National Education Society ®

JNN COLLEGE OF ENGG., SHIVAMOGGA

(Approved by AICTE, New Delhi, Affiliated to VTU, Belagavi)

PRABANDHAN

Spectrum of Excellence



30 YEARS OF EXCELLENCE

Department of Management Studies

Academic Year 2025-2026

Moulding Character. Building Competence. Inspiring Leadership.

NES EXECUTIVE COMMITTEE



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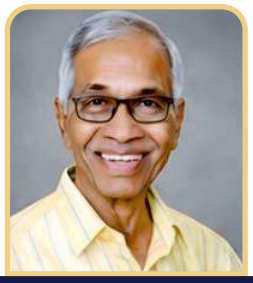

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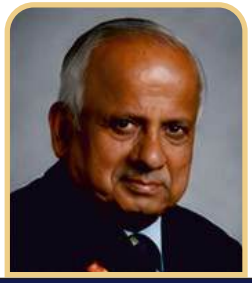

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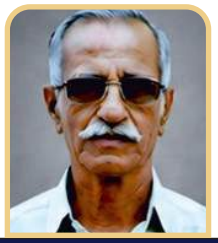

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Sri M. S. Anantha Datta
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Message from President - NES



It gives me immense pleasure to contribute a brief message for the 2025–26 Coffee Table Book of the Department of Management Studies, JNN College of Engineering. This publication is a celebration of the department's academic excellence, innovation, and collective achievements, reflecting the vibrant learning environment fostered by the institution.

The National Education Society has always believed that education is a transformative journey that nurtures knowledge, character, leadership, and social responsibility. Upholding this vision, JNNCE continues to create opportunities that empower students with professional competence, ethical values, and a commitment to lifelong learning. The Department of Management Studies has been instrumental in preparing future managers equipped to meet the evolving demands of the global business landscape.

This Coffee Table Book beautifully captures the department's milestones, academic initiatives, industry collaborations, student accomplishments, and memorable moments. It stands as a testament to the dedication of the faculty, students, and all stakeholders who contribute to the department's continued growth and success.

I congratulate the editorial the department team for bringing out this remarkable publication and extend my appreciation to the faculty and students for their unwavering commitment to excellence. I wish the Department of Management Studies continued success in its pursuit of academic distinction and nation-building through quality management education.

SRI G S NARAYANA RAO

Message from Secretary - NES



I am delighted to pen my thoughts for the 2025–26 Coffee Table Book of the Department of Management Studies, JNN College of Engineering. This publication reflects the department's commitment to academic excellence, innovation, and holistic student development while preserving the memorable milestones of an eventful academic year.

The National Education Society has consistently encouraged institutions that integrate knowledge, skills, and values to create competent professionals. The Department of Management Studies exemplifies this vision through its emphasis on experiential learning, industry interaction, research, leadership development, and student engagement.

This Coffee Table Book documents the department's academic journey, highlighting achievements, events, professional initiatives, and the collective efforts of faculty and students. It showcases a culture of creativity, collaboration, and continuous learning that prepares students to meet the challenges of an ever-changing global environment.

I appreciate the dedication of the editor, faculty members and students whose collective efforts have made this publication possible. My best wishes to the Department of Management Studies for continued growth, excellence, and meaningful contributions to society through quality management education.

SRI S N NAGARAJA

From Principal's Desk



It gives me great pleasure to go through the 2025–26 Coffee Table Book of the Department of Management Studies, JNN College of Engineering. This volume is a reflection of the department'sacademic excellence, vibrant campus life, and commitment to nurturing future business leaders.

At JNNCE, we strive to provide an environment that encourages innovation, critical thinking, professional competence, and ethical values. The Department of Management Studies contributes significantly to this vision by combining academic rigor with experiential learning, industry exposure, research, and student-centric initiatives.

The pages of this Coffee Table Book capture the department's journey through seminars, workshops, industrial visits, competitions, outreach activities, placements, and numerous student accomplishments. Each milestone reflects the dedication of our faculty, students, alumni, and stakeholders in building a culture of excellence.

I congratulate the editorial team for compiling this memorable publication and appreciate the sincere efforts of the faculty and students whose achievements are showcased within these pages. I wish the Department of Management Studies continued success as it inspires future generations to lead with knowledge, integrity, and purpose.

DR Y VIJAYA KUMAR

From Director's Desk



It is a matter of immense pleasure to present the 2025–2026 Coffee Table Book of the Department of Management Studies, JNN College of Engineering. This commemorative volume captures the spirit of our department, reflecting its academic vibrancy, innovative initiatives, and the remarkable achievements of our students and faculty.

The MBA programme at JNNCE is committed to nurturing competent, ethical, and future-ready management professionals. Through a blend of conceptual learning, experiential pedagogy, industry interaction, internships, research, and skill development programmes, we strive to bridge the gap between academic knowledge and professional practice, enabling our students to excel in an ever-evolving business environment.

