



**FISAT
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FORUM NEWSLETTER



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FISAT Business School



CHAIRMAN

Dear Members of the FISAT Community,

As we reflect on the journey of the Federal Institute of Science and Technology (FISAT) over the past year, it is a privilege to see FISAT Business School (FBS) emerge as a beacon of excellence within our institution. Our mission has always been to provide value-based education that transcends traditional boundaries, and the progress made in 2025 is a testament to that commitment.

Our focus remains steadfast on creating an environment where research and innovation are not just academic requirements but the very foundation of our institutional culture. We are dedicated to nurturing leaders who are not only professionally competent but also socially responsible and ethically grounded. By fostering strong industry-academia linkages, we ensure that our students are prepared to navigate the complexities of the global business landscape with confidence and integrity.

I commend the faculty and leadership at FBS for their tireless efforts in elevating the school's stature and for their dedication to the holistic development of every student. Together, we will continue to strive for higher benchmarks and contribute meaningfully to the nation's growth.

Shri. Shimith P. R.
Chairman, Governing Body, FISAT



PRINCIPAL

Dear Faculty Members, Students, and Well-Wishers,

The year 2025 has been a period of significant growth and transformative learning at FISAT. Within this ecosystem, FISAT Business School has distinguished itself through its dynamic approach to management education, emphasizing the integration of sustainability and advanced technology into everyday practice.

At the heart of our academic philosophy is the belief that education should be experiential and forward-looking. We are committed to equipping our MBA students with a diverse skill set—ranging from data-driven analytical abilities to the "street-smart" resilience required in real-world scenarios. By focusing on specialized domains and emerging technologies like AI, we prepare our graduates to be innovative problem-solvers and agile leaders in a rapidly evolving marketplace.

Our faculty's active engagement in high-level research and professional development further strengthens the academic rigor of our programs. As we look ahead, we remain focused on our vision of excellence, ensuring that FISAT continues to be a nurturing ground for the next generation of global business professionals.

Dr. Jacob Thomas V
Principal, FISAT



DIRECTOR

Dear Colleagues, Students, Alumni, and Well-Wishers,

It is with great pride and pleasure that I present the latest edition of FORUM, the annual newsletter of FISAT Business School. This publication vividly reflects the dynamic spirit, collective achievements, and academic vibrancy that define our institution. It serves as a meaningful chronicle of the milestones we have reached and the excellence we continue to pursue.

At FISAT Business School, our vision remains firmly anchored in innovation, inclusivity, and sustainability. We strive to cultivate ethical leadership and strategic thinking that enable our students to navigate and excel in an increasingly complex and dynamic global business environment. Strategic collaborations, notably our partnership with KPMG as well as NSDC, have further strengthened our academic offerings by equipping students with industry-relevant competencies and experiential learning opportunities.

I extend my sincere appreciation to all our stakeholders—students, faculty, staff, alumni, and industry partners—whose continued support and contributions enrich the legacy and growth of our institution. I also commend the dedicated efforts of the editorial team, led by Ms. Merin Thomas and Ms. Amala Mary, for their commitment and diligence in bringing this newsletter to fruition.

Dr. Elizabeth George
Director, FBS

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FROM THE EDITORS

As we reflect on 2025, FISAT Business School takes pride in a year of meaningful progress marked by academic excellence, dynamic student engagement, and impactful institutional initiatives. This edition of FORUM captures key milestones including academic inaugurations, major events, industry interactions, training programmes, conferences, and notable achievements that collectively showcase the vibrant learning environment at FBS.

The year was distinguished by strong industry-academia collaborations, complemented by national seminars, and corporate interactions. Students and faculty alike demonstrated commendable dedication across academics, research, competitions, professional development, and community engagement, reinforcing the institution's focus on experiential learning, innovation, and research-driven education.

As we move forward, we carry the momentum of 2025 with renewed commitment and optimism. This newsletter stands as a reflection of the collective efforts of our students, faculty, alumni, and partners, whose contributions continue to shape FISAT Business School's journey toward excellence, ethical leadership, and sustained impact in management education.

Warm regards,

Editorial Team, FORUM

FISAT Business School

MBA INAUGURATION - BATCH 2025-27

FISAT Business School proudly inaugurated its MBA Batch of 2025-27 on July 21, 2025, marking the start of an exciting journey for a new cohort of aspiring business leaders. The event, held in the Main Seminar Hall, was honored by the presence of Dr. A. V. Anoop, MD of AVA Cholleyil Healthcare Pvt. Ltd., as the chief guest. In his keynote address, Shri. Anoop shared valuable insights from his extensive industry experience, inspiring the students to pursue excellence in their academic and professional journeys. His motivational speech encouraged the incoming batch to embrace challenges with determination and seize the opportunities ahead.



COURSE COMPLETION CEREMONY

FBS ASCENT 2025 – A Day to Remember!

FISAT Business School marked a proud milestone with the 18th Course Completion Ceremony on 5th July 2025. The occasion was graced by Ms. Parvathy Gopakumar (IAS), Assistant Collector, Ernakulam, whose inspiring address encouraged the graduating Class of 2025. The ceremony celebrated academic achievement, cherished memories, and

the beginning of new journeys for our students. Ms. Neha Narayanan was honoured with the Best Outgoing Student Award, marking an outstanding moment of pride. It was a day filled with pride, reflection, and hope for the future.



AWARDS

FISAT Business School Honoured with Education Excellence Award at Life Changers Business Conclave 2025

FISAT Business School received the Education Excellence Award at the Life Changers Business Conclave 2025, hosted by the Professional Association for Global Community Enhancement on 20th February 2025, in recognition of its outstanding contribution to business education. The award highlights the school's commitment to academic excellence, industry-relevant curriculum, innovative teaching practices, and holistic

student development, reaffirming its role in nurturing responsible and future-ready management professionals.



FISAT Business School Director Honoured at Prestigious Higher Education Conclave

We are proud to announce that Dr. Elizabeth George, Director of FISAT Business School, participated in the distinguished CXO Panel Discussion at the EGN Higher Education Southern India Conclave 2025, held at Le Méridien, Kochi on June 28th, 2025. The conclave featured high-level panel discussions centered on "Fostering a Culture of Research and Innovation in Universities: Challenges, Enablers, and the Road Ahead," bringing together prominent academic leaders, Vice Chancellors, Pro-Vice Chancellors, CXOs, Directors, and innovation experts from across Southern India. Dr. Elizabeth George's active participation in these influential discussions demonstrated her expertise in academic leadership and innovation strategies, leading to her recognition with the prestigious "Inspiring Education Hero Award" at the event.



MoU Signed by FISAT Business School

MoU Signed with KPMG Assurance and Consulting Services LLP

FISAT Business School signed a Memorandum of Understanding (MoU) with KPMG Assurance and Consulting Services LLP on 30th October 2025. The MoU aims to foster collaboration in management education, student and faculty learning and development, as well as joint research initiatives and conferences. Mr. Prasanth V, Assistant Professor, played a pivotal role in facilitating and coordinating the signing of this MoU.



