



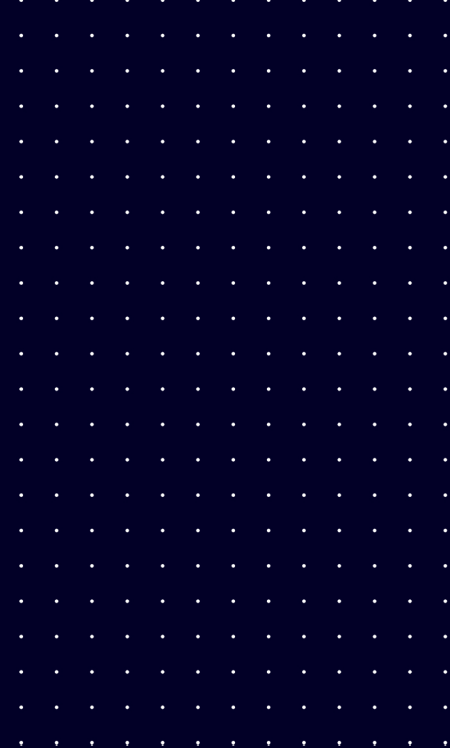
ST ALOYSIUS
(DEEMED TO BE UNIVERSITY)
MANGALURU 575 003 - INDIA

Quest 2025

Official Newsletter Of School Of Business And Management



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Editorial Team



Editorial



The editorial team proudly presents QUEST 2025, the annual newsletter documenting the School of Business and Management's accomplishments during the 2024-25 academic year. This edition highlights a period of significant progress, beginning with the seamless integration of our new student cohort, facilitated by targeted initiatives designed to foster a strong sense of belonging. Our graduating students demonstrated exceptional leadership, ensuring the continuity and advancement of our vibrant student activities. The year's centerpiece, the management fest, showcased the students' dedication and professional caliber, providing a platform for both skill demonstration and knowledge acquisition. Under the mentorship of our esteemed faculty, students achieved notable awards and recognitions, reflecting the School's commitment to delivering high-quality education. QUEST 2025 encapsulates the defining moments of this productive year, underscoring the collaborative spirit and dedication that drives our academic community.

Team

Austin Lawrence
2nd BBA B

Bernadette
2nd BBA B

Jainish
2nd BBA B

Julia
2nd BBA B

Rylan
2nd BBA B

Tejas
3rd BBA B

Mr. Kishore B N
Teaching Staff Assistant

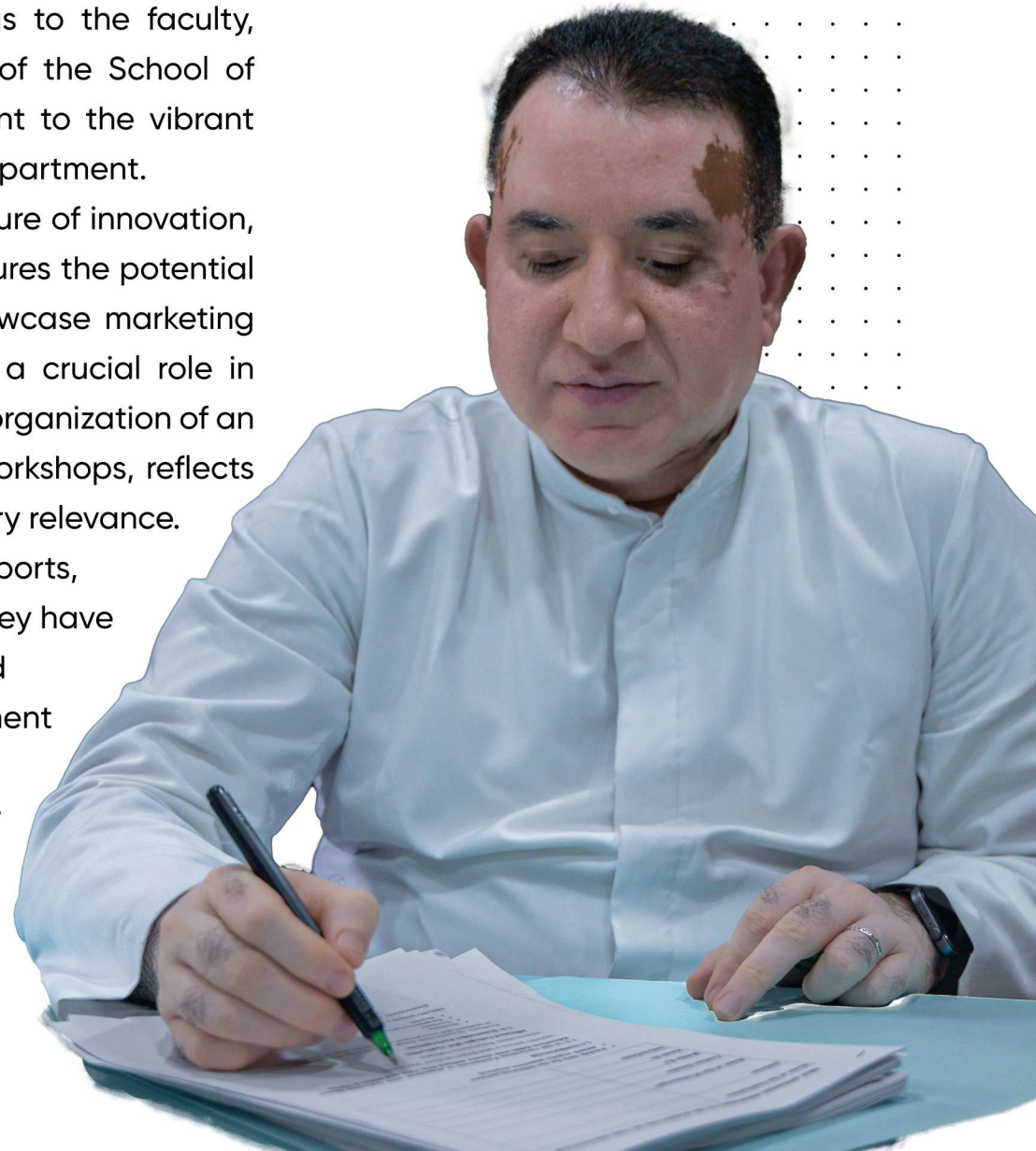
VICE CHANCELLOR'S MESSAGE

It gives me immense pleasure to extend my warm greetings to the faculty, students, and contributors of QUEST, the annual magazine of the School of Business Management. This publication serves as a testament to the vibrant academic and extracurricular engagements that define the department.

The School of Business Management continues to foster a culture of innovation, leadership, and excellence. Events like UNDERDOG, which nurtures the potential of first-year BBA students, BRANDONANIA, a platform to showcase marketing acumen, and SPINOUT, the PUC-level fest, have all played a crucial role in enhancing student skills beyond the classroom. The successful organization of an international seminar, along with numerous guest talks and workshops, reflects the department's commitment to academic growth and industry relevance.

I commend our students for their remarkable achievements in sports, research paper presentations, and inter-college fests, where they have excelled and brought laurels to the institution. The recently held Alumni Meet, with the participation of 22 graduates, is a testament to the strong bonds that our institution continues to foster.

I congratulate the editorial team and the entire department for their dedication in bringing out this edition of QUEST. May this magazine continue to be a source of inspiration, knowledge, and a chronicle of excellence.



DIRECTOR'S MESSAGE



As we reflect on the past academic year, I am delighted to share the remarkable achievements and initiatives undertaken by the BBA department. This year has been a testament to our commitment to holistic development, blending academic excellence with extracurricular engagement to prepare our students for the dynamic world of management.

The department has successfully organized a plethora of activities, both academic and extracurricular, aimed at nurturing the managerial and organizational skills of our students. Events like Underdog and Brandomania provided a platform for interclass competitions, where students actively participated and showcased their strategic thinking and leadership abilities.

Additionally, our intercollegiate fest, SpinOut, offered PU students a unique opportunity to hone their organizational skills and gain practical insights into event management.

To further enrich the learning experience, the department hosted international seminars, conferences, and a series of lectures by industry experts. These initiatives not only broadened the horizons of our students but also kept them abreast of the latest trends and practices in the business world. The week-long Faculty Development Program (FDP) under the ATAL scheme was another milestone, benefiting both staff and students by enhancing their knowledge and teaching methodologies.

DEAN'S MESSAGE

As we navigate the ever-changing landscape of business, I am reminded of the unique opportunity we have at the Department of BBA, School of Business and Management, St Aloysius (Deemed to be University) to shape the future of tomorrow's business leaders. The challenges we face today—such as rapid technological advancements and shifts in the global economy—demand creativity, adaptability, and an unwavering commitment to lifelong learning. I'm proud to say that these qualities are at the heart of our BBA Department's efforts. This year, we've witnessed exceptional accomplishments across the board. Our students are not only excelling academically but also securing excellent internships and job placements. Our faculty continue to expand the frontiers of knowledge, producing innovative research and offering invaluable guidance to our students.

We are deeply appreciative of the ongoing support from our alumni, whose dedication continues to inspire and enrich our institution. We're excited to see how our growing partnerships with members of the industry and alumni will further amplify the impact of our business school.

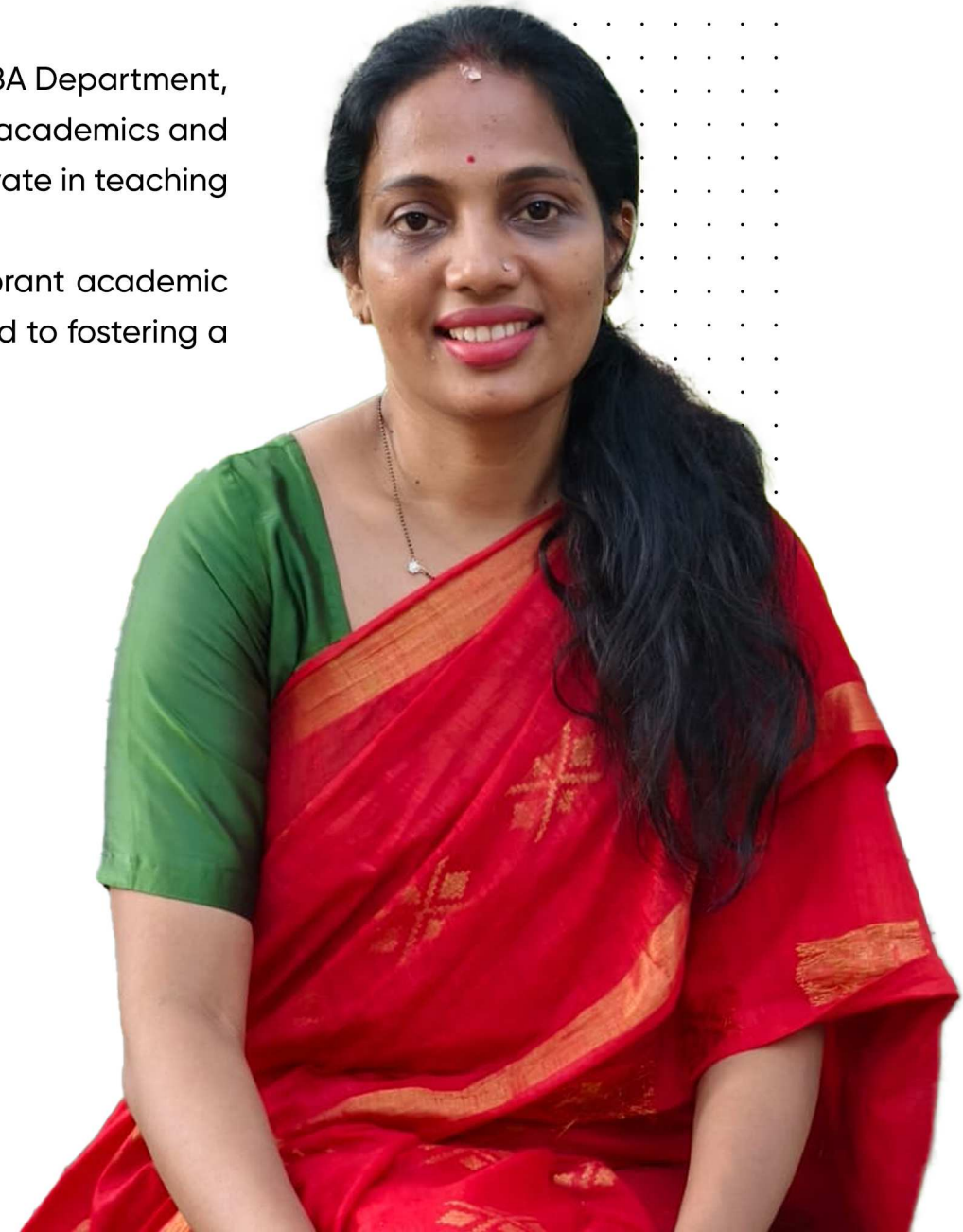


ASSOCIATE DEAN'S MESSAGE

As we reflect on another year of growth and achievement in our BBA Department, I am filled with pride and gratitude. Our students have excelled in academics and extracurricular activities, while our faculty have continued to innovate in teaching and research.