This Coffee Table Book chronicles the department's journey over the academic year, celebrating milestones in academics, placements, research, entrepreneurship, outreach, cultural activities, and student achievements. Each page is a testament to the dedication, creativity, and collaborative spirit that define our department and inspire continuous excellence.

I sincerely appreciate the editorial team, faculty members, students, alumni, and all stakeholders whose collective efforts have made this publication a memorable tribute to our shared journey. I am confident that the Department of Management Studies will continue to scale greater heights, empowering future leaders who will contribute meaningfully to business, society, and the nation.

I extend my best wishes to all our students for a future filled with success, integrity, and lifelong learning.

DR C SRIKANTH

Editorial



Some books are read, some are admired, and a few are cherished. A coffee table book belongs to the last of these—a keepsake that preserves not merely events, but emotions; not merely photographs, but the spirit of a journey.

It is with immense pride and profound gratitude that I present this commemorative Coffee Table Book of the Department of Management Studies, JNN College of Engineering, chronicling the memorable journey of the academic year 2025–2026. Within these pages lies more than a visual archive; it is a tapestry woven with aspirations, achievements, dedication, and countless moments that have shaped our collective identity.

Every image captured here tells a story beyond its frame. It speaks of inquisitive minds seeking knowledge, young leaders discovering their potential, mentors nurturing excellence, and a department that continues to evolve with purpose and vision. The milestones celebrated in these pages are not isolated accomplishments but reflections of perseverance, collaboration, and an unwavering commitment to academic distinction.

Education is not confined to classrooms; it flourishes in conversations, competitions, research, community engagement, cultural expressions, industry interactions, and the shared experiences that mould individuals into responsible professionals. This volume seeks to preserve those fleeting yet defining moments that often become the foundation of lifelong memories.

As you journey through this book, may every page rekindle a memory, every photograph evokes a smile, and every achievement inspire a renewed sense of purpose. Whether you are a student, alumnus, faculty member, parent, industry partner, or well-wisher, this volume is an invitation to witness the vibrant ethos of a department that believes learning is a lifelong pursuit and excellence is a continuous journey.

This publication is the result of the collective efforts of our students, faculty, staff, photographers, designers, and well-wishers whose dedication has transformed memories into a lasting legacy. I extend my heartfelt gratitude to the Management, the Principal, the Director, faculty colleagues, student coordinators, alumni, and every contributor whose enthusiasm and support made this endeavor possible.

May this Coffee Table Book remain a timeless testament to our shared journey—celebrating not only what we have accomplished, but also the values we uphold, the dreams we nurture, and the legacy we continue to build. Long after the applause has faded and the moments have passed, may these pages continue to speak of a department where ideas found direction, aspirations foundwings, and every milestone became a stepping stone towards a brighter future.

-DR SUBHADRA P S



Academic Milestones & Institutional Celebrations

Orientation Day



The Department organized the First Year MBA Orientation Programme to warmly welcome newly admitted students and ease their transition into postgraduate studies on 03 November 2025. The session introduced students to the academic structure, curriculum, institutional values, code of conduct, and campus facilities. It also familiarized them with expectations of the MBA programme, fostering confidence and a positive foundation for their academic journey ahead.

Alumni Meet – "Anubandha 2026"



The Department hosted its grand Alumni Meet, "Anubandha 2026," with over 300 alumni from diverse professional backgrounds on 24 January 2026. The event served as a vibrant platform for reunion, networking, and knowledge exchange between alumni, faculty, and students. A special highlight was "Guruvandana," a tribute segment honoring former Directors and Professors for their invaluable contributions. It was Coordinated by Dr. V Vikram and Dr. D K Vikrama.

Graduation Day



Graduation Day marked a proud milestone in the academic journey of MBA graduates, celebratingtheir successful completion of the programme on 18 April 2026. Dr Ujwal U. J., Registrar (Evaluation), VTU Belagavi, graced the occasion as Chief Guest. The event highlighted academic excellence, professional growth, and the spirit of lifelong learning, and was coordinated by Dr. V. Vikram and Ms. Divya S. P.

Utthana-2026 - National Level Inter Collegiate Fest



Utthana–2026, the National-Level Management, Cultural, Sports, and Research Fest, brought together more than 800 students from 20 colleges, creating an inspiring platform for competition, collaboration, and knowledge exchange on 02 April 2026. The event celebrated talent across management, research, culture, and sports while fostering leadership, innovation, and teamwork. It was coordinated by Dr. Santhosha and Dr. Praveen Kumar B. H.

Glimpses of Utthana-2026









SYNERGY 2026 – Intra-Department Management Fest



SYNERGY 2026, an intra-college management fest was held on 2 July 2026 in the Department. The fest featured a wide range of engaging and competitive events, including Brand Rangoli, Counterfeit/Fake Product Identification and Presentation, Business Quiz, Cooking Without Fire, and several other management-oriented activities. These events provided students with a platform to showcase their creativity, analytical thinking, business acumen, teamwork, and communication skills. The programme was coordinated by Dr. B. V. Srinivasa Murthy.