CORPORATE INTERACTION SESSIONS

Banking @ 2025

A highly informative session on "Banking @ 2025" was held on January 13, 2025, in the Seminar Hall of FISAT, featuring Mr. Abraham Thariyan, former Executive Director of South Indian Bank. Around 100 MBA students attended the event, eager to learn about the future of banking.

Mr. Thariyan provided insights into emerging technologies, digital transformation, and the vast opportunities for innovation in the banking sector. He also shared valuable career guidance, emphasizing adaptability, specialized skills, and continuous learning as key factors for success in this dynamic industry.



Digital Marketing

A corporate interaction session on Digital Marketing was conducted for MBA students on January 29, 2025, featuring Mr. Sreeved M.P., Team Lead – Digital Marketing at Webandcrafts. With 160 students in attendance, he covered key topics like SEO, content marketing, social media management, and marketing automation. He emphasized data-driven decision-making using tools like Google Analytics, Looker Studio, and Ahrefs.

The session provided insights into career opportunities and essential marketing skills, highlighting the importance of communication, analytical abilities, and technical expertise. It concluded with an interactive Q&A, making it an engaging and informative experience.



Entrepreneurial Mindset Session

FISAT Business School's MBA S2 students attended an inspiring session titled "Creating Opportunities: The Mindset of an Entrepreneur" on April 4th, 2025, at the MBA Seminar Hall. As part of the Corporate Interaction Series, this engaging session featured Mr. Senu Sam, Founder & CEO of Mykare, who shared his compelling entrepreneurial journey from early challenges to establishing a successful healthcare startup.

Organized in collaboration with the Institution's Innovation Council (IIC) and Kerala Startup Mission (IEDC), the session provided students with practical insights into innovation and leadership. Mr. Sam emphasized the importance of focusing on solving real-world problems, adopting a customer-centric mindset, and maintaining unwavering commitment to their goals. The interactive session successfully motivated students to pursue their entrepreneurial aspirations with greater clarity and purpose, reinforcing FISAT Business School's commitment to nurturing future business leaders and innovators.



Positive Mindset and Workplace Innovation session

FISAT Business School's MBA S2 students participated in an insightful and dynamic session on April 11th, 2025, at the MBA Seminar Hall, led by Mr. Fazalu Rahman. The engaging speaker captivated the audience with his powerful delivery, focusing on overcoming negative energy and cultivating a positive mindset for personal and professional success. Mr. Rahman established a meaningful connection with students by referencing his book "Vineetha Vismayam" and also discussed "Vismaya Prathibha," appreciating Dr. Shashi Tharoor's literary contributions.

The session provided students with valuable insights into progressive workplace practices, including innovative concepts such as nap rooms, paid menstrual leave, and personalized book gifting that modern organizations are adopting to enhance employee well-being. Mr. Rahman concluded the inspiring session with a powerful message emphasizing that "unlearning is also important," encouraging students to embrace continuous growth, adaptability, and the willingness to challenge existing paradigms as they prepare for their future careers.



Career Development Session on Domain Specialization and Internships

FISAT Business School organized an insightful career development session titled 'Shaping Your Career: The Role of Domain Specialization and Internships' on April 25th, 2025 at the MBA Seminar Hall. The session featured Mr. Shobin Thomas, CEO of Affable Management Services LLP, who shared his expertise on strategic career planning and professional development with MBA students.

Mr. Thomas provided valuable insights into the importance of domain specialization in today's competitive business environment and emphasized how strategic internships can significantly impact career trajectories. The three-hour interactive session, organized in collaboration with the Institution's Innovation Council (IIC) and Innovation and Entrepreneurship Development Centre (IEDC), equipped students with practical knowledge about career planning, skill development, and industry expectations. The comprehensive discussion helped students understand how to leverage specialization and internship experiences to build successful and fulfilling careers in their chosen domains.



The Power of Equities

FISAT Business School organized a corporate interaction titled 'The Power of Equities' on 6th August 2025 at the FISAT Business School Seminar Hall. The session, designed for third-semester MBA students, featured Shri. Bimi Jose, Vice President of Choice Group, along with Mr. Romi Kurian (Branch Manager) and Ms. Sisira George (Relationship Manager and FISAT alumna) as resource persons. The speakers provided valuable insights into capital markets, emphasising the significance of informed investment decisions, portfolio diversification, and financial planning. The interactive session

encouraged students to explore various investment avenues and understand market dynamics, making it an enriching learning experience that bridged classroom concepts with real-world financial practices.



SEBI-NISM Sponsored Workshop on Financial Education for Young Citizens

FISAT Business School organized a two-day workshop for third semester students on 'Financial Education for Young Citizens' sponsored by SEBI, NISM, and Vivriti Capital. The sessions were held on 23rd September and 13th October 2025, conducted by Mr. Manoj T. Neelakantan, a certified SEBI financial trainer and an experienced professional in the banking and financial sector. Mr. Manoj introduced the concept of investment and its growing importance among young citizens. He explained various financial investment opportunities, the process and prerequisites for investing in the securities market, and the differences between the primary and secondary markets.



Career Readiness: "What Awaits You Outside"

FISAT Business School organized a corporate interaction on 'What Awaits You Outside' for third semester students. The sessions were held on 17th October 2025, conducted by Mr. Vipin Wilfred, Service Delivery Lead- People Experience and People Operations, Worley. During the session, Mr. Vipin shared valuable insights from his MBA journey, motivating students to make the most of their academic years by developing both technical and interpersonal skills.



Street-Smart Management: Learning Beyond the Classroom

The Department of MBA, FISAT Business School, organized a corporate interaction on "Learn Management from Streets and Be a Street-Smart Manager" on 31st October 2025 for third semester students. The resource person was Dr. Oommen Mammen, Management Expert, Corporate Trainer, and Academic Mentor with 42 years of experience. Dr. Mammen shared insightful perspectives on how real-life experiences can serve as valuable lessons in management.



EVENTS

FBSQ 2025 – Quiz Competition

FBSQ 2025, the quiz competition organized by FISAT Business School in association with the MBA Library on January 8, 2025, was successfully conducted with enthusiastic participation from students. The event aimed to promote critical thinking and teamwork, attracting 41 teams. The competition featured four rounds, culminating in an exciting rapid-fire final with four teams. Faculty coordinators Ms. Merin Thomas, Mr. Prashanth V, and Ms. Suja, along with student organizers, ensured the smooth execution of the event.

Mr. Neeraj Suresh and Mr. Sooraj C.R. (3rd Year, CSE) won first place, receiving ₹2000 and certificates. Mr. Sreepadlal K and Mr. Steeph Joseph (4th Year, ECE) secured second place with ₹1000 and certificates. All participants received certificates of

participation. Chairman Mr. Shimith P R and Dr. Elizabeth George, Director of FISAT Business School, graced the prize distribution ceremony, adding prestige to the event. The success of FBSQ 2025 reinforced FISAT Business School's commitment to academic excellence and student engagement.



