscape, the institution is making significant investments to establish several Centers of Excellence. In support of Tamil Nadu's ambition to become a global deep-tech hub, BIM has partnered with the iTNT Foundation, the state's designated agency under the Department of IT and Digital Services, to promote research, entrepreneurship, and talent development in emerging technologies. The institute is also working with several digital companies based in Tamil Nadu to deliver AI/ML solutions to end users in healthcare, banking, and finance worldwide, generating substantial revenue from consultancy services.



## CII TRICHY GCC TASKFORCE

CII Trichy has partnered with BIM for GCC and other policy interventions.

CII Trichy Zone recently organized a high-level interaction with the Hon'ble Member of Parliament for Tiruchirappalli constituency, reinforcing strong collaboration between industry and political leadership and securing key commitments for Trichy's growth as a regional export hub.

A key discussion point was the formation of the GCC Trichy Taskforce, mandated to attract and facilitate Global Capability Centres (GCCs) in the region.

The Taskforce brings together political leadership, CII executives, infrastructure and IT experts, academia, and industry pioneers, ensuring a coordinated, multi-stakeholder approach to GCC growth.

With these strategic initiatives, Trichy is poised to become a dynamic hub for exports and IT-enabled services, strengthening its position as a future-ready economic destination.





## RESEARCH PUBLICATIONS BY FACULTY

Our faculty research output has significantly improved with more than 25 publications in leading scholastic journals (ABDC and Scopus-indexed) during the period 2024-25.

Mafruza Sultana, Pooja Gupta, Asit K. Barma, Swarnalakshmi Umamaheswaran and Preetham Karthik M. Donti (2025). An analysis of Indian mutual funds' capacity for market timing during 2010–2023. *Investment Management and Financial Innovations*, Vol. 22 No. 2, pp-218-237. DOI: [http://dx.doi.org/10.21511/imfi.22\(2\).2025.18](http://dx.doi.org/10.21511/imfi.22(2).2025.18) [ABDC-'B']

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Mafruza Sultana, Asit K Barma and Ruma Agnes (2025). Does the Occurrence of a High-Impact Temporary Incident Disrupt the SERVQUAL Model? Evidence from the Indian Hospitality Industry. *ASEAN Journal on Hospitality and Tourism*, Vol. 23 No. 1, pp. 1-14. DOI: <https://doi.org/10.5614/ajht.2025.23.1.01> [ABDC-'C']

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SN Ragavendra and Ruma Agnes R, (2025) An exploratory study using EI inventory on public service personnel working with the agricultural community post-pandemic, *Empirical Economics Letters* Special Issue: 2 (June 2025), 50-60 pp, <https://doi.org/10.5281/zenodo.15636803> (ABDC-C)

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K G Sofi Dinesh et. Al. (2025), “Perceived Credibility of Social Media Influencers and Adoption Intention towards Green Apparel”, *International Journal of Internet Marketing and Advertising*. (Scopus Indexed)

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CT Sunil Kumar, VP Sriraman, Mahesh R Pillai (2025), Economic indicators and Exchange rate regimes: A study of MENA region and India, Vol 11 No.18s, 514-527 pp <https://theaspd.com/index.php/ijes/article/view/4149/3039> (Scopus Q4)

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Somasundaram L (2025), Tackling Climate Change: Building national-level, realistic and comprehensive climate targets based on materiality reporting under the ESG framework, Vol. 15 Issue. 3, 1768-1783 pp <https://www.eelet.org.uk/index.php/journal/article/view/3586/3217> (ABDC – C)

Satyalakshmi Kompella , Somasundaram L (2025), “A Study of the Evolving Entrepreneurship Ecosystem in India: The Startup Perspective”, “International Journal of Economic Practices and Theories” Vol.25, Issue 1 , 68-83 pp  
<https://doi.org/10.52783/ijepc.17> (ABDC – C)

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Viswa Bharathi Kaliraj, Ramasamy Kandasamy Jeyachitra, Manochandar Subramaniyan, Sivarajan Rajendran (2025), Nonlinear mitigation using multilayer photonic reservoir computing for long-haul transmission, “Optical Engineering”, Vol. 64, Issue. 9, 0917102, (2 September 2025), <https://www.spiedigitallibrary.org/journals/optical-engineering/volume-64/issue-9/0917102/Nonlinear-mitigation-using-multilayer-photonic-reservoir-computing-for-long-haul/10.1117/1.OE.64.9.0917102.short>  
(Scopus (Q2) & SCI)

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Manochandar S, Thiruppathy Kesavan Venkatasamy, Nithya Thotakuruchi Mathiyalagam and Md. Jakir Hossen (2025), “Adaptive resource allocation and routing for integrated sensing and communications for wireless technologies, Eurasip Journal on Wireless Communication and Networking, Springer Open, Online 16 May, Article No. 33 (Scopus (Q2) & SCI)

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Manochandar S, Mohamed Suhail Mohamed Nabi, (2025) “Development of Augmented Deep Learning Approach for Predicting and Diagnosing Generic Health Issues”, Journal of Information Systems Engineering and Management, Vol 10, No 21s (Scopus Indexed)

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Akshaya, N., & Manochandar, S. (2025), “An investigation of the validity and reliability of neuromarketing constructs in influencing Indian consumers’ buying behaviour”, Academy of Marketing Studies Journal, Vol.29 No. (3), pp 1-19 (ABDC-B).

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M. Sivasankari, Manochandar S, Lakshmi Chandrakanth Kasireddy, Arpan Shrivastava, et al, (2025), “Artificial Intelligence in Retail Marketing: Optimizing Product Recommendations and Customer Engagement”, “Journal of Informatics Education and Research Vol. 5 No. 1 (ABDC – C)

Pragha P, Dhalmahapatra K, Natarajan T (2025), "The future of human experience: the drivers of user adoption of the metaverse", Online Information Review (Scopus Indexed)

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Pragha P, Dhalmahapatra K (2025), "Exploring decision making on metaverse adoption using opportunities, challenges, and threats (OCT): a force field analysis theory". Journal of Information, Communication and Ethics in Society, (ABDC-B); Published

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Pragha P, & Dhalmahapatra, K. (2025). How Do Cognitive and Affective Factors Affect Impulsive Buying in Metaverse Retailing? Journal of Global Marketing, 1–31. (ABDC-B); Published

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Agarwal, A., Gupta, P., Sultana, M. and Barma, A. (2024). "CSR Expenditure and Company Performance: Financial Evidence from NIFTY 500 Companies" Int. J. of Managerial and Financial Accounting, Vol. 16 No. 1. DOI: 10.1504/IJMFA.2024.10057793 (ABDC-'B' and Scopus Indexed)

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Sultana, M., Gupta, P. and Barma, A. (2024). "Effect of Market Factors on the Movement of Gold Bond and Gold ETF: An Exploratory Study" Empirical Economics Letters, Vol. 23 No. 3, pp. 191-204. (ABDC- C)

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Sultana, M. et. Al. (2024). "Integrating Management Accounting and Marketing Practices in Pursuit of Competitive Advantage", Accountancy Business and the Public Interest, Vol. 40 No. 09, pp. 39-47 (ABDC- B)

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Gupta, P. and Sultana, M. (2024), "Battle over trademark: Kirloskar vs Kirloskar", Emerald Emerging Markets Case Studies, Vol. 14 No. 2, pp. 1-18 (Scopus Indexed)

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Chitali Bhattacharya, Mafruza Sultana et al, (2024), “Exploring the relationship between Economic Growth and Income Inequality in Developed Nations”, European Economic Letters (EEL), Vol.14, No.3, pp.2471-2479 (ABDC-C)