Student Development Programmes

Pitch Craft – Digital Marketing

In association with One Click Academy, the department organized a one-day workshop on "Pitch Craft – Digital Marketing" to strengthen students' digital marketing and presentation skills on 07 October 2025. The programme offered practical exposure to contemporary marketing strategies, content creation, branding, and persuasive pitching techniques, empowering students to communicate business ideas with confidence. The workshop was coordinated by Dr. Santhosha.



Mastering the Mind and Academic Excellence



This Student Development Programme focused on cultivating mental resilience, academic discipline, and value-based living. Sri Ramesh V. Umarani, Managing Director, Vivekananda Institute for Youths, and Swami Vinayananda Saraswathi Swamiji of Sri Ramakrishna Vivekananda Ashrama inspired students through thought-provoking sessions on self-awareness, concentration, and character building on 16 October 2025. The programme was coordinated by Dr. Subhadra P. S.

"Elevate Beyond Boundaries" = An Outbound Training Program



Designed to develop leadership, communication, teamwork, and personal effectiveness, this experiential outbound training programme engaged students in interactive activities that fostered confidence, collaboration, and problem-solving skills on 28–29 November 2025. The sessions were conducted by Mr. Ramani Venkat and his team and coordinated by Dr. Praveen Kumar B. H.



MEDHA–2025: Empowering Knowledge

MEDHA–2025, an inter-MBA quiz competition, provided an intellectually stimulating platform for students to enhance their knowledge of management, business awareness, and current affairs on 29 December 2025. The competition encouraged analytical thinking, teamwork, and quick decision-making under the guidance of Dr. Sharma K. R. S.



Annual Sports Meet

The Department's Annual Sports Meet celebrated fitness, teamwork, and sportsmanship through a series of athletic and indoor competitions on 13–27 December 2025. The event encouraged healthy competition, leadership, and camaraderie, creating an energetic and vibrant campus atmosphere. The programme was coordinated by Dr. Praveen Kumar B. H.





"Advanced Analytics for Management Professionals"

This six-day Student Development Programme introduced participants to advanced business analytics, business intelligence, predictive modelling, and data-driven decision-making 18–23 June 2026. Resource person Mr. Manikanta Prasad enriched the sessions with industry-oriented insights and practical demonstrations, enabling students to strengthen their analytical and managerial competencies. The programme was coordinated by Dr. Praveen Kumar B. H.



Prompt Engineering for MBA Students



Student Development Programme (SDP) on "Prompt Engineering for MBA Students", conducted by Mr. Mahesh. The session introduced students to effective prompt-writing techniques for utilizing Artificial Intelligence in academics, research, and business applications. Through practical demonstrations and interactive activities, participants learned how to use AI tools responsibly and efficiently.

International Yoga Day Podcast Programme





As part of the International Yoga Day 2026 celebrations, the Department of Management Studies organized a Podcast Programme to promote awareness of yoga and holistic wellbeing among students. Pujya Sadhvi Shubhakari from Art of Living International Centre, Bangalore was the resource person. The session included a brief orientation and practical sessions on Asana, Pranayama and Dhyana of yoga. The programme was coordinated by Dr Subhadra P S.

Exclusive Fitness Club for Girl Students



The Department inaugurated an Exclusive Fitness Club for Girl Students to promote physical fitness, healthy living, and overall well-being. On 30 October 2025. Ms. Sunitha Chethan, Fitness Coach, Shivamogga, motivated students through fitness demonstrations and wellness sessions. The initiative was coordinated by Dr. Subhadra P. S.

Women Entrepreneurship Series

As part of the JNNCE–MBA Meets Entrepreneurship initiative, the Department organized an inspiring Women Entrepreneurship Series, bringing accomplished women entrepreneurs from Shivamogga and neighbouring regions to interact with MBA students. The series provided a valuable platform for experiential learning, enabling students to engage directly with entrepreneurs, understand realworld business challenges, and gain practical insights into innovation, leadership, resilience, and enterprise management. A total of eight women entrepreneurs shared their entrepreneurial journeys, motivating students to explore entrepreneurship as a rewarding career path. The initiative was coordinated by Dr. Subhadra P. S.

Featured Entrepreneurs



Ms. Kavitha – Founder, SAP Bio Products



Ms. Veena C. R. – Shyli Handloom Garments



Ms. Sunitha – Fitness & Lifestyle Coach, Fitness Arena



Ms. Uma – Founder, Madhura Ladies Corner



Ms. Ranjitha – Founder, Beauty & Spa Academy



Ms. Deepthi Shetty – Edupreneur, Creative Kiddos



Dr. Koustubha Arun – Consultant Pathologist & Director, Shimoga Diagnostic Centre



Ms. Pranamya – Founder, Swadha Creations, Sagar

Leadership Series

The Department organized a Leadership Series to nurture students' leadership potential, career readiness, and personal well-being through interactions with eminent academicians, industry leaders, and healthcare professionals. The sessions focused on self-awareness, career planning, emotional resilience, and growth mindset, preparing students for holistic personal andprofessional success. The series was coordinated by Dr. Vikram V. and Dr. Kavitha Jane Crasta.