National Seminar on Banking 2025

The State Forum of Bankers Clubs, Kerala, in association with the Federal Institute of Science and Technology (FISAT), organized the National Seminar on Banking 2025 at the FISAT Seminar Hall, Mookkannoor on Aug 26, 2025. The event was attended by executives from various banks, and senior members of the Bankers' Clubs. The seminar featured distinguished speakers including Shri. C. Balagopal (IAS Rtd), Chairman – KSIDC, and Dr. V. K. Vijayakumar, Chief Investment Strategist, Geojit Financial Services, who shared thought-provoking insights on the themes "Banking as Part of Infrastructure for Economic Growth and Development" and "Invest to Profit from the India Growth Story." The interactive sessions enriched students' understanding of the evolving banking and investment landscape, offering valuable perspectives on India's economic growth and financial opportunities.



MBA INDUCTION

Confidence Building Through Sports

FISAT Business School recently held a dynamic "Business Games" session as part of its induction program, centered on the theme "Confidence Building Through

Sports." Held on July 28, 2025, at the FISAT Auditorium, the event was facilitated by Mr. Sijin B. T., Founder of the Sports & Management Research Institute. The session, which included activities like Catapult, Blind Vision, Group Elimination, and the Ball Passing Game, was designed to enhance crucial management and interpersonal skills. Through these collaborative games, students were able to improve their strategic thinking, communication, emotional resilience, and teamwork, all while tackling the fear of failure in an engaging and interactive setting.



Mindful Beginnings: Yoga & Diet for Future Leaders

The MBA 2025-27 induction featured a wellness session led by Ms. Delmy Davis, Yoga Instructor and Dietician on July 29, 2025. The session introduced students to yoga, breathing exercises, and mindful eating, emphasizing mental clarity, physical well-being, and stress management. The interactive program fostered focus, emotional balance, and a positive start to the MBA journey, helping students embrace leadership with confidence and mindfulness.



Campus Treasure Hunt

As part of the MBA Induction Program for the Batch 2025-27 at FBS, a Treasure Hunt was organized on July 29, 2025 to give new students an exciting and interactive way to explore the campus. The activity saw students in teams racing across creative checkpoints by solving clues and completing fun challenges. Designed and facilitated by senior MBA students, the event blended adventure with learning, fostering teamwork, communication, and problem-solving under time pressure.



AI-Powered Digital Marketing Workshop

FISAT Business School hosted a workshop on AI-Powered Digital Marketing on July 31, 2025 in the MBA Seminar Hall. The session was led by Mr. Vishnu Vijayan and Ms. Roshna, ALBI LTD. The session was attended by the students of S1 MBA. Mr. Vijayan's talk provided valuable insights into the perseverance required to build a company from the ground up, sharing his personal experiences of turning a startup into a successful enterprise. Ms. Roshna gave a presentation on her company, ALBI LTD, and discussed various topics ranging from the impact of AI on business to effective management strategies.



Health and Wellness Session

A session on "Health and Wellness" was held on July 31, 2025 by FISAT Business School for its students of S1 at the MBA Seminar Hall. The event was led by Dr. Brigit Cherian and focused on promoting a balanced approach to physical and mental well-being. Dr. Cherian discussed how small lifestyle changes, healthy habits, and effective stress management can significantly improve overall health.



Narcotics Awareness Session

On July 31, 2025, FISAT Business School organized a crucial Narcotics Awareness Session at the MBA Seminar Hall. Sub Inspector M.G. Madhusudhan from the Narcotics Control Bureau (NCB) in Cochin educated students on the dangers of drug abuse. The session, titled "Stay Aware, Stay Ahead: Say No to Narcotics," provided a clear understanding of the legal, social, and physical consequences of narcotics use. Through real-life examples, the speaker emphasized the importance of awareness and encouraged students to make informed choices.



Talent Scan 2025- Celebrating Talent and Team Spirit at FBS

Talent Scan, held on August 1, 2025 was a vibrant celebration of music, dance, and creativity. Hosted by an energetic team, the event featured captivating performances and engaging activity rounds that kept the audience entertained and inspired. Fun-filled segments like "Spoof It!" and the dance relay added laughter and spontaneity to the afternoon. The program provided a wonderful platform for students to showcase their talents, build confidence, and enhance their teamwork and communication skills, making it a memorable and enriching experience for all.



FISAT Business School Hosts "Vision to Victory" Goal-Setting Session

On July 28, 2025, FISAT Business School conducted a session titled "Vision to Victory: Set Goals, Shape Success" at the MBA Seminar Hall. The event was led by Dr. Jose Varghese, Professor, FBS. He

focused on the importance of setting clear and purposeful goals for both academic and professional success. The session provided students with actionable tips, real-world examples, and motivational insights, emphasizing how to break down long-term ambitions into smaller, manageable steps.



Resume Building Workshop Prepares MBA Students at FISAT Business School

On July 30, 2025, a resume-building workshop was organised titled "Craft Your Resume, Shape Your Future." Led by Mr. Prasanth V, Assistant Professor, FBS, the session was held for two batches. The program provided students with the fundamental skills for creating a professional and impactful resume. The session successfully taught participants how to identify key resume components, avoid common mistakes, and use their resume as a personal branding tool.



FISAT Business School Hosts Library and Campus Orientation

A comprehensive orientation session for its new MBA batch at the Library Seminar Hall was conducted on July 28, 2025 by FISAT Business School. Titled "The Smart Start: Library Orientation for Future Business Leaders," the event was led by Chief Librarian Mr. Sino Varghese and Mr. Nanda Lal T.S. of EBSCO Information Services. The session aimed to familiarize students with both the physical and digital resources available at the FISAT library, including e-books, journals, and databases like EBSCO and IEEE Xplore. Attendees learned how to borrow and renew books and were introduced to various campus facilities.



Session "From Classroom to Boardroom: The HR Perspective" Bridges Academia and Corporate World

An engaging industry interaction featuring Dr. Pradeep S., AVP and Head of NEST Digital Academy was held on July 31, 2025, FISAT Business School. As a vital part of the MBA induction program, the event aimed to bridge the gap between academic theory and real-world business practices. Dr. Pradeep shared valuable insights on current digital industry trends, emphasizing the importance of adaptability, communication, and innovation. The session was highly interactive, encouraging students to develop a proactive, problem-solving mindset and fostering a sense of confidence and purpose as they began their MBA journey.



FISAT Business School Hosts "Navigating Policies, Services & Support" Session

FISAT Business School conducted a crucial orientation session titled "Navigating Policies, Services & Support" at the MBA Seminar Hall on July 23, 2025. The session was led by Mr. Vinod P. Nair, the Administrative Officer, and was designed to familiarize new MBA students with the institution's policies, services, and support systems. During the one-hour session, Mr. Nair briefed students on key administrative procedures, including ID card issuance, fee payments, and transport services. He also provided an overview of the campus's extensive facilities, from the 40-acre green campus and IT labs to the library, hostels, sports amenities, and event spaces.