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K G Sofi Dinesh et. al (2024), “Measuring the Consumer’s Choice of Environmental Sustainability Products”, A Sustainable Lifestyle Perspective, Vol. 8 No. 6, pp. 1-17 (Scopus Indexed)

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Raghu Raman, Vinith Nair, K G Sofi Dinesh, Acharya Ramalu (2024), “Comparative Analysis of ChatGPT and Bard in Digital Governance: Accuracy, Adaptability, and Readability Insights”, Digital Government: Research and Practice (ACM Journals), Online Publication (Scopus Indexed) <https://dl.acm.org/doi/pdf/10.1145/3674846>

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K G Sofi Dinesh, Suddhachit Mitra et al (2024), “Measuring the consumer’s choice for edible cutlery: A sustainable lifestyle perspective”, Journal of Infrastructure, Policy and Development, Vol. 17 No. 2 pp. 69-80 (Scopus Indexed)

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Kumar, CT Sunil, VP Sriraman, and Mahesh R Pillai (2024). “Currency Exchange Rate Determinants: A Case of MENA and India”. Migration Letters 21 (S4). London, UK:856-71. <https://migrationletters.com/index.php/ml/article/view/7354> (Scopus Indexed, Q2)

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Divyanshu Pandey, Manochandar S, Areema Pandey, Meena Sunildutt Sharma, (2024),”Creating Sustainable workplace through Integration of Artificial Intelligence (AI) and Green HRM Practices: An Empirical Study”, “Journal of Informatics Education and Research, Vol. 4 No. 3 (ABDC – C)

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The article titled “I Believe The Future Of B-Schools Depends On How Fast We Realign Skills” Published by **BW BUSINESSWORLD, November 29, 2025** (Prof Asit K Barma)

The article titled “Setting An AI Agenda For The Indian Academic System” Published by **BW BUSINESSWORLD, October 6, 2025** (Prof Asit K Barma, Prof Mafruza Sultana)

The article titled “Riding The LLM Wave: The Future Of Digital India” Published by **BW BUSINESSWORLD, January 10, 2025** (Prof Asit K Barma, Prof Mafruza Sultana)

The article titled “B-schools Balancing Innovation With Tradition Will Succeed In The New Business Order” Published by **BW BUSINESSWORLD, December 10, 2025** (Prof Asit K Barma, Prof Mafruza Sultana)

The article titled “Aftermath COP-29: What Should India’s Agenda Be?” Published by **BW BUSINESSWORLD, November 27, 2025** (Prof Asit K Barma, Prof Mafruza Sultana)

The article titled “2024 Budget: Need A System Thinking Approach To Rescript The India Story” Published by **BW BUSINESSWORLD, March 11, 2025** (Prof Asit K Barma, Prof Mafruza Sultana)

# FACULTY PARTICIPATION IN INTERNATIONAL CONFERENCES

## EMAC 2025

Madrid, Spain

Date: 27th - 30th May

Dr. Satyanarayana Rentala, Associate Professor – Marketing presented his research work at the 54th The European Marketing Academy (EMAC) 2025 hosted by ESIC Business & Marketing School ESIC University, Madrid from 27th-30th May 2025 Anett Erdmann, MSc. Ph.D. His research paper highlighted the dynamic behaviour of the determinants of the export performance of the Indian pharmaceutical industry in the past 3 decades.

EMAC 2025 celebrated the 50th anniversary of the European Marketing Academy as well as the 60th anniversary of ESIC University, Madrid.



**2025 EFMD Global Asia Annual Conference,  
Daejeon, South Korea**

Date: 18th - 20th November

Speaker - Breakout session -  
Ethics, power, and purpose to  
lead sustainably



Dr Jayakrishnan S, Associate Professor attended the EFMD Global Asia Annual Conference in Daejeon, South Korea, on 18th-19th November 2025, focusing on relevant trends, addressing regional challenges, and developing synergies with different stakeholders in management education.

## **POMS 2025 (International Conference)**

Reimagining Global Supply Chains through Strategic Capabilities:  
Toward a Net-Positive and Resilient Future

Indian Institute of Management Sambalpur, India

Dr. Anandh G presented his research work titled on “Mapping the Intellectual Structure in E-Waste Reuse: A Bibliographic Coupling Analysis” in the POMS 2025 – International Conference, hosted by IIM Sambalpur from 14 – 16th December 2025. The work highlights the ongoing and emerging themes in the E-waste reuse domain.



## **19th ISDSI–Global Conference 2025**

**IMI Kolkata**

December 26–29, 2025

Dr. Mafruza Sultana of BIM, presented her research work “Decoding Growth: A Regional Analysis of ESG Indices vs. Conventional Benchmarks” at the 19th ISDSI–Global Conference 2025, organized by IMI Kolkata and held from December 26–29, 2025.



The paper was co-authored with Prof. Pooja Gupta (JAGSoM - Jagdish Sheth School of Management), Dr. Asit K Barma (Bharathidasan Institute of Management Tiruchirapalli), and Prof. Ashwani Kumar Kesarwani (GIBS Business School).

The study tried to examine whether ESG indices- those built on sustainability filters- can stand toe-to-toe with conventional benchmarks in terms of financial returns, thereby contributing to the growing discourse on sustainable finance and responsible investing.

## ANZAM 2024

### University of Wollongong, Australia

December 2-5, 2024

Dr. S. Jaya Krishna represented BIM at the ANZAM 2024 conference held at the University of Wollongong, Australia from December 2-5, 2024.

During this enriching event, he chaired a session on “Business Process Innovation and Supply Chains,” where he delved into the latest insights and advancements in this critical field. Collaborating with fellow researchers and practitioners offered valuable perspectives on how innovation continues to reshape our understanding of supply chains.

Additionally, he also presented his paper titled “Assessing the Environmental Impacts of Product-Service Systems (PSS): The Product Lifecycle Perspective.” This research emphasizes that PSS can have both positive and negative environmental impacts, and identifies various PSS dimensions/attributes along with corresponding variants and assess their impact across PLC stages using morphological analysis. The framework has been developed applying various relevant theories. This work aims to facilitate policymakers, and practitioners towards embracing PSS design and management for positive environmental outcomes throughout the lifecycle of products.



## SCHOLARSHIP IN THE AI AGE

The 'Scholarship in the AI Age' workshop was designed for scholars and educators who want to understand the deep structural shifts AI is bringing to research and to build the sophisticated mindset this new era demands.



## ACHIEVEMENT FOR ASSOCIATE EDITORS

Dr. K. Adhinarayanan has been associated with the Directory of Open Access Journals (DOAJ), which is a unique and extensive index of diverse open access journals from around the world, as Associate Editor since April 2023. For the successive years 2024 and 2025, he was awarded “Certificate of Achievement for Associate Editors” in recognition of his contributions.

## ICCCI 2025 - DSH 2025

Professor S. Manochanadar, attended the ICCCI 2025 - DSH 2025 Special Session as a reviewer, evaluating several papers and providing constructive feedback to the authors.



## EVENTS AT BIM



Crescita 2025 opened with great enthusiasm at Bharathidasan Institute of Management Tiruchirapalli beginning with the Lighting of the Lamp and the Inaugural Address by Dr. Asit K Barma Director, along with Chief Guest Ms. Ananda Shalini, CFO, CavinKare. Her thought-provoking words, “Capital is like water; if still, it breeds moss; but when it flows in the right direction, it generates power”, set an inspiring tone for the day.

With 1500+ registrations on Unstop from institutes across the country, Day 1 saw on-campus participation from reputed institutions including LIBA Chennai, DoMS NIT Trichy, PSG Institute of Management Coimbatore, Pondicherry University, SDMIMD Mysore, SRM IST Tiruchirappalli, XIME Bangalore, and TNAU. Competitions across Finance, HR, Marketing, Operations, and Strategy kept the campus buzzing with energy, ideas, and spirited engagement.