Look Beyond, Glance Around, Search Within – Prof. Jossy Peter and Mr. S. Anantha Prasad "Self-awareness, leadership, and personal growth".



Career Building Strategies – Dr. Nayana Reddy Poli "Practical insights on career planning, skill development, and professional success".



The Silent Struggle of Emerging Adults – Dr. Aravind S. T. "Mental well-being, emotional resilience, and balanced living".



Unlock the Growth Mindset – Dr. Aishwarya V. Hittanagi "Build confidence, and cultivate lifelong learning".

World Entrepreneurs' Day

To celebrate World Entrepreneurs' Day, an interactive session was conducted with Dr. Basappaji, Coordinator, NewGen IEDC, JNNCE 21 August 2025. The session encouraged students to explore innovation, entrepreneurship, and startup opportunities while highlighting the support available through the NewGen IEDC ecosystem. The programme was coordinated by Dr. Subhadra P. S.



Akashavani Bhadravathi – "Campus Katte"





Students of the Department, Anjan, Ganavi, Pooja, Amrutha R, Harshitha, Yashaswini, Sujay Kavana P. C., Lingesh, Meghana K. N., Kavana A., Ramesh, Manjunath, Vaishnavi, and Geevan T., and others "Campus Katte" programme broadcast by Akashavani Bhadravathi on 19/06/2026. Sri Basavaraj from Akashavani Bhadravathi was present. The participation was coordinated by Dr. B. V. Srinivasa Murthy.

First Aid Awareness and Hands-on Session



To promote emergency preparedness and life-saving skills, the department organized a practical training programme on first aid 05 February 2026. Dr. Kumar VLS conducted interactive demonstrations on handling medical emergencies, equipping students with essential firstresponse techniques. The programme was coordinated by Dr. G. P. Nagesh.

International Day Against Drug Abuse and Illicit Trafficking





International Day Against Drug Abuse and Illicit Trafficking was held on 26/06/2025. An awareness programme was organized in association with MCA Department to educate students about the adverse effects of drug abuse and the importance of leading a healthy and responsible lifestyle. The resource person, Mr Jagadeesh, Sub-Inspector, Vinoba Nagar Police Station, Shivamogga emphasized on prevention, awareness, and the collective responsibility of society in creating a drug-free environment. Students actively participated in the session and pledged to stay away from drugs and promote awareness among their peers.





Industry Collaboration

Memoranda of Understanding (MoUs)

Strengthening academia–industry collaboration remained a key focus during the academic year. The department signed two significant Memoranda of Understanding to enhance industry engagement, professional networking, and experiential learning opportunities for students:

- Shimoga District Chamber of Commerce and Industry (SDCCI) – 16 January 2026
- MTC Global, Bengaluru – 21 January 2026

Both collaborations were facilitated by Dr. G. P. Nagesh, creating new avenues for internships, industry interaction, skill development, and collaborative initiatives.

Industrial Tours & Visits

To bridge classroom learning with industry practices, the Department organized a series of industrial tours and visits, offering students first-hand exposure to manufacturing, production, supply chain management, and organizational operations. These experiential learning initiatives were coordinated by Dr. C. Srikanth, Dr Subhadra P S, Dr. B. V. Srinivasa Murthy, and Ms. Divya S. P, Dr Kavitha Jane Crasta.



Western Coffee Curing Pvt. Ltd., Kushalnagar



Marcara Gold Estate- Coffee Plantation



Golden Temple Monastery



Golden Temple Monastery

Karnataka Silk Industries Corporation (KSIC), Mysuru – Heritage silk manufacturing process, quality standards, and branding of Mysore Silk.

Vijaya Vani & Vijaya Karnataka Press Houses – Newspaper editing, printing, publishing, and digital media operations.



Shahi Exports – Observed large-scale garment manufacturing, quality management, and exportoriented production systems.

SHIMUL – Learned about dairy processing, cooperative management, and milk distribution networks.

Mallappa & Sons Cold Storage Facility – Gained practical exposure to cold chain logistics, postharvest management, and agricultural supply chain practices.