Placement Orientation Program Prepares MBA Students for the Corporate World

On August 1, 2025, FISAT Business School conducted a Placement Orientation Induction Program led by Mr. Praveen V, Assistant Professor, FBS. Held in the Seminar Hall, the session aimed to prepare students for the transition from academic life to the corporate world. Professor Praveen provided a clear overview of the placement process and emphasized the importance of developing a professional attitude and key soft skills, such as communication, self-awareness, and adaptability. He highlighted the significance of a strong professional resume and an active LinkedIn profile, while also encouraging students to pursue certifications in relevant tools to boost their employability.



"Internship Insights" Session Guides MBA Students

FISAT Business School conducted an informative session titled 'Internship Insights' at the MBA Seminar Hall on August 1, 2025. Led by Mr. Prashanth P. John, Assistant Professor, FBS, the program was a key part of the MBA induction, designed to prepare students for professional life. The session covered vital topics such as the importance of internships in bridging academic learning with real-world corporate experience, and how to effectively prepare for them. Prof. John also shared practical advice on resume building, improving communication skills, and aligning individual interests with career paths.



"Building Bonds" Session Fosters Collaboration at FISAT Business School

On August 1, 2025, an interactive session titled 'Building Bonds' was held in the MBA Seminar Hall as part of the MBA induction program. Led by Dr. Sreenish S. R., Assistant Professor, FBS, the event aimed to foster interpersonal relationships and teamwork among the newly admitted students through a series of collaborative activities and team-building games. The session was attended by the students of S1 MBA. The session successfully encouraged communication, trust, and a sense of camaraderie, setting a positive tone for a productive academic journey by creating a supportive and collaborative learning environment.



CLUB ACTIVITIES

HR Club

Industry Talk on Emerging Trends in HR and Recruitment

The HR Club of FISAT Business School successfully conducted an industry interaction session on Emerging Trends in Technology, Competency Development, and Recruitment on 22 January 2025 at the Main Seminar Hall for S2 and S4 students. The session was led by Dr. Pradeep S, Assistant Vice President – NeST Digital, who shared valuable insights on the growing influence of technology in HR, evolving competency requirements, and contemporary recruitment practices. The interactive session provided students with practical industry exposure, effectively bridging academic learning with real-world HR dynamics.



Marketing Club

Pitch Perfect: Marketing Quiz Competition

The Marketing Club of FISAT Business School successfully conducted Pitch Perfect, an intellectually stimulating marketing quiz designed to assess students' knowledge, analytical ability, and awareness of contemporary marketing trends, culminating in an exciting final round on 19 February 2025. Organized in two competitive phases, the event witnessed enthusiastic participation from students across batches during the preliminary round, which featured questions spanning core marketing concepts. The top-performing teams advanced to a highly competitive final round marked by quick thinking, strategic reasoning, and strong teamwork. After a closely contested battle, Pranav and Kevin, final-year MBA students, emerged as the winners, impressing the audience with their clarity of concepts, application skills, and confident performance.



Finance Club

Student-Led Finance Podcasts: Learning Through Business News

As part of the Finance Club activities, FISAT Business School initiated a series of student-led podcasts focused on current business and financial news. Interested Finance Club members prepared short

evening podcasts summarizing key updates from leading business dailies such as Business Standard, Business Line, and The Economic Times. Students also tracked and reported on significant financial developments, including highlights from Monetary Policy Committee (MPC) meetings. The initiative aimed to strengthen students' awareness of real-time financial trends while enhancing their analytical thinking, communication skills, and confidence in presenting business insights, thereby promoting experiential and industry-relevant learning.



Entrepreneurship Development Club

Ideathon 2025

The FISAT Business School Ideathon 2025, held on March 12, 2025, was a dynamic showcase of innovation and entrepreneurial talent. Jointly organized by the Entrepreneurship Development Club, FISAT Business School, NDLI Club, and IIC, the event brought together students from diverse disciplines to present groundbreaking solutions. After rigorous evaluations, five teams advanced to the finals, where they pitched their ideas to a panel of four esteemed judges. Mr. Mohammed Mohsin UA and Mr. Nooh Mohammed (B.Tech EEE) secured the first prize of ₹3,000, while Mr. Hasna Fathima KA, Mr. Aashin, Ms. Ayana Thomas, and Ms. Ashly Shajan (MBA) won the second prize of ₹2,000. The event reinforced FISAT Business School's commitment to fostering innovation and entrepreneurship, providing a platform for students to develop and showcase their problem-solving skills. Congratulations to all the winners and participants!



FMS ACTIVITIES

Prathibha 2K25 - Intra collegiate Management Fest

FORUM FOR MANAGEMENT STUDENTS (FMS) successfully hosted its annual intercollege management fest on the 5th, 6th, and 7th of February 2025. The event served as a dynamic platform for students to showcase their skills and foster a spirit of collaboration and teamwork. The fest was inaugurated by renowned actor Shri. Kunchacko Boban, along with the Film Promotion Officer on duty. A variety of events, both management and non-management, were conducted, attracting enthusiastic participation from students across different departments of FISAT. A total of 240 students competed in various events, displaying their talent, leadership, and strategic thinking.

One of the highlights of the fest was the interdepartmental football competition, which witnessed spirited performances from all participating teams. The much-coveted title of Best Manager was awarded to Mr. Karthik Kishore for his exceptional performance and leadership skills throughout the competition. The management fest was a resounding success, encouraging students to step beyond academics and engage in experiential learning, teamwork, and networking.



ALUMNI INTERACTIONS

From Campus to Career – Mr. Antony Abraham

FISAT Business School hosted an enriching session under its Alumni Connect series titled "From Campus to Career" on March 24, 2025, at the MBA Seminar Hall. The featured speaker was Mr. Antony Abraham, a proud alumnus of FBS and currently serving as Process Engineer II – Production at Arjuna Natural Pvt. Ltd.

Mr. Antony shared insights from his professional journey, highlighting the transition from academic life to the demands of a dynamic industry. He reflected on the skills and attitudes that helped him navigate challenges and seize opportunities in the competitive world. Mr. Antony's talk was peppered with personal anecdotes, practical tips, and motivational guidance, making it a highly engaging and inspirational interaction. The event reinforced the value of alumni engagement in shaping the future of students and exemplified FBS's ongoing commitment to career readiness and mentorship.



Alumni Talk: Lessons Beyond the Classroom

As part of the Induction Program for the MBA Batch of 2025–27, FISAT Business School organized an Alumni Talk on July 29, 2025, at the MBA Seminar Hall. The session featured Mr. Azim Gafoor, an

entrepreneur and distinguished alumnus from the MBA Batch of 2022–24. The session was attended by the students of S1 MBA. Mr. Gafoor shared valuable insights from his academic and professional journey, emphasizing the importance of proactive learning, time management, and industry engagement. He provided the new students with a realistic and motivational perspective on the opportunities and challenges of the MBA program and beyond, setting an encouraging tone for their academic journey.