I would like to thank each of you for your contributions to our vibrant academic community. As we look forward to the future, we remain committed to fostering a culture of innovation, inclusivity, and excellence.

Together, let us continue to inspire and empower each other to achieve greater heights.



HOD'S MESSAGE



As we continue on our journey of academic excellence and innovative ideas, I am delighted to present this year's edition of our School Newsletter. The School of Business and Management has been a hub of intellectual growth and practical learning, fostering an environment where students can thrive as future leaders and innovators. This edition showcases the remarkable journey we've undertaken together, highlighting our commitment to providing holistic education that goes beyond classroom learning.

This year the school has organized several innovative events that provided valuable platforms for our students to showcase their talents and develop critical professional skills. Events like "Underdog," and "Brando mania," exemplified our dedication to experiential learning, challenging our students to apply theoretical concepts to real-world scenarios.

"Underdog" a brainstorming event for first years empowered students to embrace challenges and transform obstacles into opportunities, while "Brando mania" honed their marketing acumen through creative brand strategy competitions. "Spinout" an intercollegiate fest for PU students, further enhanced their analytical thinking, organisational and Managerial skill and problem-solving abilities.



Faculty Achievements

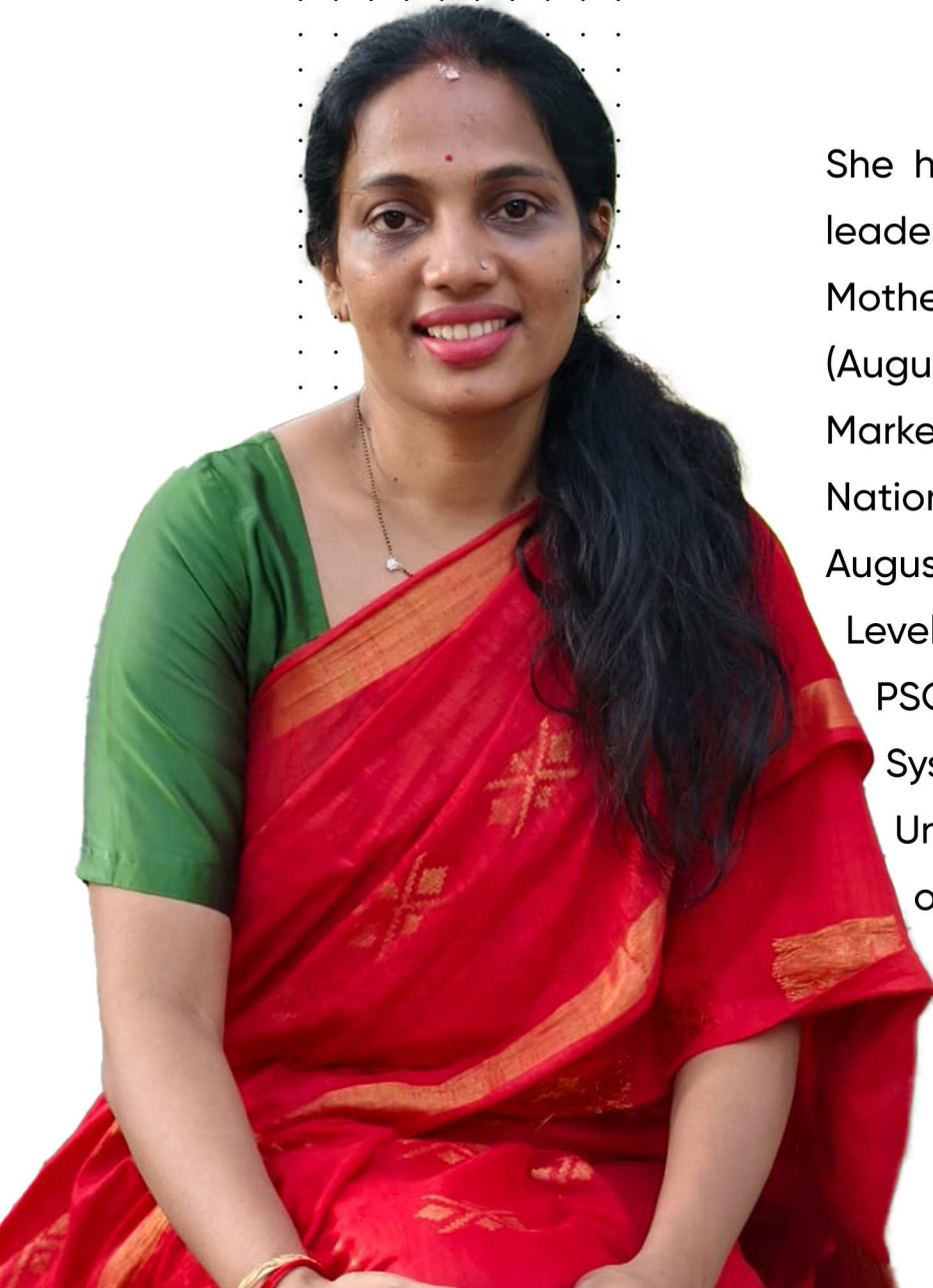


Ms. Claret Vinaya Pereira

Assistant Professor Stage III

She published Exploring the Role of Hedonic Motivation in Customer Satisfaction with Online Food Delivery: An AHP Perspective in the Journal of Informatics Education and Research (2024) and The Impact of Investor Behaviour on Investment Decision-Making in the Capital Market in METZET (December 2024). She attended the National Level FDP on Unlocking Insights: Advanced Research Methodology and Data Analysis (PSGR Krishnammal College for Women, January 2025) and the International FDP on Empowering Educators for Excellence (Don Bosco College, Bengaluru & St. John's University, USA, January 2025). She has also contributed to the Business Environment textbook for BBA students and serves as a Board of Studies member at Alva's College, alongside her role as Criterion Head for AQAR Criteria 1: Curriculum Design and Development.





Dr. Mamatha

Associate Professor and Associate Dean

She has made significant contributions to research and academic leadership. Her study Stress Management Strategies of Working Mothers in Mangaluru City was published in CAHIERS MAGELLANES-NS (August 2024). She presented her research on The Impact of Digital Marketing on Impulsive Buying Behavior Among Generation Z at the National Conference on Reconnect and Reimage (Srinivas University, August 2024). She attended multiple FDPs, including the National Level FDP on Advanced Research Methodology and Data Analysis (PSGR Krishnammal College for Women, January 2025) and Systematic Literature Review Training (St. Aloysius Deemed to be University, January 2025). In addition to serving as a research guide or five PhD scholars, she was also a judge for the National Level IT Management Fest at St. Agnes Autonomous College (October 4).

Dr. Arati Shanbhag

Associate Professor – I

She published "Optimization of ChatGPT in Academia: A Conceptual Framework" in CAHIERS MAGELLANES-NS (2024) and presented the same at the Two-Day International Conference at Mangalore University (June 2024). She completed a Short-Term Course on Research Methodology for Social Science Teachers (Malaviya Mission Teacher Training Centre, June 2024) and earned a Certificate in Insurance and Risk Management from the University of Olivet, Michigan (2024). She serves as an External Member for the Academic and Administrative Audit at NSAM First Grade College, Nitte, and is actively involved in Doctoral Committees, the Internship Cell, and Examination Reforms at St. Aloysius Deemed to be University.



Mr. Chethan Shettigar

Assistant Professor and Dean of the School of Vocational Studies

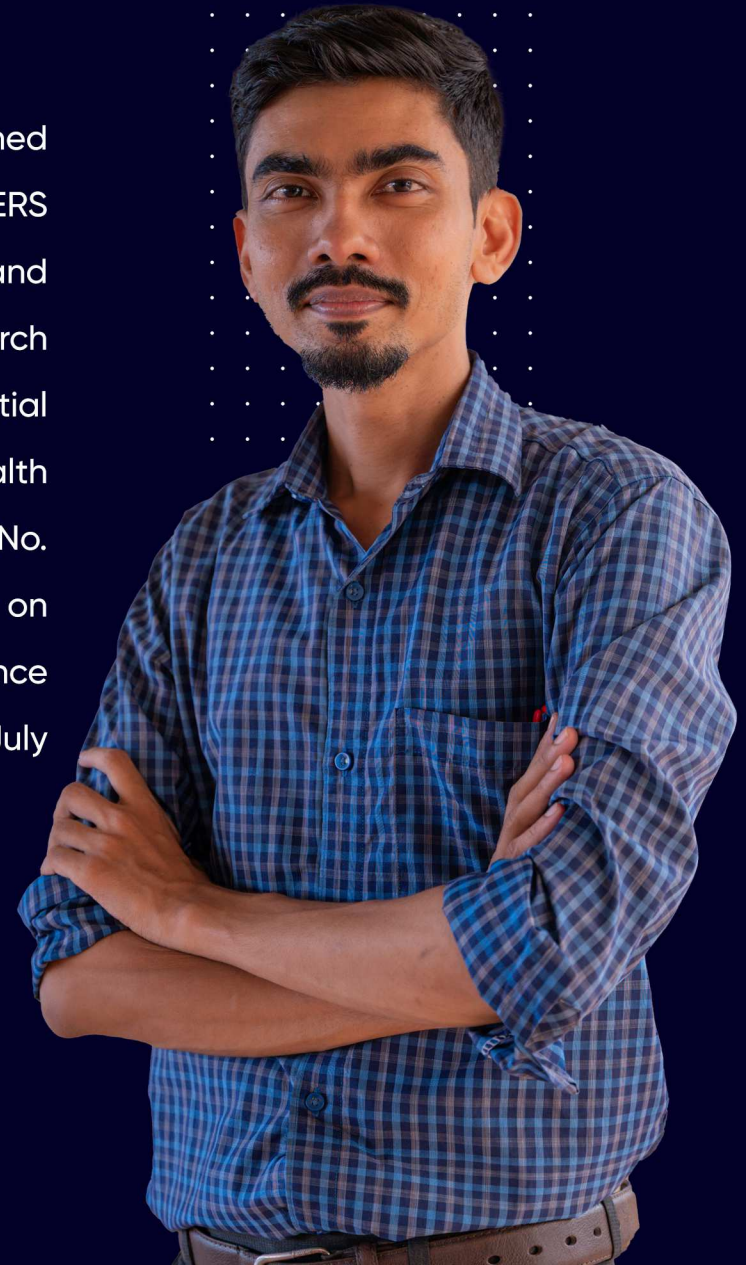


He has focused on academic research and vocational training. He attended the One-Week FDP on Contemporary Trends in Commerce and Management Teaching and Research (CHIRD, April 2024) and the Seven-Day National Level Virtual Workshop on Quantitative Analysis for Research using SPSS (Kristu Jayanti College, November 2024). He was the Convenor for the International Conference on Insurance and Risk Management (St. Aloysius Deemed to be University, December 2024) and serves as a BOE Member for B.Voc Retail and Supply Chain Management at SDM College of Vocational Studies, Ujire (October 2024).

Mr. Sonal Steevan Lobo

Associate Professor

He has made contributions to research and campus leadership. He published "Optimization of ChatGPT in Academia: A Conceptual Framework" in CAHIERS MAGELLANES-NS (2024) and "An Empirical Analysis of Higher Education and Economic Growth in India" in the Journal of Informatics Education and Research (2024). He also Published a research paper titled 'Health Education is an essential part of Human Development: An Intervention Study In Promoting Mental Health and Well-being among Adolescents' in CAHIERS MAGELLANES-NS. ISSN No. 1624-1940, on July 2024. He presented "Evaluating Financial Practices: A Study on Saving and Investment Behaviors in Mangalore City" at the National Conference on Emerging Trends in Banking, Finance, and Insurance (SDM College, Ujire, July 2024) and "Influence of Parenting styles on Internet gaming disorder in adolescents: The Mediating Role of Psychological Needs" in the One Day National Conference on Prioritizing mental health and well-being: A Key to Enhance Productivity" (SDM PG Centre for Management Studies & Research, Mangalore, 8 August 2024)





Ms. Vinola Sandra Sequeira

Assistant Professor in Economics

She presented Women and Child Healthcare Services at Manegma-2024: National Conference on Reconnect and Reimage (Srinivas University, August 2024). She co-authored the textbook "Financial Education and Investment Awareness" and serves as Coordinator for the Online Certificate Course on Foreign Exchange Management. She was the resource person for a talk on "Time Management and Team Building"

Mr. Manoj Dyson Fernandes

Assistant Professor-II

He has contributed to research in service efficiency and faculty training. His paper "Evaluating Online Food Delivery Services – Cost Efficiency Through AHP-TOPSIS" was published in Library Progress International (ISSN 2320-317X). He also served as a Resource Person for Loyola College, Manvi, delivering a session on 'Redefining Myself as a Teacher' on January 21, 2025.