### “TECHNOLOGY AND THE NEW MARKETING EQUATION”

The Marketing Conclave 2025 at Bharathidasan Institute of Management Tiruchirapalli brought together thought leaders and marketing professionals to explore how technology, data, and human insight are reshaping the modern marketing landscape.

The event opened with keynote addresses by Mr. Mrinal Kumar, Founder & CEO, Navriti Technologies, who shared how technology has become the great equalizer, empowering startups through data, automation, and real-time insights.

Mr. Lakshman Velayutham, CMO Ujjivan Small Finance Bank, in his keynote on “Life is a Little Techno-Human,” reminded us that while technology

enables progress, human empathy, simplicity, and customer-centricity must remain at the heart of marketing. His message, “AI can augment, but not replace human insight” resonated deeply.

#### Panel Discussion: “Essential Skills for Future-Ready Marketers”

Post lunch, the focus shifted to an engaging panel discussion featuring:

Mr. Jeffin John, Head of Marketing, Mane Kancor

Mr. Praharsh Dixit, Senior VP – Social Media, BigTrunk Communications

Mr. Elango M, FCB Ulka

The panel explored the evolving role of marketers in a tech-driven world, stressing the importance of digital transformation, storytelling, and human-centric creativity backed by data-driven insights. The speakers emphasized that tomorrow’s marketer must be agile, tech-savvy, and empathetic—able to interpret consumer behaviour through both analytical and emotional lenses.

The day concluded with inspiring addresses by Mr. Jomon Joseph, Senior Vice President, Tech Mahindra, who highlighted adaptive leadership and cross-functional thinking as key traits for navigating digital transformation.

Mr. Biju Dominic, Chief Evangelist, Fractal Analytics, offered profound perspectives on Behaviour Architecture, showing how understanding the human brain can shape better marketing interventions and experiences.

The conclave wrapped up with a heartfelt Vote of thanks by Dr. Satyanarayana Rentala acknowledging the speakers, faculty, and student organizers who made the event a resounding success.

Markque’25 truly captured how the convergence of technology, leadership, and human insight is redefining marketing, preparing future managers to innovate, adapt, and lead in an increasingly digital-first world.



## OPERATIONS CONCLAVE - NEOOPS 2025

Bharathidasan Institute of Management Tiruchirapalli, invited six distinguished speakers for its flagship Operations Conclave – NeoOps 2025, that happened on October 15, 2025 at Chola Hall, BIM Trichy.

The speakers were, Dr. Shankar Venugopal – Vice President, Mahindra & Mahindra, Mr. Gurudutt Bangarpet – Co-Founder, CEO & Director, Rashi E-Waste Solutions, Mr. Rakesh Kumar Murugan – Global Head - Digital Transformation & Sustainability, BOSCH SDS, Mr. Venugopal G – Associate Vice President & Global Head - Domain Consulting, Manufacturing & Resources, Infosys, Dr. Ravishankar Rajagopalan – Founder & Director, Augur AI and Mr. Kathiravan (KT) Sadasivam – Senior Director – Strategy Planning & Operations, Cognizant.

With expertise spanning AI, Industry 5.0, Smart Ops, Sustainability, and Innovation, these speakers brought forward-thinking perspectives on how technology and human collaboration can transform operations for the future.

## ARTHA 2025

### The Finance Conclave

At the ARTHA 2025, the Finance Conclave coordinated by Finclub, Bharathidasan Institute of Management Trichy, the spotlight wasn't just on balance sheets - it was on habits, choices, and how small steps drive meaningful change. With the theme "Sustainability Finance in Action: Greening the Balance Sheet," the event explored how finance can lead the shift towards a greener, more conscious world.

Various industry leaders were invited to present their knowledge.

Mr. M.R. Raghu, CEO of Marmore, painted sustainability as a shared responsibility — a collective symphony between people, policy, and purpose.

Ms. Joycelin Leebana V, Sr. Manager, ESG & Sustainability, EY GDS, championed purpose-led finance as the future of responsible capital.

Mr. Vikash Chandra, Director, Deloitte, urged India to lead its own green way rather than imitate global models. The workshops underlined the critical role of risk management in building a sustainable business future.

Ms. Ranjani Palaninathan (Senior Manager, Credit Risk Management, EY-GDS Bengaluru) and Mr. Rahul Prakash (Manager, Financial and Climate Risk Modelling and Management, EY-GDS Noida) delved into how companies striving for sustainability must also prepare for financial and climate uncertainties. From credit assessments to climate risk modelling, they emphasized that managing evolving risks is not just compliance—it's a strategic pillar for long-term value creation.





The HR Club of BIM Trichy conducted the inaugural edition of “HRiday”, the flagship HR conclave, with the theme “The Human-Centred Future: Reimagining Workforce in the Age of AI,” the conclave set the stage for thought-provoking conversations, fresh perspectives, and inspiring insights on shaping the future of work.

### Highlights of the Day

The Keynote Address by Ms. Hema Rengaswamy, VP HR – Standard Chartered Global Services, enlightened us that while AI can analyse, predict, and automate, it is empathy, creativity, and the human spirit that must ultimately guide the future.

The Panel Discussion on “The Sentient Workplace: HR’s Role in Designing Emotionally Aware and Digitally Intelligent Organizations” featured eminent leaders, Mr. Deepak Nathan, General Manager - HR, TCS; Mr. Kalyan Durairaj, Ex-Director – People APAC, Fourkites; Mr. Hariharan Subramanian, Head of HR – India, IRIS Software Group; and Mr. Fabian Figredo, Head of HR, Shell. Together, they emphasized that while technology can enable progress, it is people who truly bring about transformation.

In the Special Lecture “Sustainable Inclusion: Integrating ESG and DEI into Employee Experience” Ms. Punitha Anthony, AVP & Head of Talent Management – Straive, reinforced that ESG and DEI are not just checklists but the very foundation of a thriving and purpose-led employee experience.

The conclave concluded with a Masterclass by Ms. Shareen Philip, Head HR BP – Renault Nissan, on “HRx-AI: The New Human Edge.” The session offered hands-on exposure to AI-enabled HR tools and demonstrated how they are shaping the workplaces of tomorrow.

### Key Messages from HRiday 2025

- AI is a catalyst for innovation, but its purpose must always be guided by empathy and ethics.
- HR’s role is evolving into that of architects, culture stewards, ethical guardians, and change facilitators.
- ESG, DEI, and sustainability are no longer optional - they are central to the employee experience.
- The future belongs to those who combine AI fluency with human-centric mastery like creativity, adaptability, and emotional intelligence.

### **Dr. Pragha P Receiving BIM Teachers' Day Award**

Dr. Pragha P, Assistant Professor in the Marketing Area, was presented with BIM Teachers' Day Award 2025 for Research Excellence. This award was presented to her by Dr. Tamarapu Sridhar, Emeritus Professor at Monash University in Australia and a Member of the BoG, BIM. She earned this recognition for her one ABDC-'A' and one ABDC-'B' category publication.

She received her Ph.D. from the Department of Management Studies at the National Institute of Technology (NIT) in Tiruchirappalli, Tamil Nadu. Her research interests include the Metaverse, virtual worlds, sustainability, consumer behavior, and behavioral intentions.and behavioral intentions.