TRAININGS AT FBS

Hands-on Training in SPSS and PLS for S4 MBA Students

A two-day hands-on training programme in SPSS and Partial Least Squares (PLS) was organized for Semester 4 MBA students on March 27 and 28, 2025. The sessions aimed to strengthen students' data analysis capabilities and research proficiency, bridging theoretical learning with practical application. The training was led by a panel of resource persons: Dr. Elizabeth George (Director, FBS), Dr. Jose Varghese, Dr. Anoo Anna Anthony, Dr. Biji U. Nair, and Dr. Sindhu George. The programme provided valuable exposure to advanced analytical tools and techniques, equipping students with essential skills for academic research and industry-oriented problem-solving.



Industry-Partnered Professional Training Programmes with EY & Digital Aviv

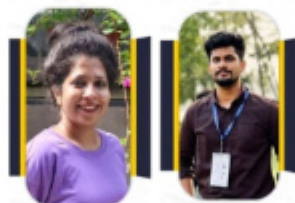
FISAT Business School organized an intensive series of four-day professional development training programs from April 2nd to 5th, 2025, designed to enhance students' industry-relevant skills and career readiness.

The comprehensive training program included HR Analytics Training and Financial Modelling Training conducted in partnership with EY (Ernst & Young), focusing on data-driven decision making and advanced analytical skills in human resources and finance sectors. Additionally, a specialized Digital Marketing Training program was organized with Digital Aviv in collaboration with the Institution's Innovation Council, covering essential digital marketing components including Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), AI in Digital Marketing, Email Marketing, WhatsApp Marketing, and Freelancing in Digital Marketing.



EY-Certified Financial Modelling and HR Analytics Training Programme

FISAT Business School organised an online Digital Marketing Webinar on 12th April 2025 to help students strengthen their LinkedIn profiles and improve employability skills. The sessions, handled by Ms. Vidya Parakkat and Mr. Zayed Muhammed of Aviv Digital Academy, offered practical guidance on personal branding, LinkedIn optimization, and effective job-hunting strategies, enabling students to align their profiles with industry expectations.



Mpower Professional Development Programme by Vertical Eye

The 'Mpower' communication workshop, designed to unlock inner potential, was led by Mr. Krishnakumar, Head Coach at Vertical Eye, and facilitated by Mrs. Mridula Krishnakumar. This four-day program featured a plethora of team-building activities, empowering S1 MBA students to overcome inhibitions, enhance self-confidence, grasp the dynamics of teamwork, adapt to change seamlessly, and cultivate tolerance for ambiguity. The training sessions were conducted from 18–26 August 2025.



Pragmatics Aptitude Training Programme

The Pragmatics Aptitude Training Programme was conducted for S1 students from 18–26 August 2025, focusing on building a strong foundation in aptitude, reasoning, and problem-solving skills. For S3 students, the training was integrated into the regular timetable to enhance placement readiness. The programme followed a structured, practice-oriented approach covering quantitative aptitude, logical reasoning, and analytical thinking, helping students improve accuracy, speed, and confidence for academic and career success.

KPMG Business Analytics Training and Certification Programme

FBS MBA students successfully completed an intensive 5-day KPMG Business Analytics Training and Certification Programme conducted from 15 to 19 September 2025. The programme provided hands-on exposure to industry-relevant tools and real-world business analytics applications, enabling students

to strengthen their data-driven decision-making capabilities. The training significantly enhanced students' analytical proficiency and industry readiness, equipping them to effectively address contemporary business challenges.



Student Development Program (SDP) – Enhancing Holistic Skill Development

Student Development Program (SDP) is a structured initiative designed to enhance students' overall growth beyond academics. The activities help students improve their confidence, articulation, collaborative skills, and practical understanding of professional communication. In this program, students are divided into groups and actively participate in presentation-based activities, including group discussions, product launch presentations, and other interactive speaking exercises. The program is conducted for students of both years, with a dedicated hour allotted every week to ensure continuous skill development and active participation.



TRAINING PROGRAMMES CONDUCTED BY NSDC AND FISAT

Digital Marketing Training Programme

The Digital Marketing Training Programme for students of S3, organized by CFS FISAT, was conducted from 21 October 2025 to 25 October 2025 for S3 Digital Marketing specialization students, with the active participation of 59 students, to equip them with industry-relevant digital marketing skills. The programme focused on building a strong foundation in digital marketing concepts and real-world applications, covering areas such as establishing a digital business presence, social media marketing using Meta platforms (Facebook, Instagram, and WhatsApp), advertising fundamentals, campaign creation and management, targeting strategies, budgeting, performance measurement, and reporting using Meta Ads Manager.



Operations Training Programme

The Operations Training Programme, organized by CFS FISAT, was conducted from 21 October 2025 to 25 October 2025 for S3 Operations specialization students, with the participation of 11 students, to introduce fundamental concepts of project management and operational planning aligned with industry standards. The programme covered topics such as project management fundamentals, project lifecycle, scope definition, scheduling, budgeting, quality management, stakeholder roles, risk management, and project closure processes.



HR Analytics Training Programme

The HR Analytics Training Programme, organized by CFS FISAT, was conducted from 21 to 25 October 2025 for S3 HR Analytics specialization students, with 26 participants. The programme introduced data-driven HR practices by covering HR analytics fundamentals, key HR metrics and KPIs, workforce planning, recruitment, performance, and employee engagement analytics, along with hands-on exposure to advanced Excel, Google Sheets, Power BI/Tableau, and basic Python, enabling students to analyze HR data, build dashboards, and gain insights for emerging roles in HR analytics.



Finance Training Programme

An intensive S3 Finance Training Programme, organized by CFS FISAT, was conducted from 29 December 2025 to 1 January 2026 for S3 Finance specialization students, with 23 students actively participating. The programme aimed to strengthen students' understanding of financial markets and industry practices by covering key aspects of the Indian financial system, including securities markets, primary and secondary markets, mutual funds, derivatives, investment instruments, risk management, and regulatory frameworks.



Excel Training Programme for First-Year Students

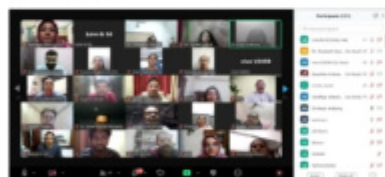
An intensive Excel Training Programme, organized by NSDC FISAT, was conducted for first-year students from 28 October 2025 to 3 November 2025 with the objective of enhancing proficiency in spreadsheet management and data analysis essential for academic and industry readiness. The programme witnessed the participation of 120 students from S1 A Batch (60 students) and S1 B Batch (60 students) and provided hands-on training in Microsoft Excel covering data entry and formatting, formulas and functions, logical operations, data validation, conditional formatting, charts, pivot tables, and basic data analysis techniques.