Ms. Ashitha Jane Pinto

Assistant Professor

She has engaged in research and advanced faculty training. She is currently conducting a minor research project titled "A Study on Sustainable Finance Practices: A Case Study of Selected Commercial Banks in Mangaluru," sponsored by MJES. She attended the Seven-Day National Level Virtual FDP on Contemporary Trends in Commerce and Management Teaching and Research (CHIRD, April 2024) and the Seven-Day National Level Virtual Workshop on Quantitative Analysis for Research using SPSS (Kristu Jayanti College, November 2024). Additionally, she participated in Research Methodology 3.0: A Six-Day FDP on Structural Equation Modelling (SEM) (Lloyd Business School, November 2024) and the Workshop on Mastering Systematic Literature Review (Aloysius Institute of Management and Information Technology, November 2024). She has also completed a certificate course on "How to Write a Successful Research Paper" (Udemy).

Ms. Preema Victorin Tauro

Assistant Professor

She has actively contributed to research, faculty training, and academic development. She presented "Mapping Cultural Diversity Among Students Pursuing Humanities" at EFWATSET (Kristu Jayanti College, Bengaluru, September 2024) and "Embracing Digital Transformation in Higher Education Institutions: A Receptive Strategy at the International Conference on Recent Trends" in Science, Technology, and Management (ICRTSTM 2024) (Bharati Vidyapeeth's College of Engineering for Women, Pune & RSP Conference Hub, Coimbatore, June 2024). She published "Optimization of ChatGPT in Academia – A Conceptual Framework" in CAHIERS MAGELLANES-NS (ISSN: 1624-1940, Vol. 6 No. 2, 2024, Web of Science). She attended various faculty training programs, including the One-Month Online Faculty Induction Programme (Guru Dakshita) (Hansraj College, University of Delhi, December 2024 - January 2025), AICTE Training and Learning (ATAL) Academy FDP on Business Research Methods in the Digital Era (Pondicherry University, December 2024), and the NEP 2020 Orientation & Sensitization Programme (UGC, September 2024).





Ms. Binni Chan

Assistant Professor

She has contributed to the field of research mainly in the areas such as rural education, inclusion, community engagement, digital marketing and finance.

She published "Remarketing, Retargeting, Repurposing: Future of Digital Marketing" and "The Evolution of Teaching: Past, Present and Future", in the

IIM Kozhikode Conference (January 2025), presented Impact of Female Students' Financial Literacy Towards Their Financial Behavior in Mangaluru City at Manegma-2024 (Srinivas University, August 2024) and also she has

presented her research paper titled "community based edtech solutions for gender inequality in rural education". she has also mentored students on

research papers, few of which have ISBN and ISSN. She successfully

completed a minor research project on the "Performance Prism of Undergraduate Students" (MJES, January 2025).At present she is pursuing

her PhD from Manipal Academy of Higher Education (MAHE) in the department of Commerce (DOC).

Ms. Ann Varghese

Assistant Professor – Stage 1

Ms. Ann Varghese has been actively engaged in research, faculty training, and academic outreach. She presented "Artificial Intelligence in Teaching: Revolutionizing Education Amidst Key Challenges" at an International Conference (EFWATSET) organized by Kristu Jayanti College, Bengaluru (September 2024). She also presented "Navigating Uncertainty: The Influence of Human Resource Management Practices on Employee Productivity in the Hotel Industry Amidst Global Turbulence with Special Reference to Mangalore" at a Two-Day International Conference at Jain University, Bangalore (April 2024). Her paper "The Evolution of Teaching: Past, Present, and Future" was published in the Twenty-Second AIMS International Conference on Management Proceedings (IIM Kozhikode, January 2025). She authored "Robotic Process Automation (RPA) in Financial Services: Applications and Challenges of Implementing RPA in Financial Services in India", published in the Journal of Technology (Volume 12, Issue 10, October 2024, Paper Id JOT-5923). Another key study, "An Integrative Review of Human Resource Management Practices and Their Impact on Employee





Mr. Ayush G Kottary

Assistant Professor

He has conducted research on finance and investment behavior. He published "Factors Influencing the Investment Decisions in New Age Investment Products" at the Twenty Second AIMS International Conference on Management and "Influence of NBFC on Spending Behavior: Study with Reference to Digital Wallets" at the same conference. He also published a paper titled "Investigating the Relationship of Social Media on Investment Decisions of Young Adults in Mangaluru City of Karnataka", and "Challenges and Opportunities in Digital Marketing in the Post COVID-19 Pandemic Era", in the International Journal of Business Management and Research (Jan-June,2024).

He has also served as a peer reviewer for the Asian Journal of Economics, Business and Accounting (Web of Science Indexed Journal) and an international edited book Information Management and Technology", and reviewed a Manuscript titled "THE EFFECT OF EMOJI DIGITAL MARKETING USAGE AND DEMOGRAPHICAL FACTORS ON GENERATION Z'S PURCHASE INTENTION".

Ms. Sahana S

Assistant Professor

She presented "Artificial Intelligence in Teaching: Revolutionizing Education Amidst Key Challenges" at the International Conference on Exploring the Future of Work: Adapting to Technological, Social, and Economic Transformations (EFWATSET) (Kristu Jayanti College, Bengaluru, September 2024). She also presented "Remarketing, Retargeting, Repurposing: Future of Digital Marketing and The Evolution of Teaching: Past, Present, and Future" at the International Conference organized by AIMS at IIM Kozhikode (January 2025). These papers were later published. She attended multiple FDPs, including a Seven-Day Virtual FDP on Application of Artificial Intelligence in Academic and Research (Kristu Jayanti College, December 2024) and the Seven-Day National Level Virtual Faculty Development Programme on Contemporary Trends in Commerce and Management Teaching and Research (CHIRD, April 2024). Additionally, she serves as a BOS Member and was part of the 145th Annual Day Report Drafting Committee.





Ms. Sowmya T

Teaching Staff Assistant

She has been involved in research and faculty training. She presented "Artificial Intelligence in Teaching: Revolutionizing Education Amidst Key Challenges" at EFWATSET (Kristu Jayanti College, September 2024). Her paper "Remarketing, Retargeting, Repurposing: Future of Digital Marketing" was published at IIM Kozhikode Conference Proceedings (January 2025). She has also co-authored "The Evolution of Teaching: Past, Present, and Future", which was published with ISBN 978-1-943295-24-1. She attended a Seven-Day Virtual FDP on Application of Artificial Intelligence in Academics and Research (Kristu Jayanti College, December 2024) and a National Level Virtual FDP on Contemporary Trends in Commerce and Management Teaching and Research (CHIRD, April 2024). She is a BOS Member of the Department of Statistics and a BOE Member of the Department of Business Administration. Additionally, she served as a Resource Person for PRAGATHI Skill Development Program (St. Aloysius Deemed to be University, June 2024).

Fr. Vishwas Joy Misquith SJ

Assistant Professor

He has specialized in taxation and research methodologies. He successfully completed the Comprehensive GST Training Programme organized by the Kanara Chamber of Commerce and Industry, Mangalore (February–March 2024). He also attended the Seven-Day National Level Virtual FDP on Contemporary Trends in Commerce and Management Teaching and Research (CHIRD, April 2024) and the Seven-Day National Level Virtual Workshop on Quantitative Analysis for Research using SPSS (Kristu Jayanti College, November 2024).





Mr. Kishore B N

Teaching Staff Assistant

He presented "The Impact of Customer Relationship Management on Customer Retention and Customer Loyalty" and "The Impact of Organizational Justice on Organizational Citizenship Behavior and Organizational Commitment" at Manegma-2024 (Srinivas University, August 2024). He also presented "Factors Influencing the Investment Decisions in New Age Investment Products and Remarketing, Retargeting, Repurposing: Future of Digital Marketing" at IIM Kozhikode (January 2025). His research papers, including "Factors Influencing the Investment Decisions in New Age Investment Products" and "Remarketing, Retargeting, Repurposing: Future of Digital Marketing", were published in IIM Kozhikode Conference Proceedings. Additionally, his work "Evaluating Online Food Services: Cost Efficiency Through AHP and TOPSIS" was published in a Scopus Indexed Journal (ISSN 0970-1052/ISSN 2320-317X), and "Redefining Loyalty: External Influences on Marketing Relations" was published in ABDC Indexed Journal (ISSN: 1526-4726). He has been actively engaged as a Resource Person for Resume Building Sessions at St. Aloysius Deemed to be University and a Coordinator for ADL-2025. He is also an NSS Officer and a member of the Academic Advisory Committee at the School of Business and Management.

Ms. Tripti

Teaching Staff Assistant

She presented "The Impact of Customer Relationship Management on Customer Retention and Customer Loyalty" and "The Impact of Organizational Justice on Organizational Citizenship Behavior and Organizational Commitment" at Manegma-2024 (Srinivas University, August 2024). She also presented "Remarketing, Retargeting, Repurposing: Future of Digital Marketing" at IIM Kozhikode (January 2025). Her research paper "Remarketing, Retargeting, Repurposing: Future of Digital Marketing" was published in IIM Kozhikode Conference Proceedings. She attended the 30-Hour Intensive Training in Teaching Excellence FDP (St. Aloysius Deemed to be University, 2024) and participated in the Online National Webinar on the Indian Knowledge System (IQAC Malwanchal University, August 2024).





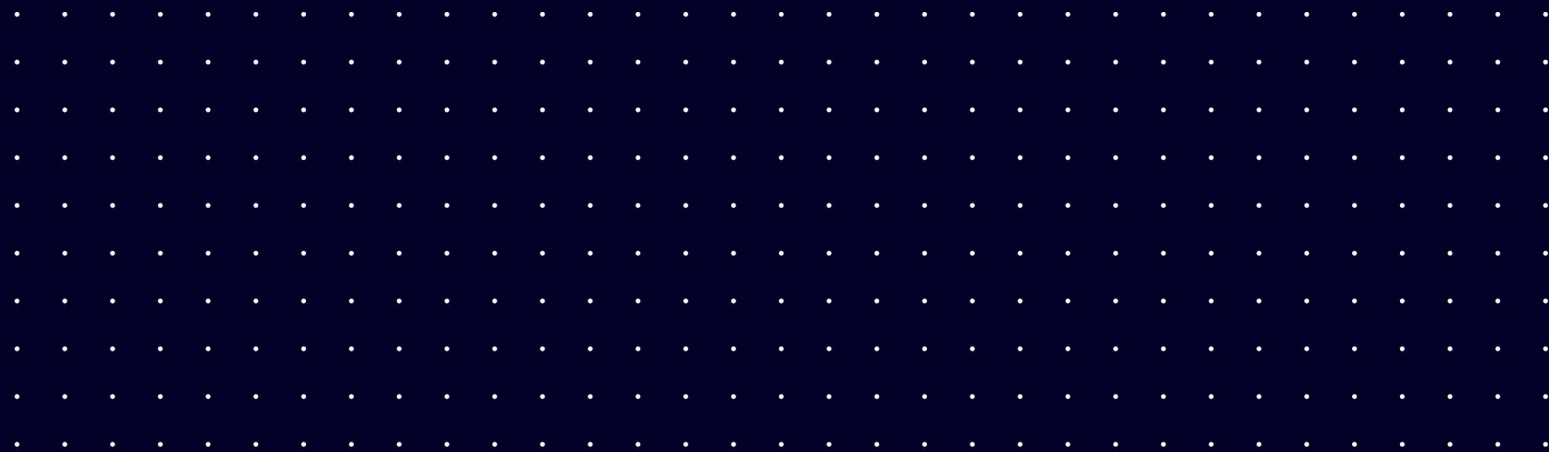
Ms. Nayanashree K

Assistant Professor (Part-Time)

She presented "The Evolution of Teaching: Past, Present, and Future" at IIM Kozhikode (January 2025), and the paper was published in the IIM Kozhikode Conference Proceedings. She also attended the National Webinar on The Indian Knowledge System (IKS) (MasterSoft & Malwanchal University, August 2024). In addition to research, she has co-authored the Textbooks Contemporary Marketing Management and Foundations of Macroeconomics.