### **SHRI GOKULNATH S MEMORIAL AWARD 2024**

'The Most Well-rounded Student Award' presented to Ms. Karthikayani S A - BIM39th Batch in memory of Shri Gokulnath S through an endowment created by BIM17 batch alumni

### **Shri Ramesh R & Shri Ram Narayan S Memorial Merit Scholarship 2024**

- Ms. Kalyani K, BIM40 Batch for Scholastic Performance in 1st Year MBA Program
- Ms. Adhisankari T, BIM39 Batch for Scholastic Performance in 2nd Year MBA Program







**BHARATHIDASAN  
INSTITUTE OF MANAGEMENT**

**TIRUCHIRAPALLI - 620014**



# RESEARCH INCUBATION PROJECTS BY BIM STUDENTS 2025

At BIM Trichy, we believe that management education must go beyond textbooks and classrooms to foster a spirit of inquiry, reflection, and responsible action. The Research Incubation Project stands as a testimony to this belief. It is designed not merely as a pedagogical experiment but as a powerful enabler of academic inquiry, critical thinking, and societal relevance.

These research works showcase the outcomes of the intellectual partnership between students and faculty and reflect BIM's evolving academic architecture, which integrates research, teaching, and practice, aligning with our broader goal of cultivating socially sensitive thought leaders. In a rapidly changing world, the ability to ask the right questions is as critical as finding the correct answers. Through the Research Incubation Project, we are helping our students learn that art is curiosity backed by discipline, and creativity informed by evidence.

## IMPACT OF BEHAVIORAL FINANCE FACTORS ON INVESTING IN E-COMMERCE STARTUPS IN IPO

Shubham Tiwari & Mafruza Sultana

## ANALYSIS OF HUMAN RESOURCE MANAGEMENT POLICY CHALLENGES IN THE GIG ECONOMY

Debarna Das & Dr. S.N. Raghavendra

## BRAND VALUATIONS AND SUSTAINABILITY SCORES: EMPIRICAL EVIDENCE FROM INDIA'S MOST VALUABLE BRANDS

Akshansh Vidyarthi & Dr. Satyanarayana Rentala

## AN EXPLORATORY STUDY ON GENDER ATTITUDE AND INVESTMENT DECISION

Krithiga G, Mohanarangan M, Prathiksha Kannan & Dr. Mafruza Sultana

## DOES MANAGERIAL ABILITY IMPACT ESG DISCLOSURES?

Arjun P, Prasaanth S, Santhosh T, Venkatesh K M & Dr. Sadrita Deb

## USING ISM AND MICMAC APPROACH TO IDENTIFY THE KEY INFLUENTIAL FACTORS IN THE ADOPTION OF CONVERSATIONAL AI IN THE HIGHER EDUCATION SYSTEM8

Balamanikandan G T, Vebeada, Nandha Kishore S & Prof. Ruma Agnes R

## PREDICTING INSURANCE PREMIUMS BASED ON PRE-EXISTING CONDITIONS AND DEMOGRAPHICS

Poonguzhali M, Ragavi E, Kartik C, Sai Ganesh P & Dr. S. Jaya Krishna

## COMPARATIVE ANALYSIS OF NETFLIX, DISNEY + HOTSTAR AND AMAZON PRIME VIDEO IN TERMS OF BRAND LOYALTY IN INDIA

Rohan Chatterjee, Nilavo Biswas, Crish Karthik P & Dr. Satyanarayana Rentala

## ASSESSING THE IMPACT OF ECO-SAFE PRACTICES ON CONSUMER PURCHASING BEHAVIOUR WITH RESPECT TO THE FOOD AND BEVERAGES INDUSTRY

Sanjana Saravanan & Dr. Sridevi Tandley

USING ISM APPROACH TO IDENTIFY  
THE KEY INFLUENTIAL FACTORS IN ADOPTING  
SUSTAINABILITY PRACTICES

Poojalakshmi E, Deepanraj K &  
Prof. Ruma Agnes R

A COMPREHENSIVE STUDY ON HOW  
THE ECOSYSTEM ENABLES TECH STARTUPS  
TO THRIVE IN INDIA

Jeni Mangala J, Kalyani K, Sahithya K,  
Sivani V.M, & Dr. Sadrita Deb

ANALYSIS OF CUSTOMER PURCHASING  
INTENTIONS IN A RETAIL ENVIRONMENT:  
EMPIRICAL EVIDENCE FROM  
A MARKET BASKET ANALYSIS

Lokesh B, Naveen PS, Sanjana BS,  
Nirmal B & Dr. Satyanarayana Rentala

DECODING GREENWASH: AN OBJECTIVE  
ANALYSIS OF CORPORATE SUSTAINABILITY  
CLAIMS IN THE CONTEXT OF 4 UN SDGs

Prasanna K & Dr. Satyanarayana Rentala

AN ANALYSIS ON CONSUMER PREFERENCE  
IN QUICK COMMERCE: COLLABORATION  
AND INNOVATION

Lalbakadur S, Manav Eshwar Mohan,  
Darsan Krishna M, Venkatesh S & Dr. S Jaya Krishna

IMPLICATIONS OF ECL FRAMEWORKS  
ON BANKS AND NBFCs

Bhavanya R, Palaniappan PL,  
Subramanian V, Ramarjun J & Dr. V. P. Sriraman

REPOSITIONING TRADITIONAL ELECTRONICS  
RETAILERS IN THE DIGITAL AGE

Akshai Kumar N, Sujit Kumar J &  
Dr. Satyanarayana Rentala

A STUDY ON TRANSPARENCY  
PRACTICES OF SUSTAINABLE INITIATIVES  
BY PURPOSEFUL BRANDS

Aarti R & Dr. Satyanarayana Rentala

FOMO & CULTURAL BIAS IN CRYPTO INVESTMENT

Ajetha S, Dhivya S, Kruthik Shraavan K K, Radha M,  
Dr. S. N. Raghavendra & Dr. V. P. Sriraman

THE ROLE OF ARTIFICIAL INTELLIGENCE  
IN MARKETING: ENHANCING CONSUMER  
ENGAGEMENT AND BUSINESS GROWTH

Logith M, Manoj K & Mathesh K &  
Dr. Satyanarayana Rentala

ANALYSIS OF FACTORS AFFECTING  
CARBON EMISSION IN  
THE AGRICULTURAL SECTOR

Darren R, Sundarraj S, Ajay Rohith R,  
Naveen Kumar G & Dr. V. P. Sriraman

PERSONALIZATION IN E-COMMERCE:  
A STUDY OF CONSUMER PREFERENCES  
AND SATISFACTION

Akansha Gupta, Umar Farooque &  
Dr. Satyanarayana Rentala

ADDRESSING CLASS IMBALANCE IN CREDIT RISK:  
A MACHINE LEARNING PERFORMANCE  
WITH SMOTE METHOD

Sai Sidharth S, Yamini BS, Sridhar M  
& Dr. Sridevi Tandley

THE IMPACT OF GENDER AND ATTRACTIVENESS  
ON HIRING OUTCOMES: EXAMINING  
THE PERCEPTIONS AND DECISIONS

Sowndharya S, Hetavi Shah & Dr. S.N. Raghavendra

PERCEPTIONS ON THE IMPORTANCE OF SDGS  
AND EXPLORING THEIR INTERLINKAGES  
FOR SUSTAINABLE DEVELOPMENT

Roshanprabakar A, Dhanush Kumar R,  
Sayantani Biswas, Shaun Mampilly &  
Dr. Satyanarayana Rentala

A STUDY ON THE DETERMINANTS OF DIGITAL  
FINANCIAL INCLUSION IN INDIA

Atharsh S & Dr. Satyanarayana Rentala

APPRECIATIVE INQUIRY AS A TECHNIQUE  
IN FEEDFORWARD APPRAISAL

Akshaya V, Poojah K, Shabarish Balan,  
Yashwanth Raj K & Dr. S. N. Raghavendra

THE ROLE OF LANGUAGE IN BRAND  
CRISIS MANAGEMENT: A SENTIMENT  
ANALYSIS APPROACH

Pazhanishankar R, Senthamil Kannan M N  
& Dr. Satyanarayana Rentala

EXPLORING EFFICIENCY LOSSES IN  
THE ICO MARKET: GOVERNANCE, FRAUD,  
AND INTERMEDIARY IMPACT

Balaji S, Johan Kingsly M, Karthikeyan S,  
Ranjith R & Dr. V. P. Sriraman

DIGITAL FINANCIAL INCLUSION AND  
ECONOMIC GROWTH IN INDIA

Muthu Manohar B, Vasanthavel M S,  
Vidhushan A & Dr. Satyanarayana Rentala

IS THERE A CORRELATION BETWEEN  
TELECOMMUTING (WORK FROM HOME)  
AND PERFORMANCE?