FDP & CONFERENCES CONDUCTED BY FBS

Four-Day National FDP on "From Prompt to Publication: Smart AI Integration for Academics"

The FISAT Business School, in partnership with Lore & Ed Research Associates Pvt Ltd, conducted a four-day national online workshop "From Prompt to Publication: Smart AI Integration for Academics" from June 26-30, 2025. Targeting faculty members, research scholars, and postgraduate students, the program covered AI tools for literature search, academic writing, summarizing, paraphrasing, data analysis, visualization, and editing. The workshop attracted an impressive 185 participants, demonstrating significant interest in AI integration training within academia.

The program featured expert speakers Jasimudeen S. (library sciences and health literacy specialist) and J.S. Anantha Krishnan (literary columnist and digital humanities researcher). The workshop's success reflects the growing recognition of AI as an essential tool in modern academic research and publication processes.



FBS International Conference on Management and Research 2K25 (FICMR 25)

FISAT Business School successfully organized the FBS International Conference on Management and Research 2K25 (FICMR '25) on 17-18 December 2025, bringing together academicians, researchers, and industry professionals to discuss contemporary management challenges and sustainable business practices. The conference was themed "Redefining Success: Integrating Sustainability into Management Practice."

The event was inaugurated by Mr. Manu G, Airport Director, CIAL, and presided over by Mr. Sachin Jacob Paul, Vice-Chairman, Governing Body, FISAT. Keynote sessions were delivered by Prof. Dr. Justin Paul (University of Puerto Rico, USA), Prof. Dr. Zakkariya K. A. (Former Director, SMS, CUSAT), and Mr. Joseph Martin (CEO, Geojit-CUSAT Centre of Sustainability Studies).

A major highlight of Day 2 was the panel discussion on "Redefining Corporate Success: Balancing Profit, People, and Planet," featuring Ms. Fousmi Abdul Gafoor (UST), Mr. Jayaraman C. (Equinnox), and Mr. Padmanabhan T. M. (Federal Bank), moderated by Mr. Sooraj Abraham (NGO Planet Earth). The conference hosted parallel technical sessions across multiple tracks and received 70 registrations, fostering meaningful academic and industry engagement.



STUDENT PARTICIPATIONS

FBS Participates in 42nd KMA Annual Management Convention 2025

FISAT Business School proudly participated in the prestigious 42nd Annual Management Convention organized by the Kerala Management Association (KMA) on January 16-17, 2025. The theme, "Innovate to Elevate," highlighted the critical role of innovation in leadership and business transformation. The event provided valuable insights from globally renowned speakers and featured engaging panel discussions, fostering inspiration and knowledge exchange. It was an enriching experience to connect with industry leaders and academic peers, enhancing our perspective on modern management practices.



FBS Participates in KMA Leader Insight Lecture on Global Health Challenges

On January 24, 2025, FISAT Business School participated in the 35th Leader Insight lecture series organized by the Kerala Management Association (KMA), featuring Dr. Soumya Swaminathan, Chief Scientist at WHO. She discussed the impact of climate change on global health, the need for a holistic healthcare approach, and the dangers of antibiotic overuse.

Dr. Swaminathan also addressed the COVID-19 pandemic, emphasizing data-driven policies, research investment, and health literacy. The event concluded with a

vote of thanks by Mr. Anil Joseph, highlighting the discussion's significance in tackling global health challenges.



Students Attend 26th Malayala Manorama Budget Lecture 2025

Students of FISAT Business School, accompanied by faculty, attended the 26th Malayala Manorama Budget Lecture by Dr. Rajiv Kumar, Noted economist and former NITI Aayog Vice Chairman, on February 5, 2025. He analyzed India's fiscal policies, revenue sources, major expenditures, and fiscal deficit management, emphasizing infrastructure, social welfare, and economic stability.

Dr. Kumar discussed GDP trends, investment flows, and employment challenges in Kerala, stressing the need for industrial expansion and entrepreneurship. He highlighted policy reforms, digital transformation, and innovation as key to sustainable growth and long-term financial resilience.



FDP ATTENDED BY FBS FACULTY

Faculty Development at IIMA: Dr. Sindhu George Participates in Premier Programme

Dr. Sindhu George, Associate Professor, recently participated in the prestigious Faculty Development Programme (FDP) at the Indian Institute of Management Ahmedabad (IIMA), held from April 08 to May 22, 2025. This intensive, residential

programme is designed to enhance the pedagogical and research capabilities of faculty members from management institutions across the country. She engaged in curriculum planning exercises, academic administration discussions, and case development initiatives.



INDUSTRIAL VISITS

International IV – Malaysia

The MBA Batch of 2023-2025 participated in a week-long Global Immersion Program from February 22 to February 26, 2025, in Malaysia. As part of the program, students attended a management seminar on Digital Marketing at the Faculty of Business and Management, Universiti Teknologi MARA (UiTM). They also visited the renowned Royal Selangor Pewter Factory, gaining insights into Malaysia's craftsmanship and heritage.

Beyond academics, students had the opportunity to experience Malaysia's rich cultural heritage, visiting iconic landmarks such as the Petronas Twin Towers, KL Tower, and Batu Caves. This immersive experience provided students with valuable global exposure, blending academic learning with cultural exploration.



National IV – Munnar – Kodaikanal

The industrial visit to Munnar, Marayur, and Kodaikanal, organized by the MBA Department from February 23-25, 2025, provided MBA S2 students with valuable insights into plantation industries, local production techniques, and ecological conservation. Key visits included Kannan Devan Hills Plantation Company in Munnar, where students learned about the tea manufacturing process, sustainable farming, and exports, followed by an interactive session with plantation workers and a tea-tasting experience. The visit was accompanied by faculty members Ms. Amala Mary, Asst. Professor, MBA, Mr. Vishnu Prasad G Nair, Dept of CSE and Ms. Suja George, Library.

The visit also included visit to Jaggery farm, Marayur, Sandalwood Forest and adventurous activities like jeep trekking through Munnar's rugged terrains and sightseeing in Kodaikanal, covering iconic locations such as Pine Forest, Guna Cave, Pillar Rock, and Moir Point.



FISAT Business School Students Gain Industrial Insights at KAMCO

Students of the S1 MBA Batch (2025-27) of FISAT Business School visited the Kerala Agro Machinery Corporation Ltd. (KAMCO), Athani unit, Angamaly, on 30 July 2025 as part of an industrial exposure programme. The visit provided students with practical insights into industrial operations and manufacturing processes through an orientation and guided plant tour. Students gained firsthand understanding of agro-machinery production, quality control, inventory

management, and workplace safety practices, effectively bridging classroom learning with real-world industrial applications.



CELEBRATIONS AT FBS

ALVIDA 2025 – Farewell to MBA Batch 2023–25

ALVIDA 2025 was a warm and memorable farewell to the MBA Batch 2023–25, organised by their juniors on 26 March 2025. The event celebrated shared memories, achievements, and friendships through cultural performances and heartfelt moments, as the graduating batch was wished success in their future endeavours. The programme fostered a spirit of gratitude and togetherness, strengthened the bond between the batches, and concluded on a joyful note, leaving behind lasting memories for everyone present.