Student Achievements



National level Intercollegiate Fest Advaita 2024

Department of Business Administration students have won in National level Intercollegiate fest Advaita 2024 hosted by PoornPrajna Institute of Management , Udupi . Congratulation to the following students



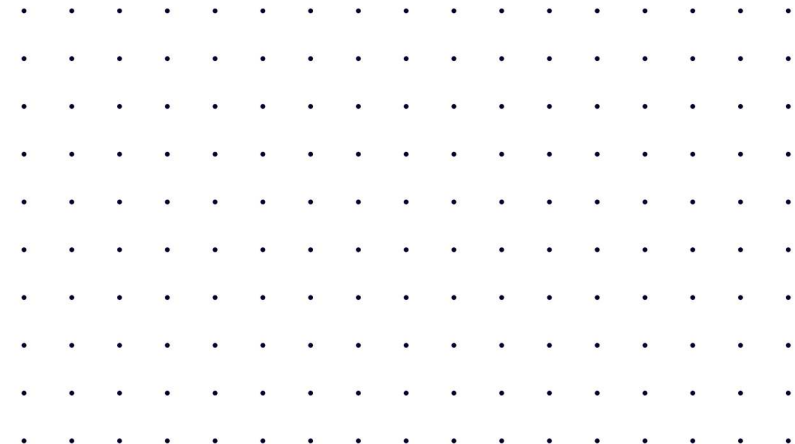
Best Manager (Winner)

Amit
I BBA B
24140247

Best Management Team (Winners)

Dayanshi Kanwar Rao	Sherwin Shaji
II BBA E	II BBA E
2345081	2345048

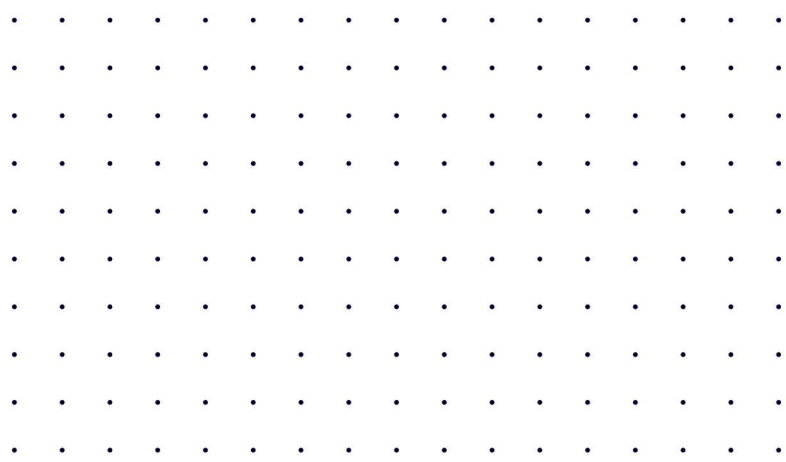
Rafan Ignatius
Dsouza
24140237





National Level Inter Collegiate Fest SHATRANJ

The following students of BBA, School of Business and Management, have secured Runners Up position in Marketing in a national level inter-collegiate fest "SHATRANJ" hosted by School of Social Work Roshni Nilaya (Autonomous College) on 27th September 2024



Studnets

Rishon Nikshep
2nd BBA-C
2343037

Rollan Dsouza
1st BBA-B
24140253

Management fest Euphoria 2024

Our students won the Overall Championship at St Agnes
October 4, 2024 in the Management fest Euphoria.



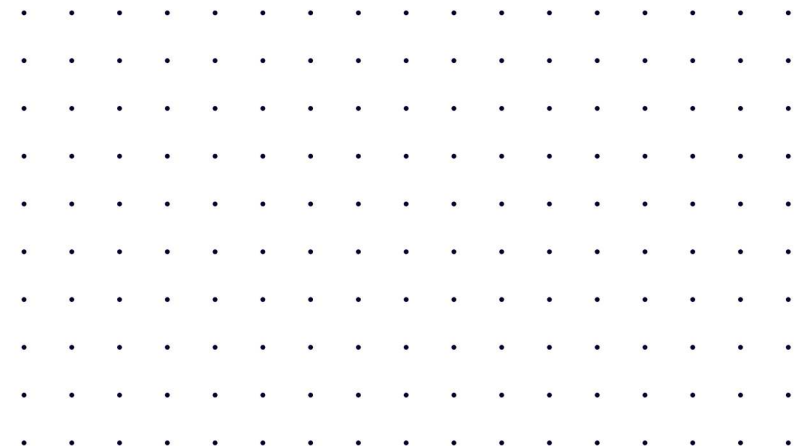
Best Manager (Winner)

Amit
I BBA B
24140247

Best Management Team (Winners)

Dayanshi Kanwar Rao	Sherwin Shaji
II BBA E	II BBA E
2345081	2345048

Rafan Ignatius
Dsouza
24140237





VIBRANZA 2024 a National Level Inter-Collegiate Fest

St Aloysius (Deemed to be University) students have won **OVERALL CHAMPIONSHIP** in VIBRANZA 2024 a national level inter-collegiate fest hosted by St Agnes College (Autonomous), Mangaluru on 22th October 2024

Fitness Challenge (Winner)

Athul
III BBA D

Singing (Runners up)

Sumedha
III BSC MEco

Gowri
II BBA D

GENESIS 2024 a University Level Management Fest 2024

St Aloysius (Deemed to be University) students of School of Business and Management have won **OVERALL CHAMPIONSHIP** in GENESIS 2024 a university level management fest hosted by SDM College of Business Management , Mangaluru on 30th October 2024



Best Manager (Winner)

Amit
I BBA B
24140247

Marketing (Winners)

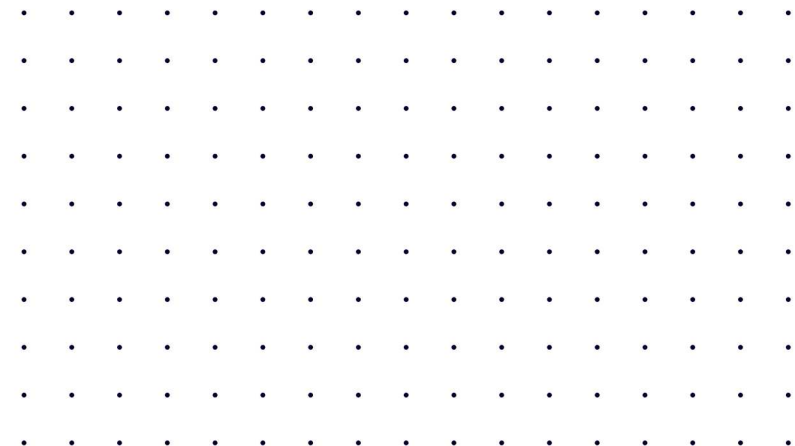
Evana Kiran	Mellyor Christopher
Dsouza	Dsouza
1st BBA C	1 BBA C

HR X PR (Runners up)

Stanislaus	Pratham
1 BBA A	1 BBA A

FINANCE (Runners up)

Rafan Ignatius	Shehnaz
Dsouza	1 BBA B
1 BBA B	





Vimal Jyothi institute of management and research, Kannur in " KARMANTA 2k25

St Aloysius (Deemed to be University) students won overall championship in Vimal Jyothi institute of management and research, Kannur in " KARMANTA 2k25 " held on 6th February 2025

Congratulations to all the winners

HR -WINNERS

ETHAN
GOVEAS
3rd bba B

Best Management Team

Annora Fernandes 3rd BBA D
Rey Passana 2nd BBA E
Sherwin Shaji 2nd BBA E
Anshul Shetty 2nd BBA E

Photography - Winners

Rylan Sequeira
2nd BBA B

WINNERS CHAMPIONSHIP in Srinivas University "Magma 2025"

St Aloysius (Deemed to be University) students won Overall WINNERS CHAMPIONSHIP in Srinivas University, Pandeshwar, Mangalore in "Magma 2025" held on 21st and 22nd February 2025. Congratulations to all the students!

Business Quiz Winners

Aditya Shetty Koyal Shetty
II BBA E II BBA E

Best Management Team

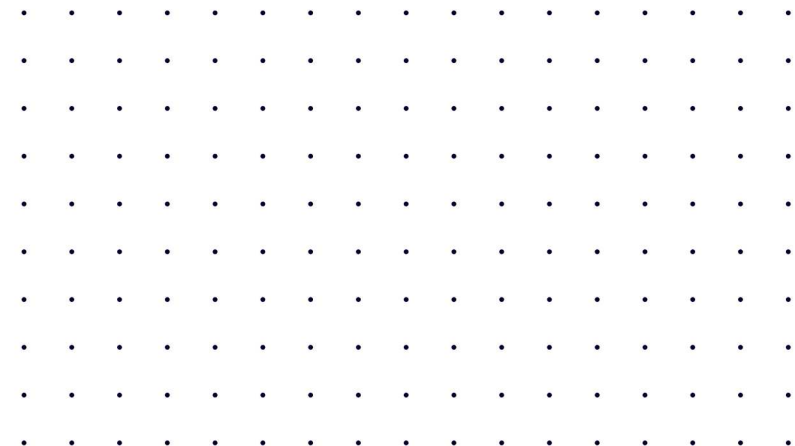
Koyal Shetty - II BBA E
Samridhi S - (I BBA B)
Rollan Dsouza - (I BBA B)
Nathan Serrao - (I BBA B)

Human Resource-Runners

Shehnaz Musthafa I BBA B
Liron Reginald II BBA C
Sayed Muhammed II BCOM E
Kenith J Lopez - II BCOM E

Best Manager- Finals

T Amit Shenoy Shanif
(I BBA B) Abubaker
 (IIBCOM E)



Kalarava - 2024 an Inter - Collegiate Fest

Our students had participated in Kalarava -2024 an intercollegiate fest held at SDM college Ujire on 24th of February and won the following prizes



Mono acting - 2nd place

Sandhya
2328012

Group Dance - 2nd place

Thanvi - 2351067
Advika - 2351047
Varsh - 2351069
Chrislin - 2321107
Nidisha - 224747
Yashashvi-2414249
Nidhi - 223339
Casimir - 24150135
Divith - 2344077
Neel - 2342030

Ascendent 2025 held at the Prestigious Manipal Institute of Management

St. Aloysius (Deemed to be University) won the Overall WINNERS CHAMPIONSHIP held at the Prestigious Manipal Institute of Management , "Ascendent 2025" held on 7th and 8th march 2025 .



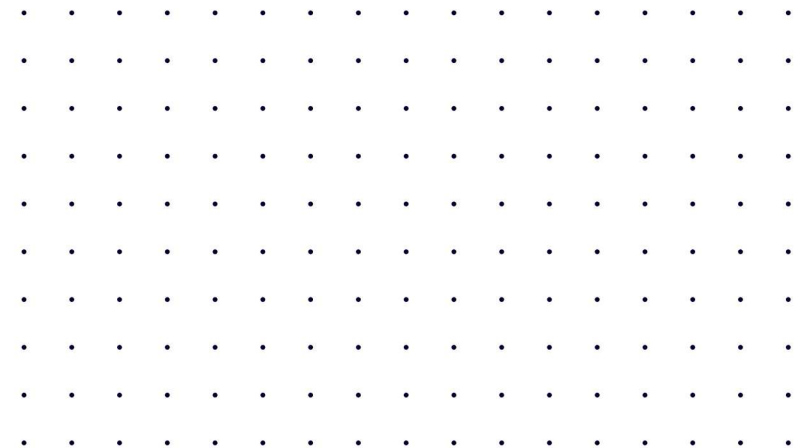
Business Quiz Winners

Jordan
2 BBA C

Case study - Runners

Liron Vas
2 BBA C

Sherwin Shaji
2 BBA E

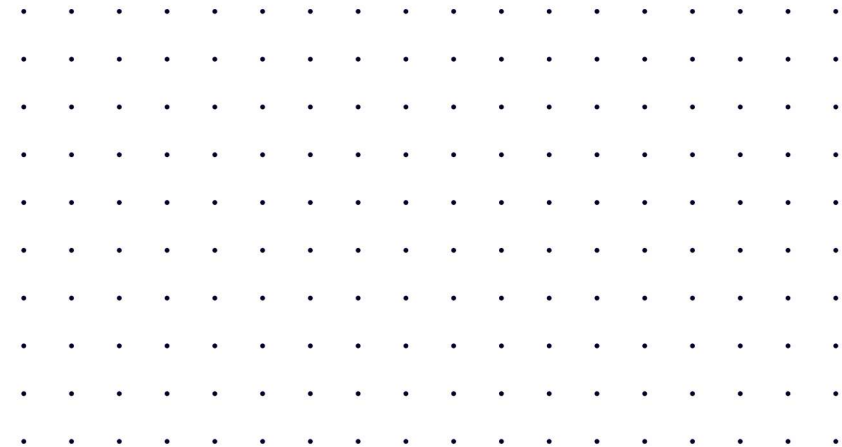




TECH YUVA Throwball Tournament held

Winners of TECH YUVA Throwball tournament held
at Srinivas University, Mukka, Surathkal held on
11/03/2025.