Divya Hariharan, Akalya T, Pranav,  
Shivani S & Dr. Asit K Barma

THE INFLUENCE OF BEHAVIOURAL PRICING  
IN CONSUMER DECISION-MAKING PROCESS

Tharun Prasad S, Varun Roshan T, Mathan S  
& Dr. Satyanarayana Rentala

ALTERNATIVE CLIMATE FINANCE  
MODELS FOR INDIA: A PATHWAY TO  
SUSTAINABLE DEVELOPMENT

Abinon Venra, Nithyasree S, Asif C A,  
Sanjeevi C & Dr. V. P. Sriraman

FACTORS INFLUENCING BRAND VALUES AND  
BRAND PERFORMANCE: AN EMPIRICAL  
ANALYSIS OF THE TOP 100 BEST GLOBAL BRANDS

Raahesh SP & Dr. Satyanarayana Rentala

ASSESSING THE SUSTAINABILITY IMPACT  
OF BUSINESSES: REVIEW AND INSIGHTS

Santhosh Senthil & Dr. S. Jaya Krishna

IMPACT OF STORYTELLING ON  
CONSUMER ENGAGEMENT:  
BRAND LOYALTY AND PURCHASE INTENT

Revathi R J, Abarazithan B, Siddharthan B  
& Dr. Satyanarayana Rentala

## STUDENTS' ACHIEVEMENT

### BIM STUDENTS BAG TOP HONORS AT THE GLOBAL STRATEGIC MANAGEMENT SIMULATION COMPETITION



Two teams of students from the first-year and second-year MBA courses at Bharathidasan Institute of Management have earned international recognition by winning top honors at the prestigious “Capsim Challenge” in both the Foundation and Advanced-level competitions during Fall 2025. With this achievement, BIM has consistently won both competitions in Spring and Fall 2025, a rare accomplishment for any college globally in the 20 years of the prestigious CAPSIM Challenge.

The Capsim Challenge is a widely recognized biannual business simulation competition for students, organized by Capsim Management Solutions Inc., USA. In this competition, students run virtual companies in a fast-changing market, making real-time decisions across R&D, marketing, production, and finance. The event promotes hands-on learning, helping students prepare for the complexities of global business. The best performers are inducted into the Capsim Hall of Fame.

A team of final-year MBA students Prasana Subramaniam T R, Yutesh P, and Muthu Kumaran R secured first place globally in the CAPSIM Capstone 2.0 Fall 2025 Challenge. This achievement marks BIM's second consecutive worldwide victory in the Capstone Challenge. In the Core category, first-year MBA students Vaithiyanathan S, Shrie Sannith N, and Khailaash Lakshminarasimhan claimed the top spot globally in the CAPSIM Core Fall 2025 Challenge, marking BIM's third straight global win in the Core simulation. Prof. R. Subramanian mentored both teams. Participants from India, Canada, Israel, Thailand, and the USA competed in the final. Other Indian business schools in the finals included SPJIMR, Mumbai, IIM Bangalore, and NMIMS. (For detailed results <https://www.capsim.com/challenge>)

Expressing joy over the achievement, the Director of BIM, Dr. Asit K. Barma, commented, “Today’s Gen Z learners need a different pedagogy to bring out their best. We have invested in building several CoEs and introduced simulation-based learning across all courses, right from the first term. This win underscores BIM’s continued position as a leading B-school in experiential and simulation-based learning, consistently delivering globally competitive talent.”

The professor in charge of the BIM team, Dr. R. Subramanian, said, “These honors of students reflect not only their individual business acumen but also the nurturing environment in BIM, which propelled our students to outshine at a global level. We are proud to see our students’ consistent accomplishments in this global competition, and it is a testament to the institute’s commitment to nurturing borderless competitive skills that are required for today’s business order.”

The students reported that the competition helped them understand:

- How to navigate high time pressure in decisionmaking,
- How to balance short-term performance with long-term sustainability,
- How to manage cross-functional trade-offs and competitive dynamics,
- How to compete against top global B-schools on a real-time leaderboard.

The winning students shared that the global recognition was a proud moment and validated the institute’s strong focus on practical, analytics-driven decision-making.

Poonguzhali M (BIM 40)

Event Name : Progyan-24: Mithalapuri - Marketing Event

Team Members : Pazhani Shankar, Poonguzhali, Arunvel and Sanagamithrai

Organiser : Sastra University, Tanjore

Won 1st Prize with a Cash Award



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Kannan R (Roll No. 39077)

Event Name

CMT Association Investment Challenge

Event Period

February 2023 - April 2023

INDIVIDUAL PARTICIPATION



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BIM Team of Akansha Gupta and Umar Farooque won the Second place at YNOS, IIT Madras

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Akshaya R was the Business Track Semi-finalist in Flipkart wired 7.0



Nisadya'25  
NIT Trichy  
January 11, 2025

S Vasu Devan and Yutesh P of BIM, secured the First Runner-up position in Uttar - The Business Quiz at Nisadya'25, hosted by NIT Trichy on January 11, 2025. BIM commended their ability to think critically and apply their business acumen under pressure. Their performance reflects the depth of knowledge and problem-solving skills we strive to instill in our students.



#### **SERPENTIZE – THE IPL AUCTION**

Nisadya'25, NIT Trichy.

Our students, Dhileepan D.R, Lokeshwaran K, and Dharmesh D, showcased their strategic prowess and emerged as winners of Serpentize – The IPL Auction event at Nisadya'25, hosted by NIT Trichy.

This victory highlights their ability to think on their feet and make data-driven decisions under pressure. We congratulate them on this well-earned success, reinforcing BIM's commitment to fostering innovative problem-solving and experiential learning, ensuring that students are prepared to thrive in an ever evolving and competitive business landscape.

## STUDENTS' PARTICIPATION AT VARIOUS EVENTS 2024-25

Student Name	Event Date	Event Name	Place	Description	Status
Debarna Das	December 7th - 9th, 2024	India Management Research Conference (IMRC'24)	IIM Ahmedabad	Presented a research paper, "An Analysis of Human Resource Management Policy Challenges in the Gig Economy"	
1) Venkatesh K M 2) Santhosh Thirunavukkarasu 3) Arjun P 4) Prasaanth S	January 30th - 31st, 2025	11th Management Doctoral Colloquium 2025 at IIT Kharagpur, Vinod Gupta School of Management	IIT Kharagpur, Vinod Gupta School of Management	Presented a paper on "Does Managerial Ability Impact ESG Disclosures?"	
1) Hetavi Shah 2) Aravindh Raj D N 3) Yamini B S	14th February, 2025	IIM Indore event - Kalpavriksha MrDecaf - Social and Environmental issues	IIM Indore	Pitched a social business model describing its financial viability & scalability	
1) Sushanthikaa M 2) Ranjitha R P 3) Sneha Roy 4) Pradhiksha N	February 12, 2025	LIBA Chrysalis - AI HR	LIBA	Provided AI based HR solutions focussing on improving recruitment efficiency & employee engagement	Winners
1) Kavi Sharan 2) Shyam	February 14, 2025	Bodhya (Business Analytics event)	Sastra University - Progyan'25	Power BI dashboard was created using bike company's sales & service dataset to analyse key performance metrics	Winners
1) Naveen 2) Sanjana B S 3) Siddharthan B	February 14, 2025	Vipanikriya (Marketing event)	Sastra University - Progyan'25	Developed & pitched innovative marketing strategies based on the theme	Runners
1) Dhileepan D R 2) Lokeswaran K 3) Dharmesh	January 11, 2025	Serpentize - IPL Auction	NITT Nisadya'25	Led player selection for fantasy sports team using data analytics to surpass competitions	Winners
1) S Vasudevan 2) Yutesh P	January 11, 2025	Uttar- Business Quiz	NITT Nisadya'25	Showcased sharp business knowledge & quick decision making	First Runner-up