FISAT Business School Celebrates World Environment Day with Green Initiative – June 5, 2025

In recognition of World Environment Day 2025, FISAT Business School received a meaningful green gesture from Gokulam Tata EV. Mr. Subramaniam V (Marketing Manager) and Mr. Akhil Raju (Digital Marketing Manager) presented a symbolic green token to Shri Shimith P.R., Chairman of FISAT Governing Body, demonstrating their shared commitment towards environmental sustainability. This

thoughtful initiative underscores the collaborative effort between industry partners and educational institutions in promoting eco-conscious practices and building a sustainable future.



Freshers' Day Celebration

Freshers' Day for the junior batch was held on 14th August 2025 with great enthusiasm. The program included fun activities, games, and cultural performances such as group dances by juniors and seniors.

The event was attended by the Director, Dr. Elizabeth George, faculty coordinators of both senior and junior batches, and other faculty members. Everyone enjoyed the celebration, which helped create a friendly and welcoming atmosphere for the new students.



ACHIEVEMENTS

Student's Achievements

1. Ms. Hanna Byju (MBA Batch 2023–25) received the Best Paper Award at the Albertian Knowledge Summit, an International Conference held at St. Albert's College (Autonomous) in January 2025.
2. Mr. Suraj Menon (MBA Batch 2023–25) received the Best Paper Award for the paper titled "An Analysis of the Relationship Between Exchange Rates and Capital Inflows" at an International Conference held at St. Albert's College (Autonomous) in January 2025.
3. Mr. Joel Jose John, Mr. Abhishek N K,

Mr. Ashish Joji, and Mr. Pyari S Lal, students of MBA Batch 2023–25, secured the second prize in 'Prathaksha', the Product Revitalisation Competition, held at Nirmala Institutions, Chalakudy, on March 6, 2025. The competition was part of Laksh 2025, a National Level Intercollegiate Fest, where participants showcased their skills in product innovation and revitalization.



4. Ms. Rose Mariya Paul, Mr. Prathyush Prabhakar, Mr. Johns Nelson, and Ms. Sharafiyah Kareem, students of the MBA Batch 2023–25, secured the first prize in Hominum (HR Game) at Evoque 2025, a National Level Management Fest held on March 18 and 19, 2025, at the Department of Business Administration and Management, Kerala University of Fisheries and Ocean Studies, Panangad, Kochi.



5. Mr. Nesil Salam and Ms. Hiba Shaji, students of MBA Batch 2023–25, were declared winners of MAGNUS OPUS (Reel Making Competition) of EVOQUE 2025, the National Level Management Fest held on 18th and 19th March, 2025 at the Department of Business Administration and Management, Kerala University of Fisheries and Ocean Studies, Panangad, Kochi.
6. Sharon Geevarghese Santhosh, Sneha S Pandala, Roshni Teresa Moncy, Sona Babu, Anjali Baiju, Devika S, Ritunanda R Nair, Dona Mariya John, and Sreejith P (MBA Batch 2025–27) served as judges at EXPO 2025, a Science, Social Science, and Mathematics exhibition held at Viswajyothi CMI Public School on 16 September 2025, where they evaluated exhibits, interacted with young learners, and encouraged creativity and critical thinking.



7. Ms. Mary Arakna Alex (MBA Batch 2024–26), FISAT Business School, secured Third Prize in the Energy Wars Ideathon, conducted by the IEEE FISAT Student Branch.



8. Ms. Roshni Theresa Moncy, Mr. Febit Biju, Mr. Nijo Poulose, and Mr. Sreejith P (MBA Batch 2025–27) secured First Prize in the HR Game at Luminance 2K25, conducted by DCSMAT Vagamon on 10th and 11th October 2025.
9. Mr. Franklin Sunil and Mr. Ahamed Sahal (MBA Batch 2025–27) were members of the FISAT Men's Football Team, which won the KTU D Zone Football Tournament 2025.
10. Mr. Jestin Varghese (MBA Batch 2025–27) was a member of the FISAT Men's Basketball Team, which secured the First Runner-Up position in the KTU D Zone Basketball Tournament 2025.
11. S1 MBA students of FISAT Business School - Sreejith P., Febit Biju, Nijo Poulose, and Roshni Theresa Moncy - won the First Prize in the HR Game at Luminance '25, the - Management Fest organized by DCSMAT, Vagamon on Oct 10, 2025.



12. A team of S3 MBA students—Althaf Haleel, Devakrishnan, Nandu Krishna, and Athul Pradeep—secured the Second Prize in Cryptor, the finance game event at De Novo 2K25, showcasing strong analytical and financial acumen.



13. Angeleena Saju (S3 MBA) has been selected to represent the KTU Women's Kabaddi Team at the South Zone Inter-University Kabaddi Championship, bringing pride and honour to FISAT.



Faculty achievements

1. Dr. Elizabeth George, Director of FISAT Business School, was a panel member for the review of Staff Norms of Kerala State Financial Enterprise (KSFE) on September 12, 2025.
2. Dr. Sreenish S. R., Assistant Professor at FISAT Business School, was honored with the Best Research Paper Award for his paper titled 'An Analysis of the Relationship Between Exchange Rates and Capital Inflows' at the Albertian Management International Conference, held at St. Albert's College (Autonomous) on 30th and 31st January 2025.

3. Dr. Anoo Anna Anthony, Professor, FISAT Business School, chaired the Marketing session during the 7th Social Sciences Research Colloquium, held at SCMS Cochin on 17–18 January 2025.
4. Mr. Praveen V, Assistant Professor at FBS, was certified by Google and Coursera for completing the 'Google AI Essentials' specialization, which includes five courses, on July 19, 2025.
5. Dr. Anoo Anna Anthony, Professor, FISAT Business School, served as a Resource Person for an online session on "Career Guidance" for IGNOU international learners under the E-Vidya Bharati Programme of the Nodal Regional Centre, Vadakara, for PGDM programmes, conducted as part of the E-Vidya Bharati Project of the Government of India.
6. Dr. Sreenish S. R, Assistant Professor, FISAT Business School, was invited as a resource person for a seminar on "Stock Marketing and Investment Decisions" organized by Nirmala College of Arts and Science on 25th September 2025.
7. Dr. Anoo Anna Anthony, Professor, FISAT Business School, served as a Reviewer for the Society and Management Review, published by IIM Kozhikode in collaboration with SAGE Publications.
8. Praveen V was awarded the College SPOC Certificate for exceptional contribution to the Smart India Hackathon 2025 Grand Finale, conducted in December 2025 under the Ministry of Education, Government of India.
9. Dr. Anoo Anna Anthony, Professor, FBS conducted a three-day SPSS workshop at the Santhigiri Institute of Management from July 10–12, 2025.
10. Dr. Sreenish S R, Assistant Professor, FISAT Business School, is privileged to be invited by Holy Grace Academy of Management Studies to serve as a jury member for the Finance Game at Legado 2025, the annual management fest held as part of the five-day mega campus festival Holy Fair Fiesta, on 4 December 2025 at the Holy Grace Campus, Mala, Kerala.