Melissa Monteiro
3rd BBA D

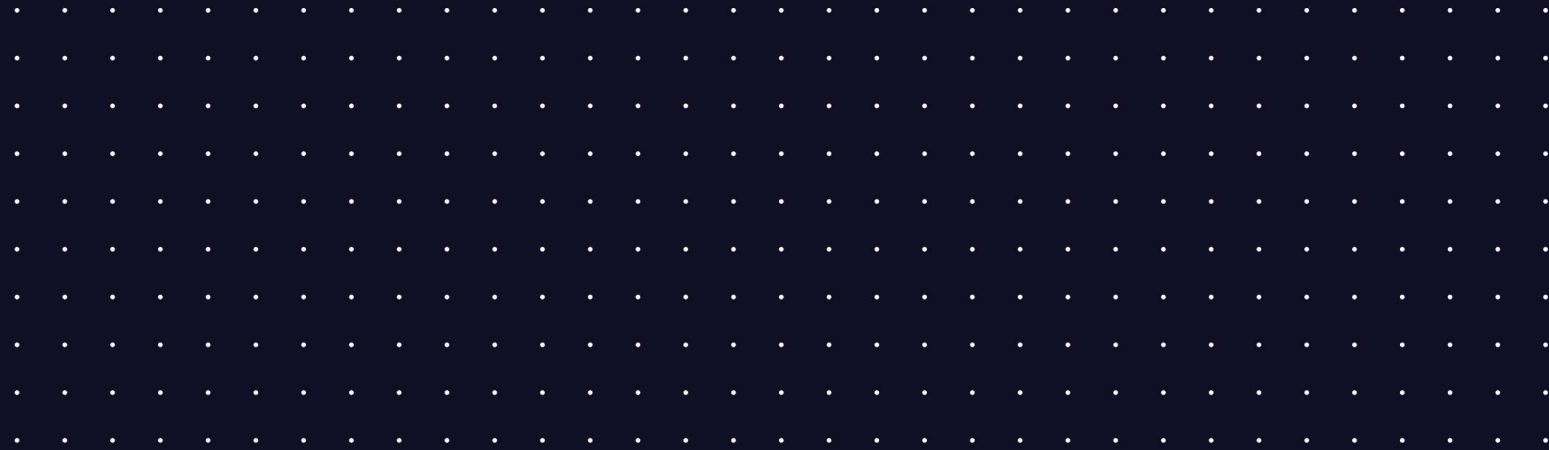


FIMCAP World Camp

Representing India at the *FIMCAP World Camp* in Chile, South America (January 7–28, 2025), *Vance Rion Dsouza* of *3rd BBA 'C' (Reg. No. 224362)* had the honor of joining youth leaders from *24 countries and 29 youth organizations. This global gathering was a transformative experience, fostering **faith, leadership, and solidarity* among young changemakers worldwide.



Research Papers



Research Paper

Climate change and the role of media in Spreading awareness

Darren Roche - 2342014

Aryan J Shetty - 2342058

Vajresh Rao - 2342046

Riya Rodrigues - 2342038



Research Paper

The Role of Mangalorean Colleges in fostering Entrepreneurial Spirit Among Students

Julia Veigas 2342023

Madiharaba Shaikh 2342025

Shawn Fernandes 2342043

D Naman Gowda 2342013



Research Paper

Regional Disparities In Youth Entrepreneurship In Mangalore

2342054 Bernadette Pinto

2342036 Ramnath Gosavi

2342035 Rahul Renay Mendonca

2342050 Sarga Sunil

2352037 Rayan Serrao



Research Paper

Role of online reviews in consumer behaviour and market diversification

2342007 Prisha lenny carlo

2342039 Sania rebecca Dsouza

2342027 Mohammed raifan

2342056 Niranjan prasad



Research Paper

The Impact of Consumer Demand on Sustainable Business Model Innovation in the Fashion Industry

2342009 Adriel Furtado

2342040 Sanian Mario Dsouza

2342008 V. Sinchana

2342019 Ibrahim Hasir Feroze



Research Paper

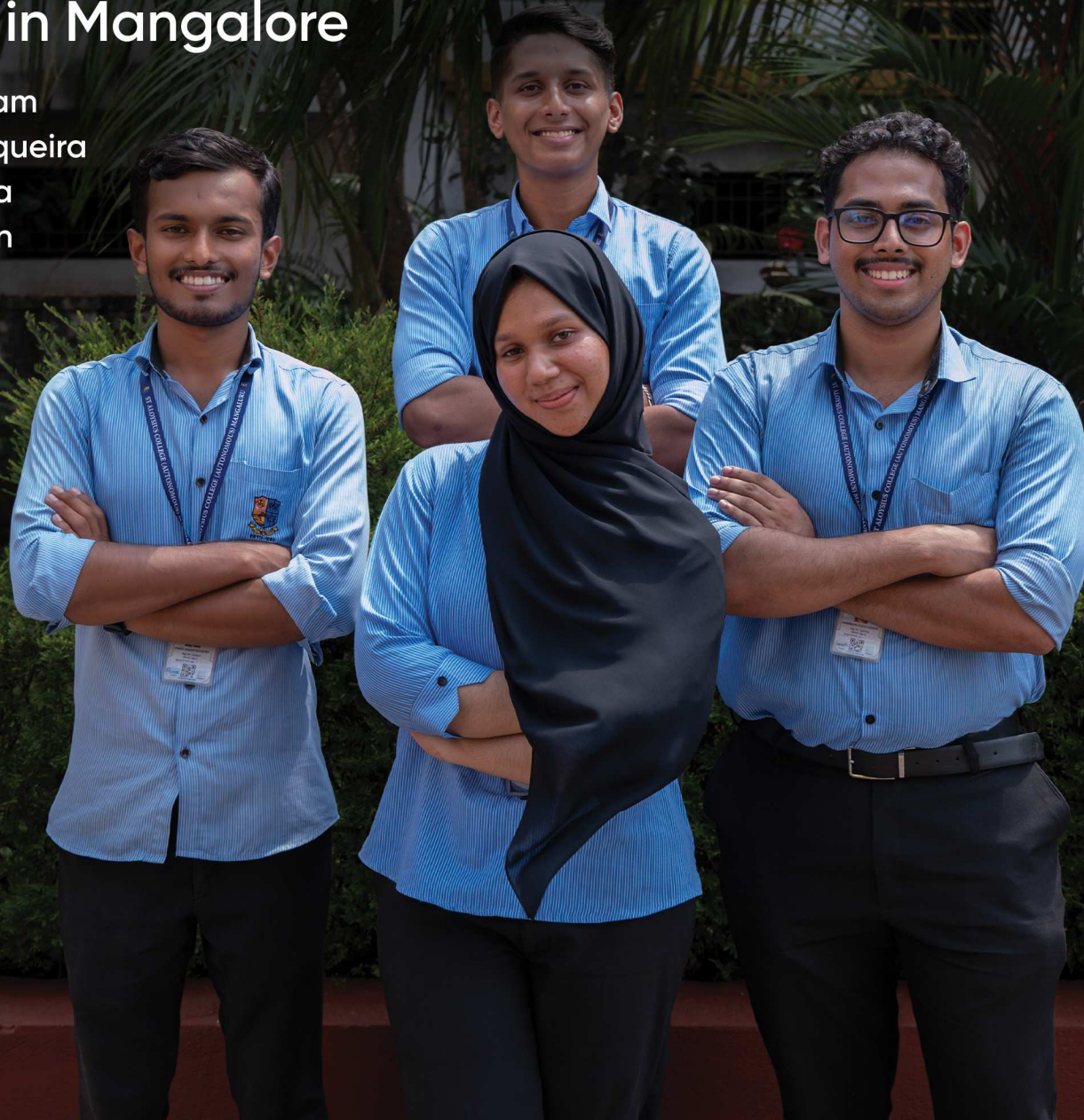
The impact of consumer preferences and market diversification in Mangalore

2342016 Fathima Shabnam

2342017 Franz Shaun Sequeira

2342022 Joyson Sequeira

2342052 Joshua Chethan
Dsouza



Research Paper

Youth Entrepreneurship in India: Opportunities and Challenges

Isha 2342020

Sanjay 2342042

Pranith 2342033

Shreya 2342044



Research Paper

The Role Of Educational Institutions In Promoting Sustainable Development

224231 Krithi R

224243 Preeza D souza

224259 Suhera Rayyan



Research Paper

Role of Technology in bridging Gender equity in government schools located in mangalore

224251 Sanjana s bangera

2344028 Nicole raichel



Research Paper

Impact Of Female Students' Financial Literacy On Their Financial Behavior In Mangalore

2344028 Nicole Fernandes

2344052 Ruwaida Sheikh

2344056 Shresta Poojary



Research Paper

Entrepreneurial Aspirations and Support for Students

Aishwarya 24140313

Anisha 24140318

Ancita 24140305

Angel 24140317

Clerina 24140322

Shaina 24140345



Research Paper

Role of government policies in entrepreneurship development

Amulya N -24140304

Amogha S Poojari - 24140302

Udbhavi H.S - 24140311

Reema Dsouza- 24140341

Flossy Fernandez - 24140327



Research Paper

Remarketing, Retargeting, Repurposing: Future of digital marketing

24140241 Samridhi S

24140246 T Amit shenoy



Research Paper

A Study on Determinants of Sustainable Investing in Mangalore City

224466 Swati Prabhu

224405 Annora Fernandes



Research Paper

Access And Excellence: Comparing Deemed And Government -aided Higher Education In Mangalore

KSHITHIJ 24140329 Rohith 24140358
AMIRTH 24140303 Dhyan 24140323
RITHESH 24140309 Arun 24140321
Hemanth 24140306



Research Paper

Impact of digital marketing on impulsive buying behaviour among Gen Z

224441 Prajna PB



Research Paper

Influence of NBFC on Spending Behaviour: Study with Reference to Digital Wallets

224466 Swati Prabhu

224441 Prajna PB



Research Paper

Factors Influencing the Investment Decisions in New Age Investment Products

224424 Kudpi Anirudh Shenoy

224444 Rajath R Shetty

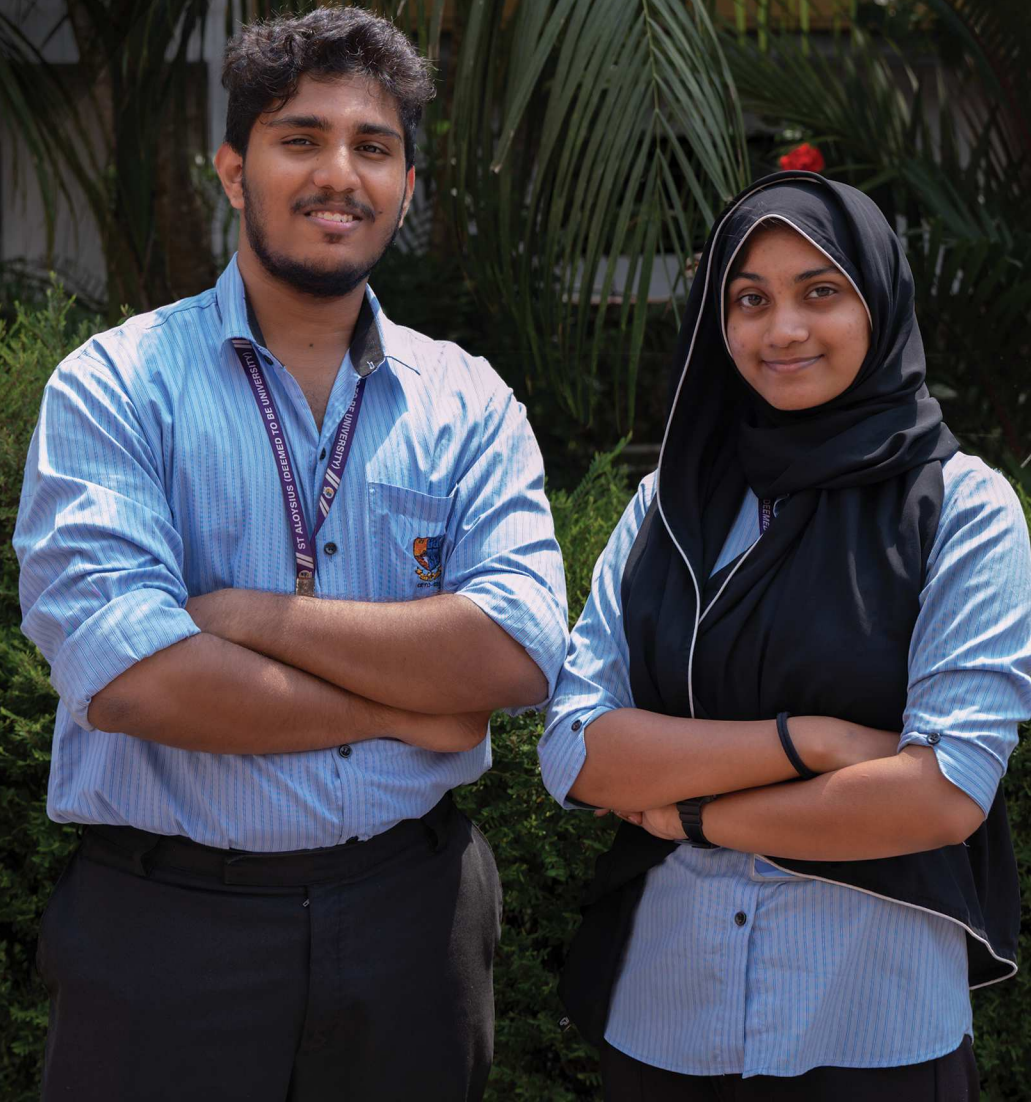


Research Paper

The evolution of teaching Past, Present and Future

Shahanaz Musthafa

Rithik S Rao



Research Paper

Carbon Market and Sustainable Policies: Balancing Economic Growth and Greener Future.

Sam Y Das - 2342049

Rylan Sequirea - 2342055

Sanjana Prabhu - 2342041

Yusuf Shazin - 2342047



ST ALOYSIUS UNIVERSITY
ARRUPE BLOCK
COMMERCE & MANAGEMENT





Catalyst 2025

OneTap, a groundbreaking startup founded by a team from the BBA Department, has emerged victorious at Catalyst, securing **3,00,000 in seed funding**. This achievement highlights the power of business acumen combined with technological innovation.