Student Name	Event Date	Event Name	Place	Description	Status
1) S Vasudevan 2) Aadhisthan S P 3) Vignesh V	January 11, 2025	Vriddhi - The Finance event	NITT Nisadya'25	Demonstrated a finance case study using strong financial analysis & strategic problem solving	First Runner-up
Shyam S	2025	Gravel - Let's debate it out	NITT Nisadya'25	Debated on the topic "AI: Boon or curse"	Second Runner-up
1) Akansha Gupta 2) Umar Farooque 3) Shaun Mampilly 4) Akhil Prasad	2025	Ynos IIT Madras - Uniqest	IIT Madras	Presented a case study on an Indian startup with the potential to become the next unicorn by Dec 2025	Second Position
1) Pazhani Shankar 2) Ranjith R 3) Subramaniam 4) Venkatesh S 5) Palaniappan P L	2024	Capsim Spring 2024	Online International Simulation	Capsim foundation business simulation involved making integrated decisions across marketing	Second Place
Muthu Kumaran R	2024	Capsim Fall 2024	Int. Simulation	Finance and operations	Winner
1) Prasana Subramaniam T R 2) Yutesh P	2025	Capsim Spring 2025	Online International Simulation	Market demand was analyzed, product pricing & production levels were determined & financial statements were interpreted	Winners
1) Venkatesh S 2) Pazhani Sankar	2025	Capstone 2025	Online International Simulation	Managed a virtual company in a competitive market environment by taking strategic decisions	Winners
1) Janakrishnan S 2) Sanjana Gorti	2025	Fox International Case Writing Competition	Temple University	The case focused on analyzing a real world business scenario & providing decision making insights	Second Place
1) Vidhushalini R 2) Shreena Williams 3) Shurthi K 4) Dharmesh 5) Lokeshwaran K	2025	10th PAN IIM World Management Conference 2025	IIM Ranchi	Climate financing and sustainable environment	Conference

Student Name	Event Date	Event Name	Place	Description	Status
Anubhav Singh	2025	10th PAN IIM World Management Conference 2025	IIM Ranchi	Gen AI in Predictive Marketing and Dynamic Pricing	Conference
1) Savinay Ganvir 2) Sakshi Sadafale 3) Riddhi Agarwal	2026	INDAM 2026	SIBM Pune	Substance or Signal? Mapping sustainability strategies of India's NIFTY 100	Conference
1) Vasudevan S 2) Yuthesh P	2025	NISM's National Financial Literacy Quiz	NISM, Navi Mumbai		5th Position Nationality
1) Arpan Mondal 2) Tamaghna Guha Ray 3) Anubhav Singh	2025	Consulariym- The McKinsey Consulting Event	DoMS-IIT Madras		Finalist
Charupriya S	2025	10th PAN IIM World Management Conference 2025	IIM Ranchi	Analysing the impact of eco labelling on consumer choices in e-commerce logistics	Conference



# INTERNATIONALIZATION

## **MOU WITH RENNES SCHOOL OF BUSINESS, FRANCE**

Bharathidasan Institute of Management signs MOU with Rennes School of Business, France for International Collaboration to strengthen their ties on their mutual interests in delivering programs of academic excellence and cultural diversity.

The two institutions agree to promote mutually beneficial activities in the areas of education, research, and other academic issues, and to cooperate and work together towards the internationalization of higher education.

Such cooperation includes:

- Progression Programmes
- Exchange of Students
- Organisation of Executive programs for the professional community
- Short “Study abroad seminars”: Winter session, Summer programme
- Executive education: virtual projects, Study tours
- Admission as degree-seeking students on a fee-paying basis
- Collaborative virtual student projects
- Joint research projects
- Joint conferences and publications
- Exchange of faculty members



## **MOU WITH THE UNIVERSITY OF TEXAS, ARLINGTON, USA**

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Bharathidasan Institute of Management, (BIM) enters into an agreement of cooperation with The University of Texas at Arlington (UTA) to establish a program of exchange and collaboration in areas of interest and benefit to both institutions. Such collaboration includes:

- Dual degree program in Business Analytics (MSBA) program and Information Systems (MSIS) program
- Institutional exchanges by inviting faculty and staff of the partner institutions to participate in a variety of teaching and/or research activities and professional development
- Organize symposia, conferences, short courses and meetings on research issues
- Carry out joint research and continuing education programs
- Exchange information pertaining to developments in teaching, student development and research at each institution



## **GLOBAL SUSTAINABLE FUTURES NETWORK CIC, UNITED KINGDOM**

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BIM signed an MoU on the 01 day of July 2025 with M/s. The Global Sustainable Futures Network CIC, with its office located at Wokingham, RG41 1AW, United Kingdom, is represented by its Founder & CEO, Dr. Renuka Thakore.

This MoU applies to joint working in the domain of Sustainable Development Goals (SDG) and is titled as JALSHAKTI1000 and shall be active for five years from the date of signing by both parties.

