

**NALLA NARASIMHA REDDY EDUCATION
SOCIETY'S GROUP OF INSTITUTIONS**
(UGC AUTONOMOUS INSTITUTION)

SCHOOL OF MANAGEMENT SCIENCES

NEWSLETTER

2024-25
SEPTEMBER - OCTOBER 2024

SCHOOL OF MANAGEMENT SCIENCES

INSTITUTE'S VISION AND MISSION

VISION : To be a premier institution ensuring globally competent and ethically strong professionals.

MISSION :

- To provide higher education by refining the traditional methods of teaching to make globally competent professionals
- To impart quality education by providing the state of the art infrastructure and innovative research facilities.
- To practice and promote high standards of professional ethics, transparency and accountability.

SCHOOL OF MANAGEMENT SCIENCES

VISION:

- ❖ To develop innovative, socially responsible and ethically strong global business leaders through academic excellence.

MISSION :

- ❖ Providing quality research driven education, continuous learning to inculcate values and ethics and preparing to face all kinds of challenges

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SCHOOL OF MANAGEMENT SCIENCES NEWSLETTER 2024-25

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1. ABOUT SCHOOL OF MANAGEMENT SCIENCES

The School of Management Sciences was established in the year 2009 with an aim to develop next generation leaders in the management. Department is headed by Dr.T.Ravindra Reddy. The School guiding factors are inspired by internationally accepted values and practices. Faculty of SoMS possess untiring and pleasing commitment to the following values that NNRG has always believed to be very near to success. Students have the opportunity to engage their minds with a distinguished faculty to develop their analytical skills since the school considers this as critical in understanding management in the contemporary environment.

In addition to the theory sessions, the SoMS encourages and supports MBA Students to gain practical knowledge through internships in industries, Industrial visits and case studies. Management student's association-Kautilyan club is formed to bring out students' hidden talents in Marketing, HR and Finance areas and to exhibit their leadership qualities.

MBA at NNRG provides a rich learning environment with modern labs and digital classrooms. SoMS believes that besides excellence in academic inputs, the students need to be properly groomed to be ready for a successful career in industry, for which exclusive training is provided in communication, aptitude and soft skills.

2. DEPARTMENT EVENTS

2.1 Orientation

The school of Management Sciences, NNRG conducted an Orientation program for the first year MBA 2024 Batch on 18th October, 2024.



2.2. Management Club Activity

Students are encouraged to organize their own activities through Kautilyan Club. These activities include Quizzes, Debates, Group discussions, Business plans, Problem solving and other events in all management verticals. The objective behind these activities of Kautilyan club is to keep the students informed of happenings in various verticals of management, and markets in India and abroad. It is believed that these club activities would take students beyond application of class-room concepts to understanding issues in all the verticals of management. To enhance the employability of the students, small group activities are conducted. For this the class is divided into small groups and each activity is planned and organized by different teams of faculty.

- Situation Analysis Activity : It encourages the students in critical thinking, resource management, and teamwork, fostering leadership skills

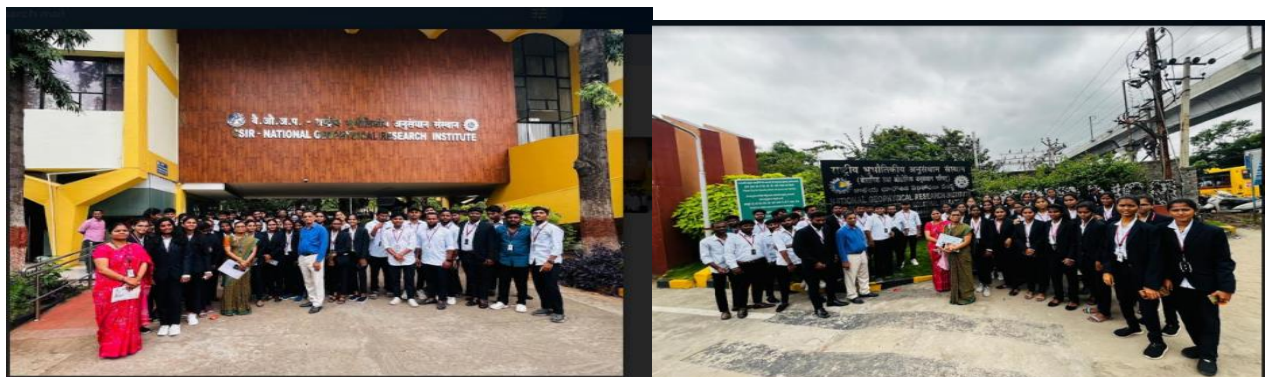


- Mock Interview : This exercise aimed to simulate actual interview scenarios, allowing students to practice their interview skills, receive constructive feedback, and build their confidence.



2.3 Industrial Visit

The School of Management Sciences has organized one day Industrial visit to **National geophysical Research Institute (NGRI)** for II MBA Students on 26th September 2024 for the academic year 2024-25 to The NATIONAL GEOPHYSICAL RESEARCH INSTITUTE (NGRI) located in Hyderabad, Telangana, India under the Council of Scientific and Industrial Research (CSIR).



3. ACHIEVEMENTS

3.1 Faculty Publications

S.No	Name of the Faculty	Title	Name of the Journal	ISSN	Volume & Issue/Year
1	Sudheer Aloori	Innovation Digital Library Solutions for Enhancing Access to Business Information in Commerce	Library Progress International	2320 317X	Volume 44, No. 03 Jul-Dec 2024

3.2 Faculty Certifications

S.No	Name of the Faculty	Name of the course	Organized	Date(s)	Duration
1	Dr.P. GopinathRao	Brand Management (NPTEL)	IIT Bombay	July to September 2024	8 Weeks
2	SudheerAloori	Brand Management (NPTEL)	IIT Bombay	July to September 2024	8 Weeks
3	Dr. P.MeenaKumari	Market Research and Consumer Behavior (Coursera)	IE Business School	Oct 25 2024	

3.3 Workshop

S.No	Name of the Faculty	Name of the Event	Organized	Date(s)	Duration
1	Dr.VVYR.Thulasi	Skill-Based Curriculum in Higher Education: Benefits, Strategies and Challenges	Yogi Vemana University	26-27 September	2 days
2	Dr.P.MeenaKumari	Bibliometric Analysis Using VOS Viewer	ESSGEE Digi skills	02-09-2024 to 12-09-2024	10 Days

3.4 Patents

S.No	Name of the Author	Title of the paper	Patent Name	Field of Invention	Month/Year
1	Dr.T.Ravindra Reddy	Transforming HR practices - Integrating employee engagement and analytics for organizational success	IPR	Social Science	9.8.2024

2	Mr.A.Sudheer	The influence of employee feedback on innovation and productivity	IPR	Social Science	9.8.2024 Issue no. 32/2024
3	Dr.P.MeenaKumari	: Consumer Perception And Behavior Towards Sustainability In Product Development	IPR	Social Science	18.10.2024 Journal No. 42/2024
4	Dr.P.Padmaja	: Consumer Perception And Behavior Towards Sustainability In Product Development	IPR	Social Science	18.10.2024 Journal No. 42/2024

WISHING YOU ALL SUCCESS AND GOOD HEALTH