Faculty Accomplishments

Papers Published

Faculty	Title of the Paper	Journal	Volume
Dr C Srikanth	E-Commerce Platforms And Consumer Buying Behaviour:An Empirical Study in Selected Tier-2 Cities of Karnataka	Lex Localis-Journal of Local Self-Government	ISSN:1581-5374 E-ISSN:1855-363X Vol. 23, No. S4(2025)
Dr. Sharma K. R. S.	Impact of UPI Digital Payment Services in KSRTC: For Promoting SDGs	Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)	Vol. 2, No. 2, July–Dec 2025
Dr. Santosha	Role of Farmer Producer Organisations in Optimising Agricultural Effectiveness	Cultura: International Journal of Philosophy of Culture and Axiology (Peter Lang)	Scopus Q1, Nov 2026
Dr. Santosha	Knowledge, Perceived Value and Inclination to Buy via E-Commerce among Rural Graduates	Cultura: International Journal of Philosophy of Culture and Axiology (Peter Lang)	Scopus Q1, Nov 2026
Dr. Kavitha Jane Crasta	A Study on Artificial Intelligence in Recruitment Process	Journal of Commerce and Business Studies	Vol. 8, Issue 3, Jul–Dec 2025 (ISSN 2322-0767)
Mr. Praveen Kumar B. H.	India's Banking Revolution: Technological Advancements and Innovations	International Journal of Multidisciplinary Research in Science, Engineering & Technology (IJMRSET)	Vol. 8, Issue 8, 30/08/2025 (ISSN 2582-7219, i-Scholar Indexed)
Dr. Vikram V	Green Supply Chain Management in Selected Manufacturing Industries of Shivamogga District: A SEM Approach	Cultura: International Journal	Scopus Q1 Nov. 2026
Dr. Vikram V	Harnessing Solar Energy in Small Scale Industry – Case of Jayadeva Rice Mill	Case Pedia, Dr. D. Y. Patil B-School, Pune	Case Study Publication
Dr. Vikram V	A Study on Startup Companies and Challenges in Bengaluru City	JJEM, JNNCE	Institutional Publication
Dr. Subhadra P. S.	Antecedents of Eustress and its Impact on Job Satisfaction and Work-life Balance among Doctors	TPM: Testing, Psychometrics, Methodology in Applied Psychology	Scopus Q3, Vol. 32(S9), ISSN 1972-6325.
Dr. Subhadra P. S.	Emotional Intelligence and Work-Life Balance as Determinants of Employee Performance and Well-being	TPM: Testing, Psychometrics, Methodology in Applied Psychology	Scopus Q3, Vol. 32(S9), pp. 858–871
Dr. Sharma K. R. S.	Dynamic Beta Estimation and Time-Varying Risk Premium using CAPM Extensions	Indian Journal of Information Sources and Services	ISSN: 2231-6094 (P) Vol.16, No.1, 2026, pp.702-710
Dr. Sharma K. R. S.	Digital Public Infrastructure (DPI) – AgriStack for Inclusive Development	PIJET (Poornaprajna International Journal of Emerging Technologies)	Vol. 3, No. 1, Jan–Jun 2026
Dr. Sharma K. R. S.	A Study of New Age Indian Startups' IPOs Impact on Social Sustainability	Poornaprajna International Journal of Management, Education & Social Science (PIJMESS)	Vol. 3, No. 1, Jan–Jun 2026

Papers Presented

Faculty	Title of the Paper	Conference	Date
Dr. Santosha	Technological Advancements in Farmers Association: An Analytical Study on Outcomes and Management Benefits	International Conference on Technology for Sustainable Management Practices (ICTSMP), Dept. of Management Studies, St. Joseph Engineering College, Mangaluru	28/11/2025
Dr. Santosha	E-Commerce Logistics: A Review of Challenges and Solutions	ICTSMP, St. Joseph Engineering College, Mangaluru	28/11/2025
Dr. Vikram V	Enhancing Management Education Through Industry–Institute Collaboration	Conference Proceedings, Jain College of Engineering, Belagavi	25/10/2025
Dr. Vikram V	Artificial Intelligence and Transformation in the Banking Industry	Conference Proceedings, Jain College of Engineering, Belagavi	25/10/2025
Dr. G. P. Nagesh	Short Run Performance Analysis of Selected IPOs: A Study of Recent IPOs in India	International Conference, Kengeyam Institute of Technology, Tamil Nadu	03–04/03/2026
Dr. G. P. Nagesh	Initial Public Offerings (IPOs) in India: An Analysis	International Conference on "Resilience, Innovation and Sustainability in Business…", Kristu Jayanti College, Bengaluru (in association with Sophia University, Tokyo)	23–24/02/2026
Dr. G. P. Nagesh	An Overview on Initial Public Offerings in India	International Conference, GFGC, Bapujinagar, Shivamogga	19/07/2026

Expert Talks

Faculty	Talk / Engagement	Organization	Date
Dr. Subhadra P. S.	Expert Talk on Time Management	Roopashri Memorial College, Heggodu, Sagara	03/01/2026
Dr. Kavitha Jane Crasta	Project Report Preparation (Workshop Session)	Sahyadri Commerce and Management College, Shivamogga	02/03/2026
Dr C Srikanth	Expert Talk on Interview Excellence: Bridging the Candidate and Employer Perspectives	Gurushthan Cool Guru LLP, Bangalore	19/03/2026
Dr C Srikanth	Expert Talk on 'Teamwork, Collaboration & Organizational Dynamics'	Veeramani V . Yelahanka , Bangalore	12/05/2026
Dr. Vikram V	Expert Talks & Panel Discussions (Multi-venue engagements)	Kalpataru Institute of Technology, Tiptur; Sheshadripu zram College, Tumakuru; Eduverse Fest, Chitradurga	Various (2025–2026)
Dr. Subhadra P. S.	Moderator – Technical Session (Cow–Soil–Areca Workshop)	Sri Ramachandrapura Matha, Gowswarga, Siddhapura	15/06/2026