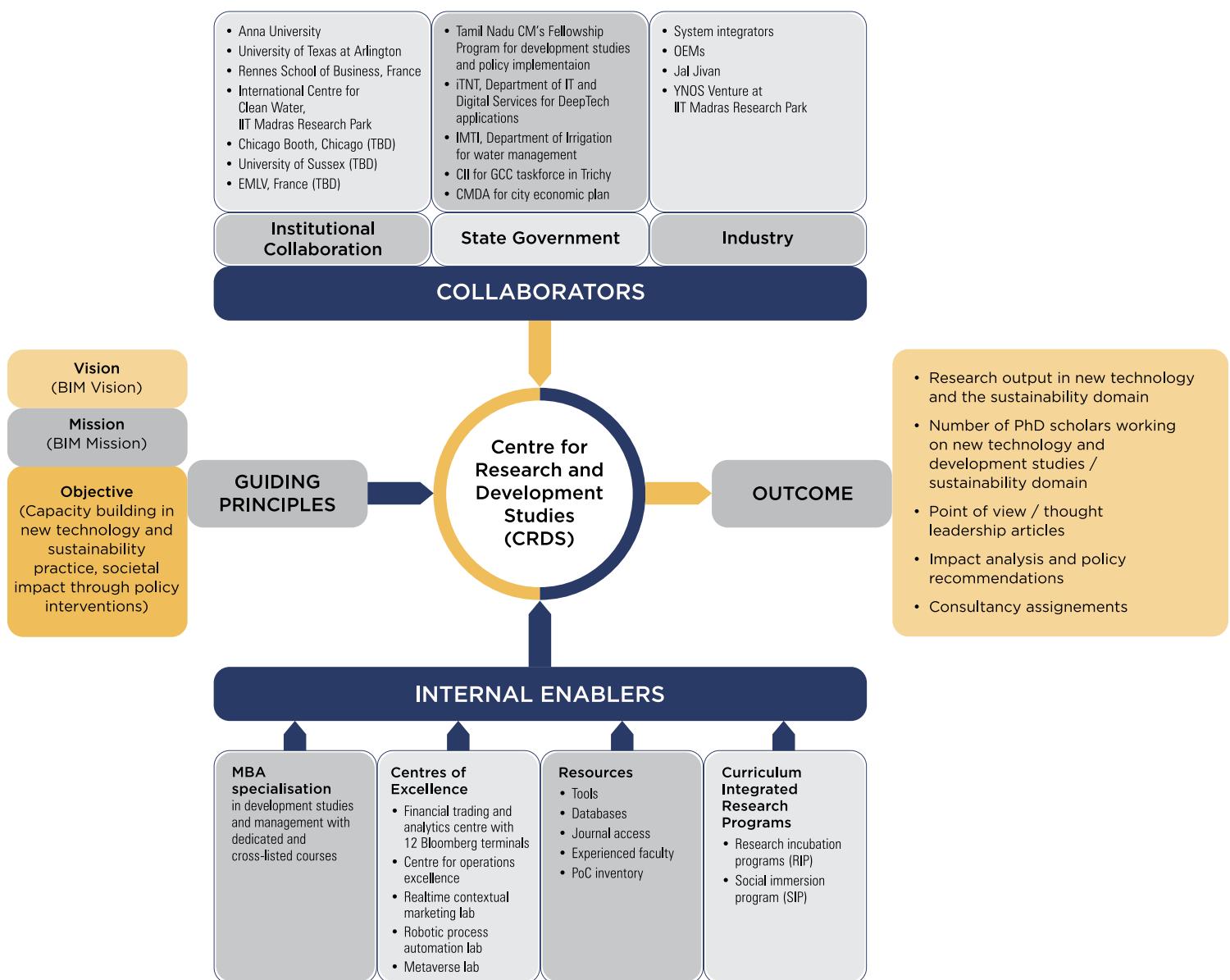
We are in the Process of collaborating on the following areas:

- a. Student Exchange Program  
A semester exchange by transferring the course credits.
- b. Faculty Exchange Program The two management institutes can explore opportunities for faculty exchange or faculty development programs.
- c. Joint Research Projects Faculty members of respective Institutes can collaborate to conduct research. They can seek funding from external agencies or internal partners.
- d. Joint Academic Events and Activities BIM Tiruchirappalli and EMLV, Paris, can recognize shared areas of interest and hold short courses, seminars, or workshops.
- e. International Consulting/Social Immersion Program Through live projects spanning various industries and sectors, students can collaborate in cross-cultural groups to solve real-world management challenges faced by organizations. There is also an opportunity to work on SIP projects that promote sustainability and social benefits.
- f. Country Immersion Program The country immersion program will help students understand the complexities of doing business in the host country. It will provide insights into trade, politics, and society. Students can visit industrial sites and/or meet with business leaders in the host country. Additionally, this program will include learning about the host country's cultural heritage, giving participants an understanding of the local culture and business practices.
- g. Online or Hybrid Joint ITP (Instructors training programme) or FDP (Faculty development programme)  
Upskilling remains a priority for many management educators at academic institutions in India and around the world, due to ongoing industry changes. EMLV and BIM can collaborate to develop online or hybrid ITPs or FDPs, which can help enhance management instructors' competencies. EMLV can provide a global perspective, while BIM offers an Indian perspective, adding significant value for participants. The content, structure, faculty resources, duration, and revenue sharing can be mutually agreed upon based on enrollment.
- h. Joint Certificate Programmes Joint certificate programs for industry practitioners, instructors, and students on specific topics are another area to explore on a pilot basis. EMLV and BIM can collaborate to develop online or hybrid certificate programs, which can help build skills and enhance expertise. EMLV can provide a global perspective, while BIM can offer an Indian perspective, adding significant value to the program. The content, structure, faculty, duration, and revenue sharing can be mutually decided based on enrollment.
- i. Joint Research Centres Both institutions can collaborate to establish a joint research center, leveraging faculty expertise for mutual benefit and enabling us to participate in the EU-India Horizon project. This is an area where both institutions can initiate a discussion that could bring substantial value to both.

# CENTER FOR RESEARCH AND DEVELOPMENT STUDIES: VALUE CREATION THROUGH ECOSYSTEM DEVELOPMENT

CRDS philosophy lies on leveraging TN's powerful ecosystem and the pervasive growth model to create value multiplier effect on research outcome. While BIM has built a robust internal capability over the years, BIM has also partnered with various state government initiatives, collaborating with leading international institutes, and the vast industrial ecosystem of TN, for impactful research at scale and speed to support technology adoption and policy interventions towards the TN Government's vision of One Trillion Dollar state economy by 2030.

## CRDS FRAMEWORK



## SOME OF THE WORKS CARRIED OUT AT CRDS

- Impact of Kalaignar Magalir Urimai Thogai Scheme: A Behavioural and Economic Analysis
- Environmental Risks and Insurance Strategies for Climate Resilient Road Infrastructure in India: Policy Gaps, Risk Transfer Mechanism, and Institutional Pathways, published in International Insurance Law Review, an ABDC 'A'
- Decoding Growth: A Regional Analysis of ESG Indices vs. Conventional Benchmarks
- Climate Financing and Sustainable Environment
- Sustainable Tourism: Walking the Tightrope of Community and Growth
- Climate Risk and Optimal Contracts in Agricultural Tenancy
- The Unequal Costs of Heat: Intra-Urban Temperature Shocks and Economic Activity In India
- Bundling and Market Power in Agricultural Input Markets
- Auction Design and Effort Incentives in Carbon Removal Procurement
- Optimal Audit Allocation in Scoring-Based Procurement
- Reweaving Responsibility: Gap Inc.'s Strategic Pivot Toward Sustainable Fashion in India
- Amalgamating Technology with Social Entrepreneurship

...and many more

## ADVANCING SUSTAINABILITY PRACTICES

BIM is awarded 14001 2015 (Internationally recognized Standard for Environmental Management Systems (EMS) Certification by Deutsch Quality Systems (DQS) Germany.

ISO 14001 certification recognizes an organization's effective Environmental Management System (EMS), a framework for systematically managing environmental responsibilities, reducing impacts, ensuring legal compliance, and achieving continuous environmental improvement, benefiting from reduced waste, energy savings, enhanced reputation, and better stakeholder trust, applicable to nearly any business. BIM has been extensively using solar power, generating water from air moistures, recycling of used water & food waste, rain water harvesting, use of environment friendly construction materials and tree transplantation as a part of its sustainable construction practice.



**SUSTAINABILITY  
DAY  
CELEBRATIONS  
2024-25**

BIM has introduced the celebration of Sustainability Week every year, keeping in line with its commitment to promote and advance sustainable development. Last year, BIM celebrated Sustainability Day on October 05, 2024. The Chief Secretary to the Government of Tamil Nadu, Mr. N Muruganandam, IAS, was the Chief Guest at the Music Academy, Chennai. In this event, the Chief Guest presented the BIM Distinguished Alumnus Awards, 2024, and the BIM Sustainability Awards 2024.



Ms. Monisha Krishna, Co-Founder,  
The Sacred Groves, alumna of BIM 11th Batch



Mrs. Sujatha Ramani, CEO, Pollinate Group,  
alumna of BIM 6th Batch



Mr. Venkat Garimella, Vice President  
Sustainability, Schneider Electric



Mrs. Sheril Christopher, Country Environment  
Health and Safety Manager for India, 3M

These awards substantiate BIM's devoir towards amalgamating sustainability into its curriculum, reflecting the expanding influence of nonfinancial metrics on corporate valuation.