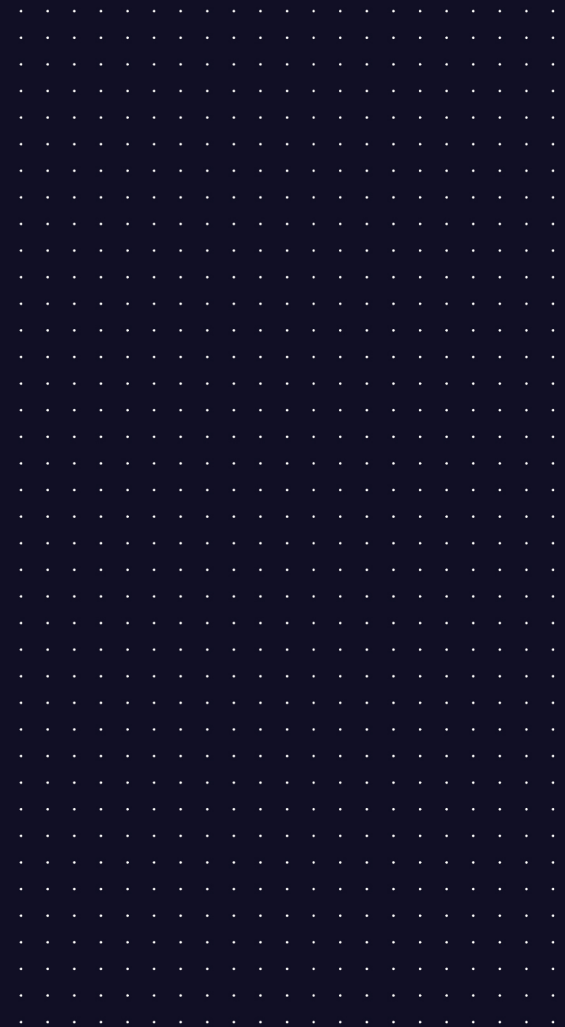
OneTap is revolutionizing student attendance and tracking with its advanced AI-powered NFC scanner, ensuring seamless and foolproof verification in schools and colleges. The team's success at Catalyst not only validates their vision but also showcases the entrepreneurial spirit nurtured within the BBA Department.

Students

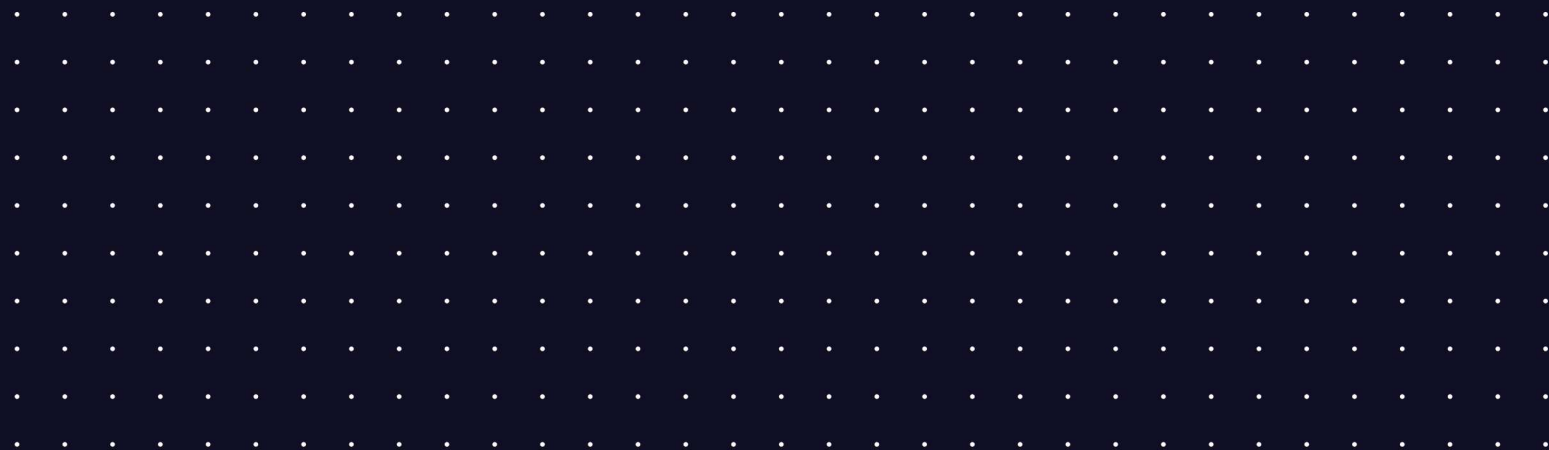
Austin Lawrence
2nd BBA B

Rylan Merwitt Sequeira
2nd BBA B

Jibin Rojan
2nd BBA B



Placements



Manaswi V Jain

3rd BBA A
LaunchEd



Arvin crasta

III BBA C
Earnst and young



Rakesh V

3rd BBA A
Accenture



Nidhi Narayan

III BBA D
Accenture

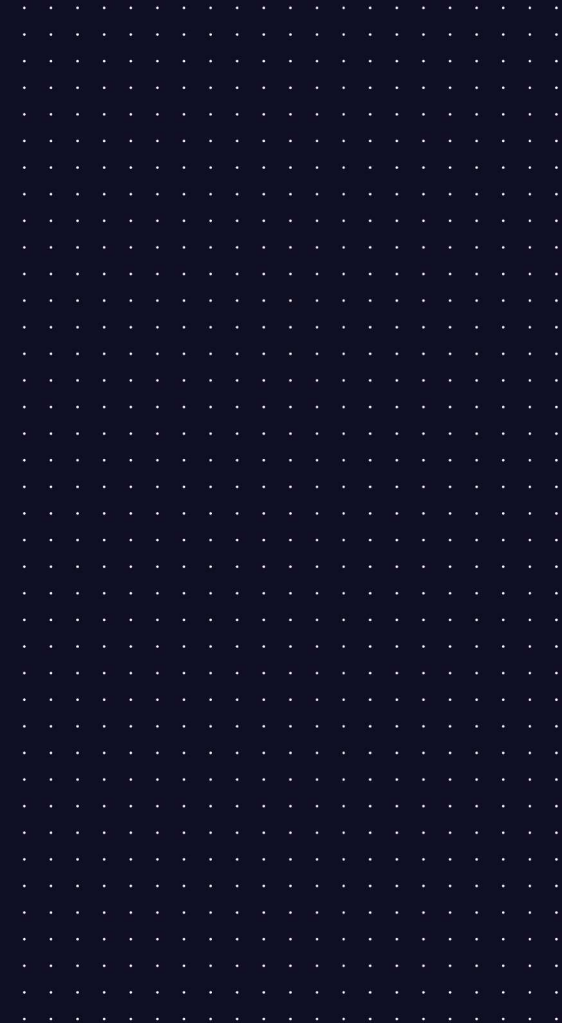


Nissy Crasta

3rd BBA A
Academor



Departmental Activities



INTERNATIONAL CONFERENCE



 **ST ALOYSIUS**
(DEEMED TO BE UNIVERSITY)
MANGALURU 575003 - INDIA



SCHOOL OF BUSINESS AND MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION
In Collaboration With
DOMESTIC & INTERNATIONAL RELATIONS CELL
Organises

INTERNATIONAL CONFERENCE
On
**"EMERGING TRENDS IN INSURANCE AND INVESTMENT:
A ROADMAP FOR 2025"**

14-12-2024 | 9:00 AM – 1:00 PM | Robert Sequeira Hall

Rev Dr Praveen Martis SJ Vice Chancellor	Dr Roshan D'Souza Chair, Domestic & International Relations Cell	Dr Denis Fernandes Director, Arrupe Block
Dr Mamatha Associate Dean	Ms. Claret Pereira Head of Department	Mr. Chethan Shettigar Convenor

Emerging Trends in Insurance and Investment

The department of Business Administration, School of Business and Management, St Aloysius (Deemed to be University) in association with Domestic and International Relations Cell, organised a one-day International Conference on "Emerging Trends in Insurance and Investment: A Roadmap for 2025" on 14th December 2024 in Robert Sequeira Hall.

Professor, Steven M Corey, President of the University of Olivet, USA was the chief guest and keynote speaker. He spoke on the Contemporary Issues in Insurance: A Global Perspective. Rev. Dr Praveen Martis, SJ, Vice Chancellor, St Aloysius (Deemed to be University) Dr Alwyn D'Sa Registrar of the College and Dr Ronald Nazareth, Registrar of the University, Dr Denis Fernandes, Director of Arrupe Block, Dr Mamatha, Associate Dean, School of Business Administration, Ms Claret Vinayak Pereira, Head of the Department of Business Administration, Dr Roshan Fredrick DSouza, Mr Chethan Shettigar, Convenor of the Conference, Prof. Gregory Brown, and Prof. Daniel Green, Heads of the University of Olivet, were on the dais.

Departmental Activities

Job Preparation Training

Organised an interactive session on "Job Preparation Training" in collaboration with Placement on 15.4.2024. by Ms. Flona Soans, Chair of Placement Cell, St Aloysius, deemed to be University, Mangalore.

Job Preparation Training

Organised an interactive session on "Job Preparation Training" in collaboration with Placement on 18.4.2024. by Ms. Flona Soans, Chair of Placement Cell, St Aloysius, deemed to be University, Mangalore

Digital Marketing Demystified

Organised a workshop on "Digital Marketing Demystified: Navigating the Online Landscape on 22nd and 23rd July 2024. by Mr. Akash Gogri, Associate Director- Growth, IIDE.

On Sustainable family business and Entrepreneurship

Organised one week Faculty Development Programme on "On Sustainable family business and Entrepreneurship: India Vision 2030 Sponsored by AICTE Training and Learning (ATAL) Academy from 5th August to 10th August 2024.

Online investors Awareness

Organised a Webinar on "Online investors Awareness Program on Investment in Securities Market on 23rd August 2024. by Marina Jose Kanjikal, BSE - ISF.

Exordium to Research

Organised a workshop on "Exordium to Research "in collaboration with The School of Commerce, Finance and Accountancy, St Aloysius (Deemed to be University) Mangaluru on 31st August 2024

Departmental Activities

Academic Orientation for Business

Organised a guest talk on "Academic Orientation for Business Analytics for 2024" in association with ISDC on 3rd September 2024 by Dr. Sheetal, Head of Academics – Analytics ISDC Global.

Digital Marketing

Organised international guest talk on "Digital Marketing" in association with ISDC on 3rd September 2024 by Prof. Craig Leith, Robert Gordon University, Scotland.

Entrepreneurship and Innovation

Organised international guest talk on "Entrepreneurship and Innovation" in association with ISDC on 3rd September 2024 by Dr. Simon Fraser, Robert Gordon University, Scotland.

Changing world order and Emerging opportunities

Organised a guest talk on "Changing world order and Emerging opportunities" on 23rd September 2024. by Prof Atul Kulkarni, Chairman, Amazing Namaste Foundation.

Stress Management at the workplace

Organised a guest talk on "Stress Management at the workplace and its importance in boosting employee Morale" on 3rd October 2024. by Mr. Rohan Monis, Asst. TA Manager, People Gamut HR Solutions.

Financial Awareness

Organised a guest talk on "Financial Awareness" on 4th October, 2024. by Mr. Lohith N Somayaji, Regional Head – HDFC Securities Ltd.

Departmental Activities

Digital Marketing

Organised international guest talk on “Digital Marketing” in association with ISDC on 18th October 2024 by Prof. Craig Leith, Robert Gordon University. Scotland.

Career Guidance Series

Organised Career Guidance Series – 1: Higher Education Abroad, in association with ISDC on 13th December 2024 by Mr. Sreekanth K, AGE – ISDC Global.

International Conference on Emerging Trends

Organised a one-day International Conference on Emerging Trends in Insurance and Investment: A Roadmap for 2025 in association with Domestic and International Relations Cell on 14th December 2024.

Work Skills for Management Students

Organised a Workshop on “Work Skills for Management Students” in collaboration with Training and Placement Cell on 14.12. 2024 by Ms. Flona Soans, Chair of Training and Placements, St Aloysius, deemed to be University, Mangalore.

Stress Management at the workplace

Organised a guest talk on “Stress Management at the workplace and its importance in boosting employee Morale” on 3rd October 2024. by Mr. Rohan Monis, Asst. TA Manager, People Gamut HR Solutions.

Organised Career Guidance Series – 2

Organised Career Guidance Series – 2: Higher Education Abroad, in association with ISDC on 13th December 2024 by Mr. Sreekanth K, AGE – ISDC Global.

Departmental Activities

Navigating IoA Data camp

Organised Workshop on "Navigating IoA Data camp for Data sets And Analytics in association with ISDC on 18h December 2024 by Mr. Sarath Babu, Skill Developer, ISDC Global.

Organised Career Guidance Series - 3

Organised Career Guidance Series - 3: IELTS in association with ISDC on 9th January 2025 by Mr. Sreekanth K, AGE - ISDC Global.