Books/Monographs Published

Faculty	Title of the Book	Books/Monographs Published
Dr. Vikram V	Logistics & Supply Chain Management (Monograph)	Vinayaka Publications (ISBN: 6461-2025-A)
Dr. Harsha C. Mathad	Business Data Analysis	Sunstar Publisher (ISBN: 978-93-481-3738-8)
Dr. Harsha C. Mathad	Data Analysis for Business Decisions	Sunstar Publisher (ISBN: 978-93-481-3763-0)
Dr. Srinivasa Murthy B. V.	Entrepreneurship Development	Vinayaka (ISBN: 978-93-5457-565)
Dr. Subhadra P. S.	Global Human Resource Management	Adwaya Publications (ISBN: 978-81-955508-5-2)
Dr. Subhadra P. S.	Human Resource Management – Text & Cases	— (ISBN: 978-81-955508-6-9)
Dr. Sharma K. R. S.	Sustainable Development Goals (SDG) Are Aligning with Viksit Bharat	Edwise (ISBN: 978-81-981047-3-1)
Dr. Santosha	Human Resource Management and Practices	Edwise (ISBN: 978-93-49391-94-9), 2026
Dr. Santosha	Fundamentals of Insurance	Edwise (ISBN: 978-93-49391-33-8), 2026
Dr. Santosha	Production and Operations Management	Edwise (ISBN: 978-81-692-5688-9), 2026

Certification Courses

Faculty	Course / Certification	Agency	Date
Dr. Kavitha Jane Crasta	International Business	NPTEL	19/01/2026 – 10/04/2026
Mr. Praveen Kumar B. H.	Financial Accounting	NPTEL	19/01/2026 – 10/04/2026
Mr. Praveen Kumar B. H.	Financial Management for Managers	NPTEL	19/01/2026 – 10/04/2026
Dr. Santosha	Intellectual Property Disputes: Court Practices and Enforcement	NPTEL	19/01/2026 – 10/04/2026
Dr. Santosha	Research for Decision Making	NPTEL	19/01/2026 – 10/04/2026
Dr. Santosha	Strategic Management for Competitive Advantage	NPTEL	19/01/2026 – 10/04/2026
Dr. Subhadra P. S.	Organisations Theory, Structure and Design	NPTEL	19/01/2026 – 10/04/2026
Mr. Harsha C. Mathad	SEBI Investor Awareness	NISM Certification Programme	13/01/2026
Dr. G. P. Nagesh	Managing Change in Organizations	NPTEL	01/01/2026 – 31/03/2026
Dr. G. P. Nagesh	Advances in Strategic Human Resource Management	NPTEL	01/01/2026 – 31/03/2026

Dr. Sharma K. R. S.	Innovation, Business Models and Entrepreneurship	NPTEL	18/08/2025 – 10/10/2025
Dr. Santhosha	Research for Marketing Decision	NPTEL	18/08/2025 – 10/10/2025
Dr. Vikrama D. K	Retail Marketing Strategy	NPTEL	21/07/2025 – 12/09/2025
Dr. Vikrama D. K	Brand Management	NPTEL	21/07/2025 – 12/09/2025
Dr. Sharma K. R. S.	Project Selection and Finance for Professionals	NPTEL	21/07/2025 – 12/09/2025
Ms. Divya S. P.	Digital Marketing	NPTEL	21/07/2025 – 12/10/2025
Dr. Sharma K. R. S.	Fintech: Foundation and Applications	NPTEL	15/07/2025 – 31/10/2025
Ms. Divya S. P.	Soft Skills	NPTEL	21/07/2025 – 12/10/2025
Dr. Vikram V	Managing Services	NPTEL	21/07/2025 – 12/10/2025
Dr. Vikram V	AI in Marketing & Managing Services (Two NPTEL Courses)		21/07/2025 – 12/10/2025
Dr. Vikram V	Power BI (Two NPTEL Certifications)		21/07/2025 – 12/10/2025

Faculty Development Programmes, Workshops and Training Programmes

Faculty	Programme	Institution / Industry	Date
Dr. G. P. Nagesh	Incubation Awareness Workshop	Industries & Commerce Dept., DIC Shivamogga & KCTU Bengaluru (in association with JNNCE)	28/10/2025
Dr. G. P. Nagesh	Research Methodology and Classroom Management (FDP)	GFGC, T. Dasarahalli, Bengaluru	28/07/2025 – 01/08/2025
Dr. G. P. Nagesh	NEP 2020 Orientation & Sensitization Programme (MMTTP)	Sri Guru Tegh Bahadur Khalsa College, University of Delhi	17/06/2025 – 27/06/2025
Dr. G. P. Nagesh	Research Paper Writing and Publishing (FDP)	GFGC, Soraba	29/06/2026
Dr. G. P. Nagesh	Extensible AI for Smarter Research: Tools for Quality Research (FDP)	Research Foundation of India	24/02/2026 – 28/02/2026
Dr. G. P. Nagesh	Reimagining Social Science Education through Indian Knowledge System (FDP)	CMR University	02/02/2026 – 07/02/2026
Dr. G. P. Nagesh	Project Writing for Grants & Research Paper Writing (FDP)	Research Foundation of India	28/07/2025 – 29/07/2025

