



AJIM

EXPRESSIONS

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Orientation Programme and Certificate Distribution Ceremony of CPBFI by Bajaj Finserv



The CPBFI Orientation Programme and Certificate Distribution Ceremony was held at A J Institute of Management, Mangalore, on April 3, 2025. The event aimed to introduce first year students to the CPBFI training program and honour the second year students for their successful completion. The dignitaries, Ms. Rashmi Mansukhani, Senior Project Manager at Walchand Plus and Shivani Baliga, CIC for Walchand People First have participated in the programme. Dr. T. Jayaprakash Rao, Executive Director, Dr. Swapna Shetty J., Director, Dr Vijaya Kumar Principal and other dignitaries were also the part of the programme.



Sports Day



The Annual Sports Meet of A J Institute of Management was successfully conducted on 10th April 2025 at A J Medical Ground, Kuntikana, with great enthusiasm and active participation from students, faculty and staff. The event began with a formal inaugural ceremony at 9:30 AM, graced by distinguished dignitaries including Chief Guest Dr. Haridas Kuloor a renowned Physical Director and sports science researcher, Dr. T. Jayaprakash Rao, Executive Director and Dr. Swapna Shetty J., Director AJIM.



Workshop: New Generation Leadership: Embracing Constructive and Destructive Mindset



A J Institute of Management in association with IQAC, JJC wing of AJIM, IQAC and HR club has organized a workshop on the theme “New Generation Leadership: Embracing Constructive and Destructive Mindset” on 4th April 2025 for the II MBA students. The session was facilitated by Mr. Deepak Raj, Manager - Risk Investigations at Amazon Development Centre, Bangalore and JCI Provisional Zone Trainer.

NSS-School Cleanliness Drive



The NSS Unit of A.J. Institute of Management, Mangalore, organized a cleaning drive on 26th April 2025 at Dakshina Kannada Zilla Panchayat Higher Primary School Campus, located at Parapaadhe, Kuloor Post, Mangaluru. The primary objective was to raise awareness about cleanliness, hygiene, and environmental responsibility among volunteers and the local community. It also aimed to give NSS volunteers practical exposure to community service, strengthening values of teamwork, civic duty, and responsibility.



Paper Presentation



Prof. Roshella D'Costa and Dr. Nishkrithi Varshney has attended and presented a research paper in an International Conference held at St Aloysius Institute of Management and Information Technology (AIMIT) on 25th April 2025. The paper titled "Transforming Talent Management in Industry 5.0: A Qualitative Exploration of HR Professionals in Karnataka" explores the evolving role of HR in the context of Industry 5.0 and provides insights from HR professionals across Karnataka.

Campus Placement



Mr Rashwin R has been selected for the Comapny Novel Office in the Pool Placement drive held at Mangalore Institute of Technology and Engineering Moodabidri.

Management Fest



Ms. Prajna from Second Year and Ms. Karthika from First Year has participated in the Management Fest held at Maneli Srinivas College under the Marketing category, and secured the Runner-up position.

Seminar on Capital Market Outlook and Mutual Fund Awareness



A Seminar on Capital Market Outlook and Mutual Fund Awareness was held on 16th April 2025 at the Conference Hall of A J Institute of Management, Organized in association with the Internal Quality Assurance Cell (IQAC) and the Finance Club, the session aimed to enhance financial literacy among students, with a particular focus on capital markets and mutual funds. The keynote address was delivered by Mr. Rounak Gouti, Product Specialist at ICICI Prudential AMC, Karnataka. He was accompanied by Mr. Rohith Shetty and Mr. Nagabhushan, Area Managers at ICICI Prudential AMC.



Book Chapter Publication



Dr. Nishkrithi Varshney has published a Book Chapter Titled- "Application of Artificial Intelligence Technology to the Sustainable Development of E-Commerce: A Systematic Literature Review", in Springer Nature, Singapore.

Workshop on the theme Professional Ethics



A J Institute of Management, in association with IQAC, has organized a workshop on the theme "Professional Ethics" on 17th April 2025 for the Second Year MBA students. The session was facilitated by Mr. Brian Fernandes, Director of Spearhead Media Pvt. Ltd., Mangalore. The workshop emphasized the importance of ethical practices in professional life.



Research Workshop



A J Institute of Management, in association with IQAC and the Research Cell, has organized a workshop on the theme "Optimising Research Outcomes through Research Ethics, Data Collection Techniques, and Questionnaire Development" on 22nd March 2025. The session was attended by 20 participants.

The workshop was facilitated by Dr. Prakash Pinto, Professor and Dean, SJEC Mangalore, and Dr. Nishkrithi Varshney, Assistant Professor, AJIM. The objective of the session was to sensitize the participants to the significance of ethical practices in research, and to equip them with essential techniques in data collection and questionnaire design for enhanced research outcomes.



Research Workshop



A J Institute of Management has organized a workshop on the theme “The Power of Choice: How Parametric and Non-Parametric Tests Shape Data Analysis” on 26th April 2025. The session was attended by 25 research scholars. The workshop was facilitated by Dr. Swapna Shetty, Director, and Dr. Soumya Shetty, Assistant Professor, A J Institute of Management. Dr. Swapna Shetty conducted a practical session focusing on the application of statistical techniques such as Chi-Square Test, Regression Analysis, and Correlation. The hands-on workshop aimed to equip participants with analytical tools essential for effective research data analysis.