Creating Awareness Among Non – Healthcare

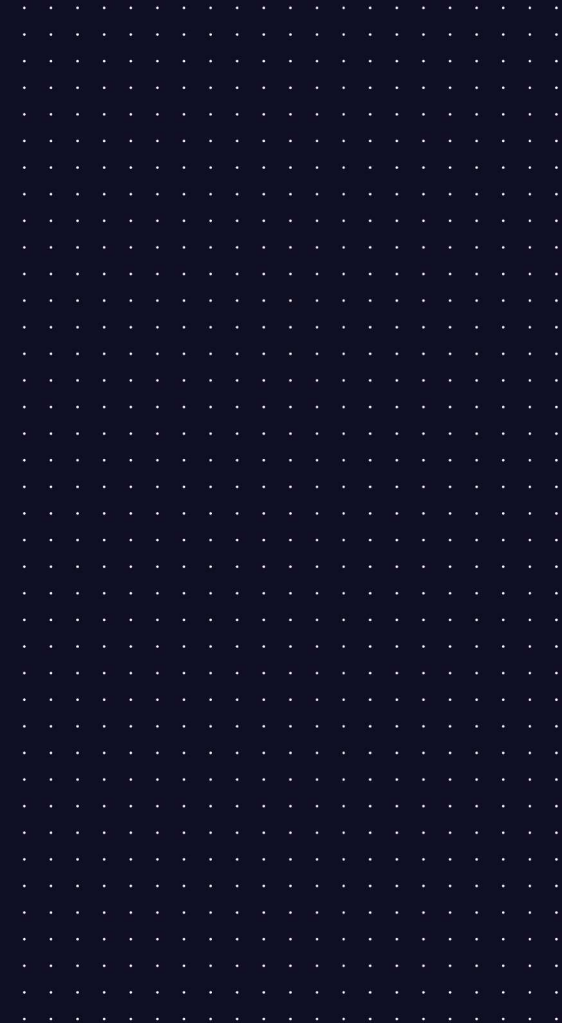
Organised a session on "Creating Awareness Among Non – Healthcare College Students on Identifying Aspiration events during oral feeds in individuals with Dysphagia" on 15th January 2024. by Ms. Aroline Amanna from KMC, Mangalore.

Organised Career Guidance Series - 4

Organised Career Guidance Series - 4: Higher Education Abroad in association with ISDC on 17h January 2025 by Mr. Sreekanth K, AGE - ISDC Global.

BRANDOMANIA

SEASON 9



BRANDOMANIA

Brandomania Season 9, with its "Netflix-inspired Biz flix" theme, proved to be a resounding success. The event successfully achieved its objectives of providing a practical learning experience in branding and marketing, fostering creativity, and promoting a competitive spirit among students. The diverse range of interclass competitions, from artistic endeavors like Brand Rangoli and Brand Palette to strategic challenges like Brand Sharks and Brand Champions, provided participants with opportunities to showcase their varied skills and talents. The introduction of the open Brand Wars event added a dynamic and engaging dimension to the competition, encouraging broader participation and fostering a sense of community. The high level of student involvement and enthusiasm throughout the week demonstrated the event's relevance and appeal. Ultimately, Brandomania Season 9 served as a valuable platform for students to develop essential skills, apply theoretical knowledge, and create lasting memories. The event's success sets a strong foundation for future Brandomania editions, ensuring its continued contribution to the academic and extracurricular life of the institution.



SPINOUT

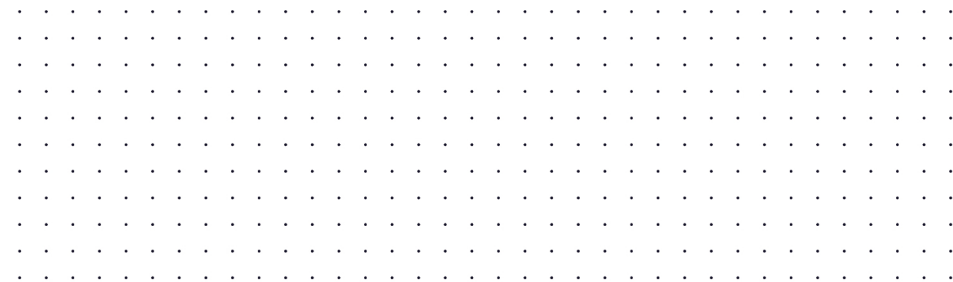


SPINOUT

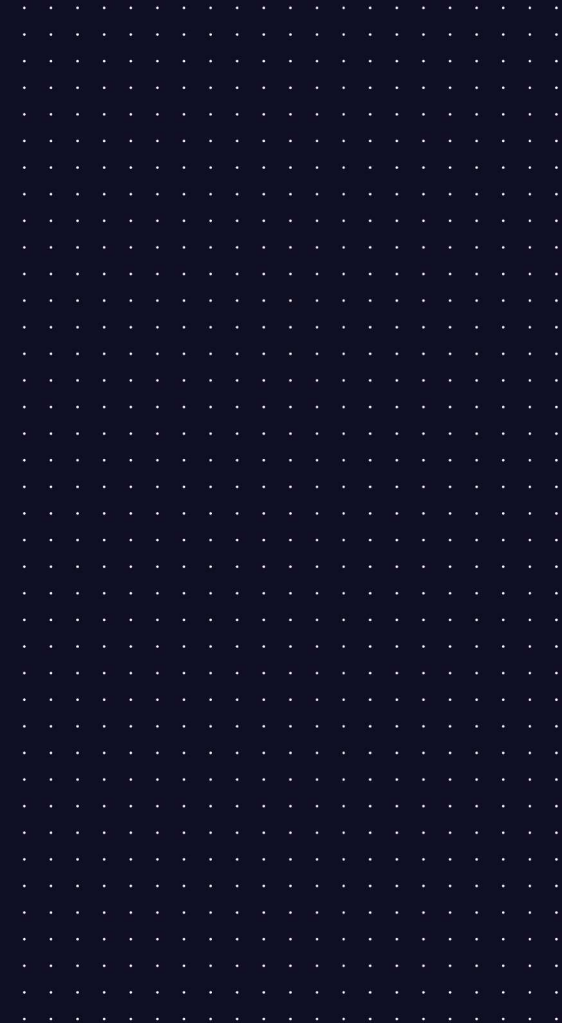
Spinout 2024 at St. Aloysius (Deemed to Be University), Mangalore, was not just an event; it was a dynamic and inspiring showcase of talent, innovation, and teamwork. The fest successfully brought together students from diverse academic backgrounds, encouraging them to step beyond their classrooms and immerse themselves in an environment of creativity, collaboration, and competition. It was a celebration of intellect, strategy, and passion, where each event tested the participants' ability to think critically, work in teams, and push their limits.

The meticulous planning and execution of the fest would not have been possible without the unwavering dedication of the faculty coordinators, student leaders, and support teams. Their commitment to excellence ensured that every aspect of the fest, from event organization to hospitality and media coverage, was handled with precision and professionalism. The various competitions, ranging from business acumen challenges to marketing and adventure-based tasks, allowed students to hone their skills, showcase their creativity, and gain real-world experience that will benefit them in their academic and professional journeys.

Beyond the competitive aspect, Spinout fostered a strong sense of camaraderie and belonging among participants. It served as a platform where students not only competed but also learned from one another, shared ideas, and built lasting relationships. The enthusiasm and sportsmanship displayed throughout the fest were a testament to the vibrant and dynamic student community at St. Aloysius.



UNDERDOG



UNDERDOG

The academic year 2024-2025 saw a dedicated team of core committee members and event heads successfully execute Underdog 2024 with remarkable enthusiasm and vigor.

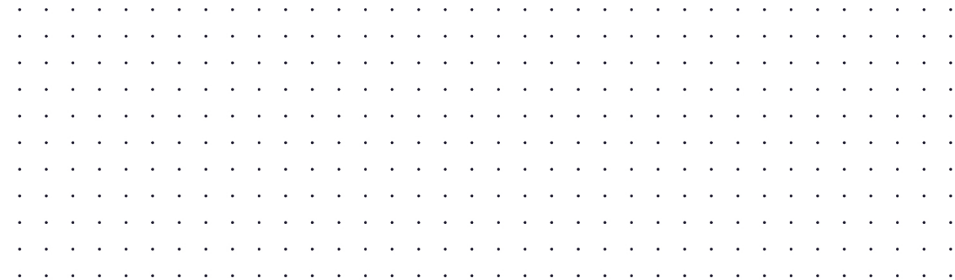
The very first event marking the beginning of underdog began on Tuesday 23rd July 2024. All the events, namely BEST MANAGER, EDP, HUMAN RESOURCE, MARKETING, FINANCE, PUBLIC RELATIONS, QUIZ, PHOTOGRAPHY AND REEL MAKING began their first round at 3.15 PM and came to an end at 5 PM. This day saw a huge crowd of enthusiastic participants mark their journey in this event.

The second round was scheduled on Wednesday 24th July which commenced at 3.15 PM and concluded at 5PM.

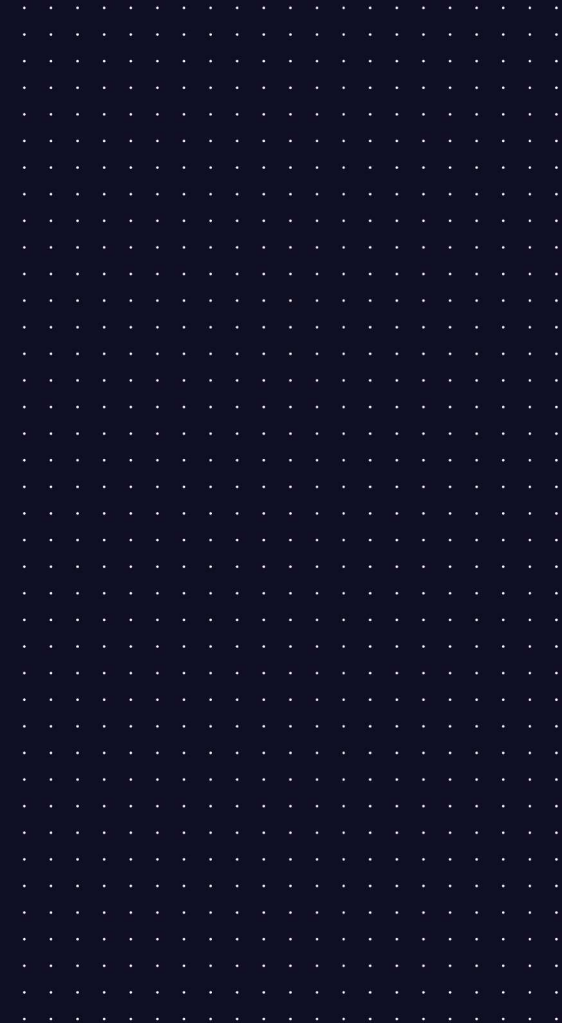
The third round was scheduled on Saturday 27th July which commenced at 1 PM and concluded at 3.30 PM.

The final rounds of all UNDERDOG 2024 events were conducted on 29th July which commenced at 3.15 PM and concluded at 5.30 PM.

Along with School of business and management and with the help and guidance of the Associate Dean and Head of dept, Staff Coordinators, the rigorous efforts of my fellow Student Coordinator, Event Heads and Core-committee members,



MAKE IN ALOY



MAKE IN ALOY

Make in Aloy 2024 was conducted on 31 August 2024 at St.aloysius (deemed to be university) college .

BBA department conducted Make in Aloy, alongside the spinout was a complementary side event which was conducted to engage participants. The side event focused on the start-ups made by the students to showcase their innovation, creativity and ideas into reality as young entrepreneurs.

The event featured 13 stalls set up by the BBA students each offering a distinct product or service, which included food, games, perfumes, photo booth, accessories and many more attractive products.

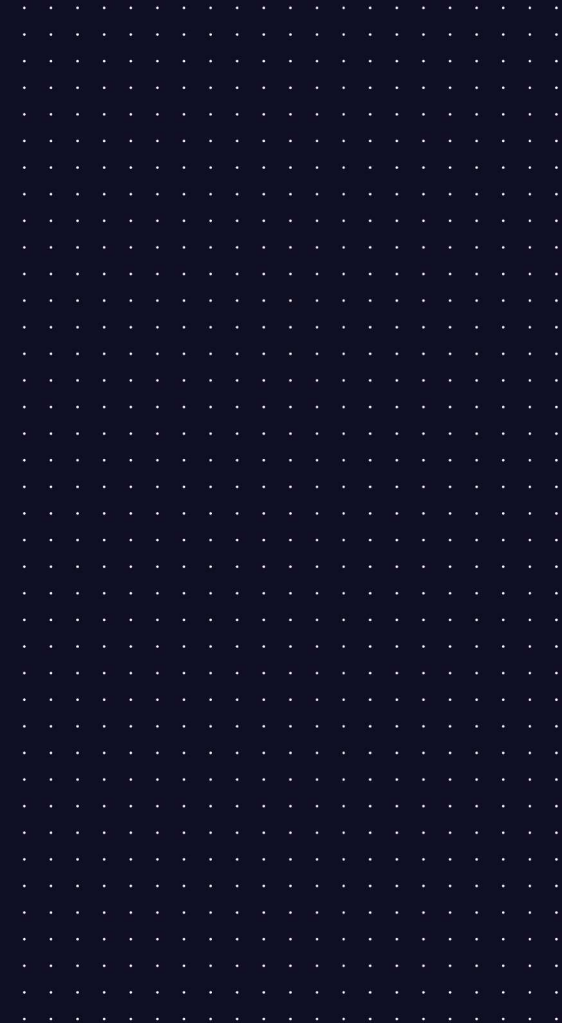
The event unfolded seamlessly under the expert guidance of staff coordinators Ms.Sowmya T and Ms.Nayana and student coordinators Mr.Sherwin Chris and Ms.Riya.R.Vachhani .