Dr. G. P. Nagesh	Research Methodology and Classroom Management (FDP – repeated entry)	GFGC, T. Dasarahalli	28/07/2025 – 01/08/2025
Dr. G. P. Nagesh	Incubation under RAMP Scheme Awareness Workshop	JNNCE, Shivamogga	28/10/2025
Dr. G. P. Nagesh	Research Paper Writing and Publishing (FDP)	GFGC, Soraba	25/06/2025
Dr. G. P. Nagesh	NEP 2020 Orientation & Sensitization Programme (MMTTP)	Multiple Institutions (MMTTP collaboration)	17/06/2025 – 27/06/2025
Dr. Sharma K. R. S.	Digital Transformation and Innovative Strategies in Research (FDP)	Online	28/01/2026 – 05/02/2026
Dr. Praveen Kumar B. H.	Pedagogical Excellence in Accountancy (FDP)	NMFC, Mumbai	19/01/2026 – 24/01/2026
Ms. Divya S. P.	Effective Teaching (FDP)	NTTTF	29/12/2025 – 02/01/2026
Ms. Divya S. P.	Research Methodology (FDP)	NTTTF	15/12/2025 – 19/12/2025
Dr. Praveen Kumar B. H.	Bridging Paradigms: Mixed Methods Training (FDP)	Standard College & Imphal College, Manipur	20/11/2025 – 03/12/2025
Dr. Vikrama V.	Leadership Seminar – Career Building Strategies	JNNCE MBA Seminar Hall	06/11/2025
Dr. Vikrama V.	Leaders' Connect: Inspiring Minds (Guest Lecture Series)	JNNCE	25/10/2025
Dr. Sharma K. R. S.	Futuristic Academic Excellence in Research Design & Data Analysis (FDP)	Online	01/09/2025 – 05/09/2025
Dr. Sharma K. R. S.	Advanced Technologies in Business Decisions (FDP)	Online	01/09/2025 – 03/09/2025
Dr. Vikrama V. & Dr. Vikrama D. K.	Microsoft Power BI Data Analyst Associate (FDP)	JNNCE, Shivamogga	21/07/2025 – 25/07/2025
Dr. Vikrama D. K.	Retail Marketing Strategy (Online Course)	NPTEL	21/07/2025 – 12/09/2025
Dr. Vikrama D. K.	Brand Management (FDP – 8 Week Programme)	Online	21/07/2025 – 12/09/2025
Dr. Vikrama D. K.	Foundation of Digital Business (Online Course)	Online	21/07/2025 – 12/09/2025
Dr. Sharma K. R. S.	Expert Strategies for Successful Publishing (Webinar)	Online	28/06/2025
Dr. G. P. Nagesh	Research Paper Writing and Publishing (FDP)	GFGC, Soraba	25/06/2025
Dr. Vikrama D. K.	Application Development with AI & Essential Skills (FDP)	Ballari Institute of Technology & Management	23/06/2025 – 27/06/2025
Multiple Faculty Members (8)	NEP 2020 Orientation & Sensitization Programme (MMTTP)	Malaviya Mission Teacher Training Programme	17/06/2025 – 27/06/2025
Dr. Sharma K. R. S.	Taxation with Returns (FDP)	AICTE	09/03/2026 – 21/03/2026

Outward Interactions

Faculty	Academic Contribution	Institution / Journal / Organization	Date / Tenure
Dr. Vikram V	Reviewer for 12 research articles (Advances in Research; Journal of Scientific Research and Reports; Asian Journal of Agricultural Extension, Economics & Sociology; South Asian Journal of Social Studies and Economics)	Multiple Reputed Journals	2025–2026
Dr. Vikram V	Question Paper Setter	Ramaiah University Bengaluru; BIET Davanagere; VTU Belagavi; Dayananda Sagar College Bengaluru	2025–2026
Dr. Subhadra P. S.	Question Paper Setter	Ramaiah University Bengaluru; BIET Davanagere; VTU Belagavi	2025–2026
Dr. G. P. Nagesh	Chairperson – Technical Session (National Conference on Inclusive Higher Education)	GFGC Thirthahalli, Shivamogga	25/03/2026
Dr. G. P. Nagesh	Chairperson – Technical Session (Students' Conference on Research Integrity)	Dayananda Sagar College, Bengaluru	14/03/2026
Dr. G. P. Nagesh	Resource Person (National Conference on Emerging Technology and Commerce in AI)	Sahyadri College of Commerce and Management, Shivamogga	08/04/2026
Dr. G. P. Nagesh	Editorial Board Member	Sahyadri Journal of Commerce and Management	01/06/2025
Dr. G. P. Nagesh	Research Paper Review Committee Member	Sahyadri Journal of Commerce and Management	01/06/ 2026
Dr. Sharma K. R. S.	Member – Board of Examiners (BOE), VTU	Visvesvaraya Technological University (VTU), Belagavi	11/11/2025 – 11/11/2026
Dr. Sharma K. R. S.	Continued BOE Member	VTU	Academic Year 2025–2026
Dr. Sharma K. R. S.	Member – Board of Examiners (BOE)	Centre for Online Education, Mysuru	05/05/2026