## SUSTAINABILITY AWARDS

Mr. Praveen A Kutty – MD and CEO, DCB Bank - BIM6 Batch  
Ms. Kalpana Ajayan – Regional Head, South Asia – Women's World Banking - BIM6 Batch  
Mr. Kabir Ahmed Shakir – CFO, Tata Communications - BIM8 Batch

### BIM SUSTAINABILITY AWARDS 2024-25

#### Corporate Award Winners:

1. 3M and
2. Schneider Electric

#### Alum Winners:

1. Ms. Sujatha Ramani – CEO, Pollinate Group (BIM6 Batch)
2. Ms. Monisha Krisha and Mr. Vikram Krishna – Co-Founders, Sacred Groves (BIM11 and BIM10 Batches)

On this occasion, the DQS in Germany awarded the ISO14001:2015 to BIM in the presence of the Chief Secretary to the Tamil Nadu Government. BIM thus becomes one of the few business schools in the country to receive ISO14001, an internationally recognized standard for Environmental Management Systems (EMS).



## INDUSTRIAL CONSULTANCY

BIM's Centre for Industrial Consultancy has built a vibrant and diverse portfolio of industry collaborations, emphasizing its vital role in connecting management expertise with technological innovation.

The Centre has completed projects like AI audience modeling for Accusaga and is currently working on major initiatives such as developing large-scale BFS AI capabilities for Aspire Systems.

Additionally, it has finalized proofs of concept for PQSI Digital in manufacturing quality prediction and for iAgami in transport fleet analysis, with next steps actively being discussed. The Centre is also exploring strategic partnerships, including with QuantumBlue for potential management development programs, skill development initiatives, and AI labs. Meanwhile, SIJI Consultancy remains a key resource partner supporting these efforts. Its collaborations cover a broad range of sectors including healthcare marketing, global banking and financial services, manufacturing, transportation/logistics, student and management development, and general consultancy with partners across India, the US, and Singapore, strengthening its strong international presence. Notably, the Centre's project values vary from Rs. 1 Lakh to over Rs. 33 Lakhs and \$55,000, demonstrating its ability to secure projects of different sizes and complexities.

These achievements demonstrate BIM Tiruchirappalli's proactive and impactful engagement with industry partners, leveraging its strengths in AI and data analytics to address real-world business challenges, and solidifying its reputation as an innovative consultancy hub for Indian and global enterprises.



**CENTRE FOR  
INDUSTRIAL  
CONSULTANCY -  
PROGRESS  
REPORT**

MOU Partner	Status-Report	End Users-List
Accusaga Inc, United States	Project Completed - "Lookalike AI Model Framework to Optimize Target Audience" – by Accusaga Inc & Health Union, US: Mar'24 till Sep'24	Health Union (US), Government of Andhra Pradesh
Aspire Systems, Singapore & India	Building AI Capabilities by constructing AI Use Cases in Banking and Financial Services – Aspire Systems: Mar'24 till Sep'25	Credit Union, RedZed & Hub24 (Australia); Commercial Bank of California & GreenPath (US); Santander International & State Bank of India (UK), South Indian Bank (India)
PQSI Digital, India	Proof of Concept Project was undertaken on Manufacturing Industry Shop Floor Quality Prediction Analysis. Discussions are on with the next steps	UltraTech Cement, Arjas Steel Pvt. Ltd.
iAgami Technologies Pvt Ltd, India	Proof of Concept Project was undertaken on US Transport Fleet Analysis. Discussions are on with the next steps	US Transport Fleet Management Company (Name Undisclosed)
QuantumBlue, India	Collaborative Talks are on with Topics: Management and Student Development Programs, AI driven laboratory works	General Professionals and Students
SIJI Consultancy, India	SIJI Consultancy systematically sources necessary resources to ensure successful execution of various BIM consultancy projects	All MOU parties of BIM, Trichy

Financial Year	BIM Consultancy Revenue
2024-25	Rs. 78,10,000
2025-26 (Forecast)	Rs. 19,00,000

These achievements demonstrate BIM Trichy's proactive and impactful engagement with industry partners, leveraging its strengths in AI and data analytics to address real-world business challenges, and solidifying its reputation as an innovative consultancy hub for Indian and global enterprises.

## PARTNERSHIP WITH SAP AG



### About SAP PGCERP

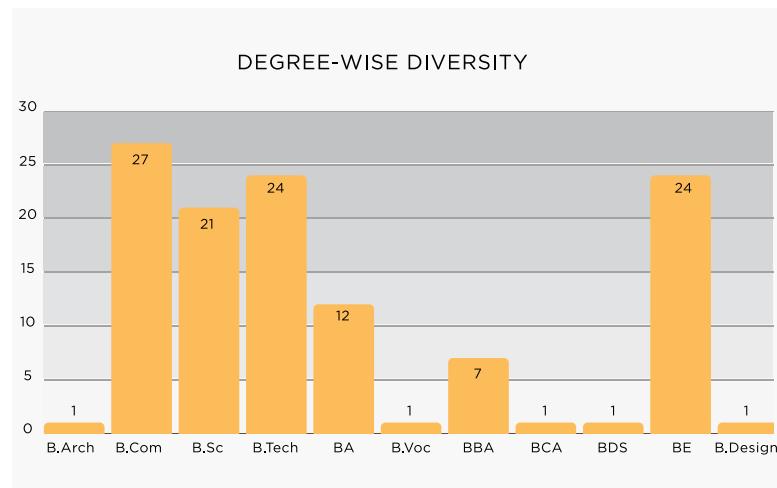
BIM in collaboration with SAP India Pvt Ltd is offering the Post Graduate Certification in ERP and SAP Associate Certification, keeping in mind the SAP adoption in Fortune 500 Companies & the associated demand globally.



## ADMISSIONS

The 2025-27 Batch saw a diverse range of students from various states across the country and has also seen a healthy balance in the gender ratio. The breakdown of the 120 students across genders and qualifications is detailed below:

Gender	Count
Female	48
Male	72
Grand Total	120



Batch BIM 42 has seen a significant amount of gender, regional, and undergraduate diversity in recent years.



## CAREER SERVICES

BIM Trichy has consistently maintained a remarkable track record of 100% placements year after year. With each passing year, a growing number of new and reputed companies join the campus recruitment drives, offering students a wide spectrum of opportunities and reinforcing the institute's position as a premier destination for talent.

### Corporate Immersion Programme (CIP) – BIM 41 batch

- Average Stipend per month: INR 19,000/-
- 36 Firms participated in the CIP process.
- Nearly 40% new firms participated in the CIP process of BIM41

**COMPENSATION  
SNAPSHOT  
OF BATCH 39 & 40** (Executive Placement)

CTC (₹ Lakhs per Annum)

	Batch 39	Top 25%	Batch 40	Top 25%
Highest CTC	16		35.26	
Average CTC	10.5	13	10.46	14.76
Median CTC	10	13	10	14.64
No. of Pre-Placement Offers (PPOs)	6		6	

### OUR RECRUITING PARTNERS

HON'BLE CHIEF MINISTER  
OF TAMIL NADU  
AT THE 33rd GRADUATION DAY  
CEREMONY ON OCT 27, 2025



Hon'ble Chief Minister of Tamil Nadu  
releasing The Research Compendium





## BHOOMI POOJA AT THE NEW CAMPUS



Artist's impression of  
Indoor Sports Complex in  
the New Campus

## THE DREAM IS TAKING SHAPE: BIM'S NEW CAMPUS









*Where the mind is without fear.*



**BHARATHIDASAN  
INSTITUTE OF  
MANAGEMENT**  
Tiruchirappalli, India

[www.bim.edu](http://www.bim.edu)