The events success has undoubtedly inspired our students to pursue their entrepreneurship dreams, knowing that our institution stands ready to support them in their journey.

The side event was a successful addition to the main event, providing attendees with a broader scope of interaction and learning opportunities. It fostered collaboration and enriched the overall experience.



MANAGEMENT ASSOCIATION



MANAGEMENT ASSOCIATION

The series of events organized by the Management Association throughout the semester, from the inauguration on July 12, 2024, to the final "Cooking Without Fire" activity on October 4, 2024, showcased a vibrant blend of educational, awareness-driven, and team-building initiatives. These events, including podcast launches, cancer awareness drives, protests, and creative competitions, not only fostered leadership, collaboration, and innovation among students but also addressed critical social issues like anti-ragging, drug abuse, and women's safety. Despite occasional absences, the active participation and enthusiasm of the members, coupled with the guidance of association leaders, ensured the success of each activity, leaving a lasting impact on the BBA community at St. Aloysius Deemed to be University.



STUDENT ENTREPRENEURS



STUDENT ENTREPRENEURS



Austin Lawrence

OneTap

2 BBA B

V Sinchana

Consultancy

2 BBA B

Ashna Faqeeh

Ashbakes

2 BBA B

Mubassir

Book bhai

1 BBA E

Nadeer A R Hussain

Najaf carftique

1 bba E

Thanseef rahman

Podi and co

2 bba D

Saif Budan Hussain

SBHinstant

3rd BBA D

Aman Kalavadiya,

Henston Dsouz, Diyan

Hasan, Vivek Shetty,

Zaffer, Saif

THE VISUAL LAB

3RD BBA C

Suhera Rayyan

Scrunchie house

3rd BBA B

Elveeea Jones

D'souza

BEADS OBSESSION

3RD BBA B

HAYAN MA

LOOPCART

3RD BBA B

Arjun K V

Abdulla

Dream

Chase,Educational

Consultancy

3rd BBA C

Rakesh v

Dropshore imports

and exports

3rd BBA A

Gopal prajapati

224415

Karwar fast food business

3rd BBA D

OBITUARY



ST ALOYSIUS
(DEEMED TO BE UNIVERSITY)
MANGALURU 575 003 - INDIA

OBITUARY



JESLITA SERRAO

III BBA A

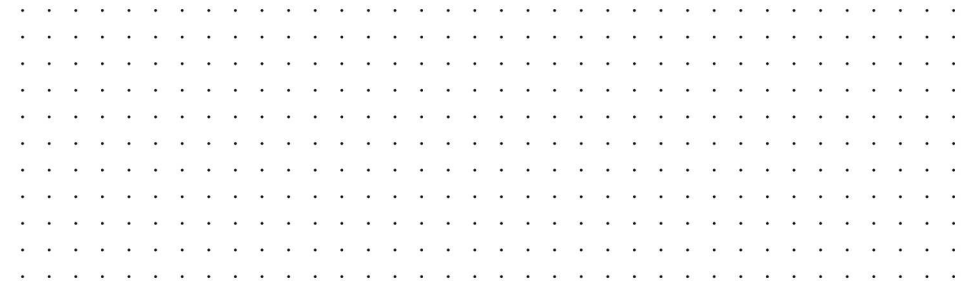
With profound sadness, we regret to inform you that Jeslita has gone to her eternal rest, leaving us with her cherished memories.

We extend our heartfelt condolences to the grieving family and pray for the eternal rest and peaceful repose of the dearly departed.

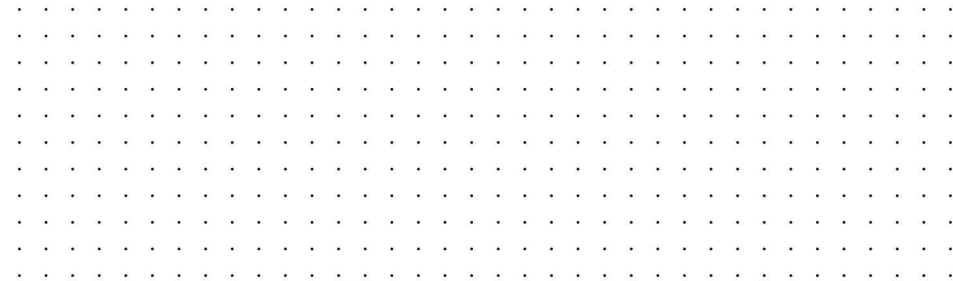
OUTGOING BATCH



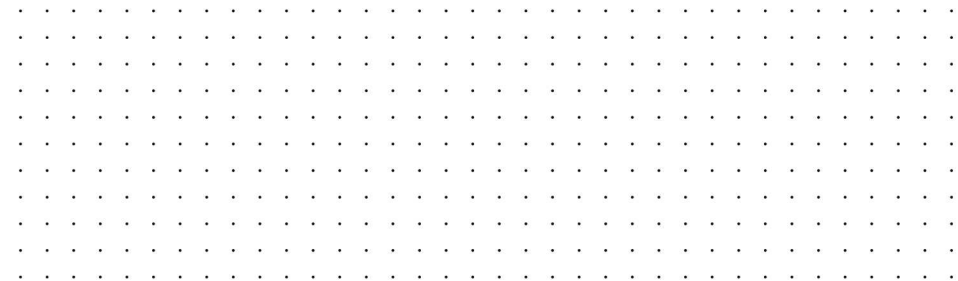
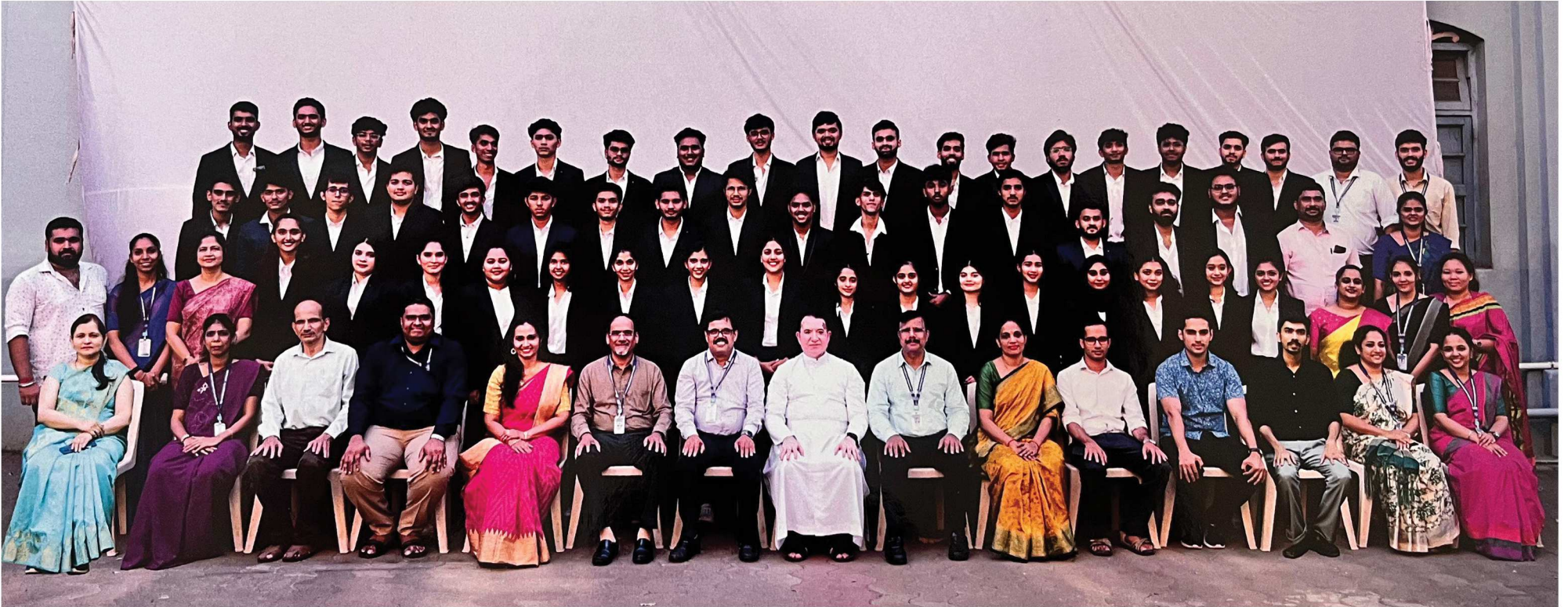
III BBA - A



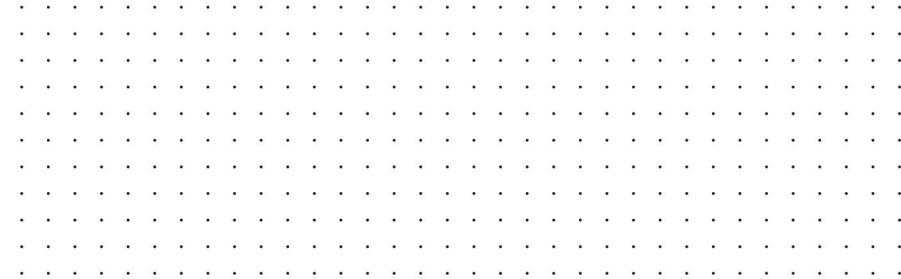
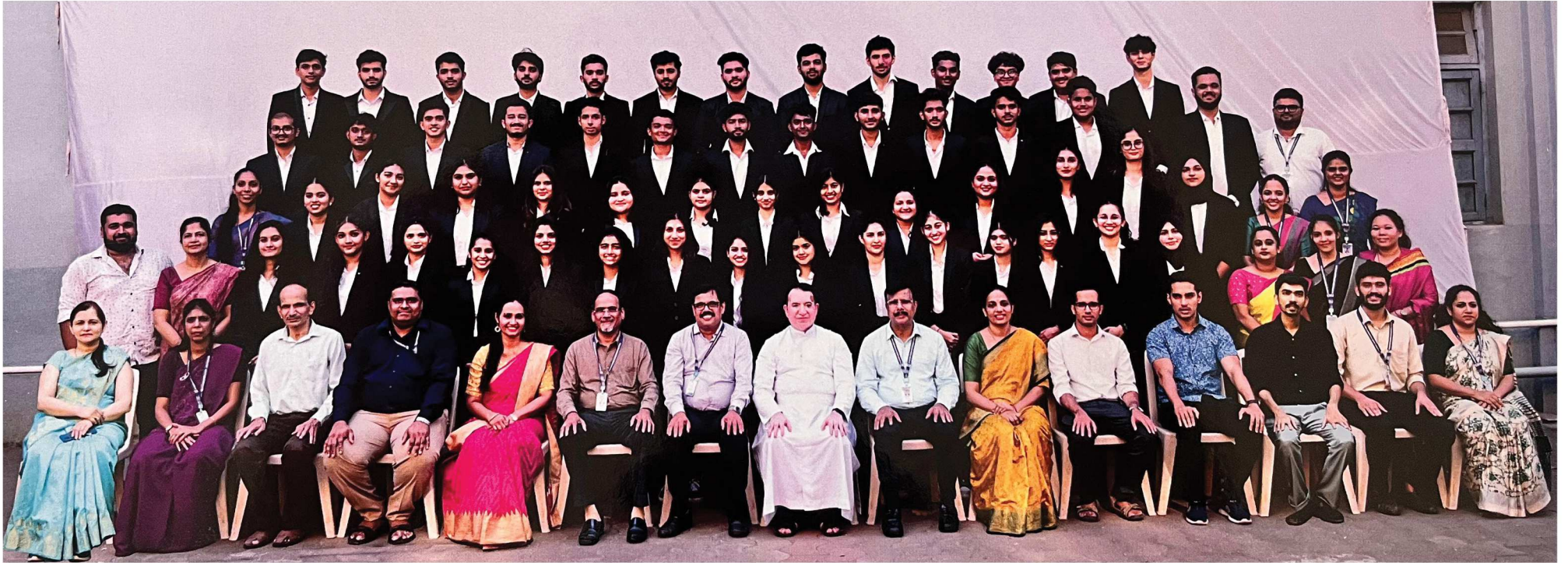
III BBA - B



III BBA - C



III BBA - D





Designed by
Austin Lawrence 2nd BBA B