Research presentations & publications

- Dr. Sreenish S R and Ms. Amrutha Sajeev have successfully published a research article titled "Analysing Recent IPOs in India: Are They Justified by the Wealth They Generate for Investors?" in the International Journal of Research in Commerce and Management Studies (IJRCMS) (ISSN: 2582-2292), a peer-reviewed journal.
- Dr. Jose Varghese, Professor, FISAT Business School, participated in and presented a paper titled "Influencing Taste: How Food Influencers Shape Consumers' Desire to Purchase Food Products" at the National Conference on Navigating Change: Strategies for Success in Today's Dynamic World, organized by Bharata Mata College, Thrikkakara, Kerala, on 30 January 2025.
- Dr. Anoo Anna Anthony, Professor, FISAT Business School, presented a paper titled "Achieving Sustainability through Green Supply Chain Practices in Organisations: A Case Study of CIAL, Kerala" at the National Conference on Navigating Change: Strategies for Success in Today's Dynamic World, organized by Bharata Mata Institute of Management, Thrikkakara, on 30 January 2025.
- Dr. Jose Varghese, Professor, FISAT Business School, participated in and presented a paper titled "Examining the Role of Brand Strength and Retailer Satisfaction in Driving Sustainable Retailer Commitment: Insights from Amul" at the International Conference on Multidisciplinary Research, organized by St. Albert's College (Autonomous), Ernakulam, on 30-31 January 2025.
- Dr. Biji U Nair, Assistant Professor, FISAT Business School, presented a paper titled "Factors Influencing Pet Owners' Purchase Intention for Pet Insurance" at the National Conference on Navigating Challenge: Strategies for Success in Today's Dynamic World, organized by Bharata Mata Institute of Management, Thrikkakara, on 30 January 2025.
- Dr. Anoo Anna Anthony, Professor, FISAT Business School, presented a

paper titled "Role of Social Media Influencer Credibility in Shaping Users' Self-Esteem in Green Beauty and Wellness Products" at the Albertian Knowledge Summit – An International Conference on Multidisciplinary Research, organized by the Department of Management, on 30 January 2025.

- Dr. Biji U Nair, Assistant Professor, FISAT Business School, received the Best Paper Award for the paper titled "Unveiling the Influence of Perfume Colour: How It Shapes Fragrance and Emotion Perception Among Consumers", presented at Albertian Knowledge Summit 2025, organized by St. Albert's College, Ernakulam, on 31 January 2025.
- Dr. Biji U Nair, Assistant Professor, FISAT Business School, presented a paper titled "A Study on Men's Intentions to Purchase Cosmetics" at the International Conference on The Shifting Locus of Business Dynamism for Resilience and Sustainability, organized by Aadarsh Institute of Management, Bangalore, on 24 January 2025.
- Dr. Anoo Anna Anthony, Professor, FISAT Business School, presented a paper titled "A Study on Lean Warehouse Efficiency through Automation with Reference to Retail Operations" at the TIM 8th Research Conference on Disruptive Practices in Business and Management: Integrating Industry 5.0 on 25 February 2025.
- Dr. Anoo Anna Anthony, Professor, FISAT Business School, presented a paper titled "Do I Really Care? Sustainable Transport Adoption Behaviour and Its Antecedents: A Developing Country Perspective" at the 6th Rajagiri Management Conference on Innovate and Adapt: Building Business Resilience in a Dynamic World, jointly organized by Rajagiri Business School and Rajagiri College of Social Sciences (Autonomous) in association with the University of Maribor, Slovenia, on 14-15 February 2025.
- Dr. Jose Varghese, Professor, FISAT Business School, participated in and

presented a paper titled "Harnessing Social Media through Influencer Marketing to Boost Customer Brand Engagement" at the 8th Research Conference on Disruptive Practices in Business and Management: Integrating Industry 5.0, organized by TKM Institute of Management, Kollam, on 25 February 2025.

- Dr. Jose Varghese, Professor, FISAT Business School, participated in and presented a paper titled "Fostering Sustainable Work Environments: The Influence of Emotional Intelligence and Locus of Control on Job Satisfaction in the IT Sector" at the International Conference on Business, Technology and Sustainability: Planet, People and Profit, organized by SCMS Noida, SIBM Hyderabad, and the University of York, on 30-31 January 2025.
- Dr. Anoo Anna Anthony, a Professor at FBS, published a full paper in the Conference Proceedings Publication of the International Operations Management Conference on Reengineering Business Ecosystems: Synergies and Innovations in Operations and Beyond (ISBN: 9789383302772) in August 2025.
- Dr. Anoo Anna Anthony, a Professor at FBS, published a paper titled "Study On Lean Warehouse Efficiency By Implementing Automation With Reference To Retail Operations" in the TKM International Journal for Research in Management (ISSN: 2455-684X) on Feb 25, 2025.
- Dr. Sindhu George has successfully published a research article titled "Sustainability as a Competitive Advantage: Branding and Marketing Green Hospitality" in the Ushus Journal of Business Management, Vol. 24, No. 2 (April-June 2025).
- Dr. Anoo Anna Anthony, a Professor at FBS, presented a paper titled "Airport Operations and Sustainability in Operation: Evaluating the Experiences of CIAL (Cochin International Airport Ltd), Kochi in Sustainable Practices and the Road Ahead" at the International Conference on Reengineering Business Ecosystems: Synergies and Innovations in Operations and Beyond (SIOB 2025) on August 18, 2025.

- Dr. Anoo Anna Anthony has been awarded the Best Paper Award for her paper titled "Sustainable Marketing in Practice: The Influence of Green Marketing Awareness on Purchase Intention of Green Personal Care Products: Evidence from Kerala" at the Questa International Conference, organized by the Santhigiri Institute of Management on Oct 29, 2025.
- Dr. Sreenish S. R., Assistant Professor, FISAT Business School along with Ms. Rose Jenson (Student, Semester 3, MBA) presented and published a research paper titled "Nifty 50 Portfolio Optimization using the Single Index Model" at QUESTA 2K25 - International Conference, organized by Santhigiri Institute of Management, Thodupuzha, on 29 October 2025. The study applied the Single Index Model to optimize Nifty 50 portfolios, analyzing risk-return trade-offs and diversification benefits. The paper was published in the conference proceedings with ISBN: 978-81-991605-0-7.

Placement Overview

107+ Offers

Highest Salary: 16.42 Lakhs

Average salary: 6.43 Lakhs



Outstanding Achievements – 2025

Nine FISAT Business School Students Secure International Placements in Dubai

Nine students of FISAT Business School made 2025 truly remarkable by securing prestigious international placements with A&A Associates, Dubai, marking a proud global milestone for the institution.



Heartfelt congratulations to the students on this remarkable achievement, bringing global recognition and pride to FISAT Business School.

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