Special Accomplishments

Patent availed

Dr. Vikram V obtained a UK Patent titled “Blockchain-Integrated Secure Financial Transaction Processing Device,” demonstrating his contribution to innovation in financial technology.

Grants Received

Ms Divya S P received Rs 30,000=00 research grant from NEW Gen IEDC for additional projects

Award Secured

Dr Sharma KRS is awarded, ‘NPTEL Discipline Star in Management’ during Jan-April,2026.

Student Accomplishments

Academic Excellence at its Finest



Ms. Parvathi Salera J (4JN23BA098)
First Rank in MBA - VTU, with Four Gold Medals

Mr. Anjan M. S.
"Best Outgoing Student Award"
JANVEY- 2026





- Bhavana S N and Abhishek S L published a research paper titled "A Study on Emerging Technology in Entrepreneurship" at Sambhram Academy of Management Studies under the guidance of Dr. Vikram V.
- Student experiential learning project titled "Quick Commerce and Hyperlocal Delivery in Shivamogga a n d Its Impact on Mom-and-Pop Stores," enabling students to gain practical exposure to contemporary retail and logistics trends. under the guidance of Dr. Vikram V.

NPTEL Certification Courses : 308 students successfully completed NPTEL courses. Each certified student was awarded ₹500 per certificate by the college.

Placement Highlights

Where Talent Meets Opportunity

2023–25 MBA Batch

- 240 Placement Offers
- Highest Package: ₹9.0 LPA
- Leading Recruiters: K12 Techno Services, Nyeras, Wayspire, Muthoot Fincorp, TCS, Alea Consulting, Stanza Living, and more.

2024–26 MBA Batch (Ongoing)

- 121 Placement Offers
- Highest Package: ₹12.0 LPA
- Leading Recruiters: Grant Thornton, Taste of MOM, Bajaj Auto Credit Ltd., Skill Vedanth, Inspire AI, Stanza Living, Lokaci, and more.

Culturals

The cultural team actively participated in various intercollegiate events, including Techzone, Janvey, and VTU-level fests, showcasing their talent and representing the institution at multiple platforms.





Mr. Lingesh R - First Place in Group Song at both Yukthi 2K26 events conducted at Mysuru and VTU Belagavi, contributing to the team's Overall Championship at Mysuru.
- First Place in Folk/Tribal Dance, Third Place in Mime, At Aacharya VTU Habba 2026, the Champions in the inaugural procession competition.





Sports:

Mr, Abhishek - First Place in VTU Zonal Level Football Tournament, 16th &17th April, 2026.





Institutional Ranking

The Département has earned significant recognition in various national and regional Bschool rankings during the academic year 2025–26. The details are as follows

Business Today	8th in India for Return on Investment (ROI)
Business Today	72nd in South India
Business Today	75th in India for Selection Process & Governance
The Week	65th in South India among Private B-Schools
Fortune India	58th in South India
R World Institutional Ranking	Ranked in the Diamond+ (Advanced) Band under B-Schools of Credibility & Impact
IIRF (Indian Institutional Ranking Framework)	23rd in Karnataka among Best Private B-Schools
IIRF (Indian Institutional Ranking Framework)	83rd in India among Best Private B-Schools











JNNCE - MBA IN NEWS



The Department of Management Studies at Jawaharlal Nehru New College of Engineering (JNNCE), Shivamogga, established in 1986, has been a pioneer in nurturing competent, ethical, and socially responsible management professionals. Affiliated to Visvesvaraya Technological University (VTU), Belagavi, and recognized by AICTE, the Department is committed to delivering quality management education through a balanced blend of academic rigor, industry engagement, research, innovation, and experiential learning. With a dedicated team of accomplished faculty, state-of-the-art infrastructure, strong industry collaborations, and an excellent placement record, the Department provides a vibrant learning environment that fosters leadership, entrepreneurship, critical thinking, and lifelong learning. Through its flagship events, outreach activities, value-added programmes, and corporate interactions, the Department continues to empower future managers to excel in a dynamic global business landscape while upholding the values of integrity, professionalism, and social responsibility.

VISION

- To develop the department as a premier management institution that contributes to the development of business and society.

MISSION

- M-01: Bridge the gap between theory and practice in the knowledge economy through meaningful partnerships with business, academia, government and social sector;
- M-02: Develop competent, responsible and ethical business professionals and entrepreneurs through a culture of excellence in teaching, research, training and consulting.



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