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DEPARTMENT OF MANAGEMENT

E-VOLVE

2024-25 EDITION
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E MAGAZINE

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PRINCIPAL'S NOTE

"Don't aim for success if you want it; just do what you love and believe in, and it will come naturally." – David Frost

The Department of Management at Kristu Jayanti College remains deeply committed to providing a high-quality education that blends strong theoretical foundations with practical expertise and a future-ready mindset—essential elements for thriving in today's fast-paced business environment. Our pursuit of academic excellence is paired with a comprehensive approach to student growth, ensuring they evolve into capable, well-rounded professionals ready to take on corporate challenges with confidence.

E-Volve, our prestigious e-magazine, stands as a dynamic platform that celebrates the innovation and creativity of both our faculty and students. With a range of insightful articles and thought-provoking perspectives, E-Volve exemplifies our shared dedication to keeping pace with current business developments and pioneering management practices.

I sincerely thank all the contributors who have shared their knowledge, enthusiasm, and original ideas, adding immense value to this edition of E-Volve. I also wish to acknowledge the editorial team for their tireless efforts and careful curation, which have played a crucial role in making this edition a source of inspiration and learning.

As we continue our pursuit of excellence and empowerment, I am confident that our students will scale greater heights and continue to bring pride to our department and the institution as a whole. Let us move forward with the shared goal of continuous progress and achievement in everything we do.



Fr. Dr. Augustine George
Principal

HOD'S NOTE

Congratulations on the successful release of the 2024-25 edition of E-volve! It's truly inspiring to witness the commitment and passion of both students and faculty in presenting outstanding accomplishments in the realms of business and management.

E-volve continues to be a remarkable platform that encourages the exchange of knowledge, fresh ideas, and thought-provoking perspectives within the professional community. Each edition reflects not just our collective progress, but also sparks innovation and collaboration among its contributors.

With its emphasis on information assurance and an impressive range of topics—from emerging business trends to market dynamics and shifting consumer behaviors—the magazine offers readers a well-rounded understanding of today's ever-changing business environment.

Heartfelt thanks to the editorial team for their steadfast dedication and perseverance in bringing this publication to life. Your teamwork and passion have shaped E-volve into an inspiring and insightful resource for all.

A special word of appreciation to Dr. Geethu Anna Mathew, the Student Coordinators, and everyone who contributed to this edition. Your insights, efforts, and enthusiasm have added great value to the magazine and enhanced its impact.



Dr. C Surendranath Reddy
Head Of Department



EDITORS NOTE

"Creativity is thinking up new things. Innovation is doing new things." – Theodore Levitt

We are delighted to present the Seventh edition of E-VOLVE, the Department of Management's e-magazine at Kristu Jayanti College. This publication provides a dynamic platform for students and faculty to express their creativity and share insightful perspectives within the fields of commerce and management.

The 2024–25 edition of E-VOLVE features a diverse collection of thought-provoking articles contributed by our talented students and faculty members. These writings explore a variety of contemporary topics, including the evolving practices in the business world and the innovative strategies organizations are adopting to navigate today's shifting workplace culture. As companies adapt to changing environments, they are increasingly turning to digital solutions to keep their workforce motivated and engaged.

In this edition, readers will find discussions on essential themes such as achieving work-life balance, transforming supply chain models, emerging trends in HR management, the post-pandemic impact on the aviation sector, and the rise of conversational marketing—each offering valuable insight into the current industrial and corporate scenario.

The continued success of E-VOLVE is a reflection of the hard work, creativity, and teamwork of our editorial team and contributing writers. We warmly congratulate all the authors whose work has been featured and sincerely thank the editorial team for their tireless dedication.

We are also deeply grateful to the Department of Management and Kristu Jayanti College for their steadfast support and encouragement, which have been instrumental in making this initiative a success.

We are thrilled to introduce the Seventh edition of E-VOLVE, an E-magazine by the Department of Management at Kristu Jayanti College. This magazine serves as a platform for both students and faculty to showcase their ideas and creativity in the realm of commerce and management.



Dr. Geethu Anna Mathew
Asst. Professor



Reskilling for Industry 4.0: Building Future-Ready Career Skills

Industry 4.0 is not a sci-fi movie, though it does come with robots, Artificial Intelligence and the occasional fear of being replaced by a smart fridge. Stating a typical textbook definition “Industrial 4.0 is the Fourth Industrial Revolution where machines, AI, Data and humans in a highly automated, smart environments.” So, if your current resume still lists only MS Excel as a skill then now its high time to bring the entry of the hero to our story – Reskilling which again in reference to our textbooks is picking up new skills that match today’s tech-driven job market which is much more than quitting a job and joining a coding cult. First figure out what’s in demand -look at job trends in lines like, digital marketing, cloud computing, cybersecurity and more, have a working knowledge and a basic understanding of AI and Machine learning. Set clear goals (baby steps not brain overload) Start with online platforms like course Era, Udemy edX, or even You Tube (yes, it’s more than just for cat videos). Try micro learning -short lessons that fit into coffee breaks. Digital literacy is the key word you are looking for. Practice what you have learn with mini projects, side gigs or just by auto- mating your messy spreadsheets. Build a portfolio to show off your skills. To take a step further join learning communities, attend webinar, or hop onto tech forums and Discord servers – there’s a world of learners out there just like you. Got a job already? Perfect, volunteer for the tech tasks, shadow the IT folks or go for some challenges in your field. Seek out a mentor or a learning buddy who can guide (or nag) you into sticking with your goals. Read books, blogs or listen to podcasts, follow industry updates to keep your brain in an upgrade mode. Don’t be resisting to changes at or in the end people might resist you. This is on the technical side but don’t forget the underrated super power: communication and soft skills, because even in a digital world, people still like working with people.

Critical Thinking becomes essential for approaching difficult problems with innovative solutions. Collaboration becomes necessary as teams become more diverse and multidisciplinary. Emotional intelligence helps individuals navigate social interactions and build strong professional relationships. Above all one should have a willingness and mindset of lifelong learning. Organizations also play a key role in bridging skill gap. Investing in employee training programs and partnering with educational training platforms can facilitate large-scale reskilling and upskilling. Fostering a culture of learning through initiatives like workshops, hackathons, and innovation challenges can boost engagement and curiosity. Moreover, collaborating with academic institutions to co-create relevant curricula can help ensure that educational outcomes align with industry needs.



NIHA A KANETKAR
22BBAE42

Why Not India?

Germany rose from ruins with companies born in villages. Japan's post-war economy became a global powerhouse. China began its reforms after India, yet surged ahead by enabling regional industries. India's smaller cities—like Rewa, Sambalpur, and Jhunjhunu—can become the next hubs of innovation, manufacturing, and entrepreneurship. Haldiram didn't rise from Mumbai—it rose from Bikaner. We must build more business-ready cities and create policies tailored to Indian enterprises. The potential is here. The hunger is real. And we, the next generation, must take charge of building an economy that includes every corner of our nation. So that one day we can all be a part of “Viksit Bharat”



GAURAV BHAGCHANDANI
22BBAE25



Class Reps to Career Champs: Transforming Campus Roles into Professional Skills

The journey from being a class representative (class rep) to becoming a successful professional is one of growth, learning, and transformation. Class representatives are often the unsung heroes of college life—acting as a bridge between faculty and students, managing communication, resolving issues, and often organizing events or academic initiatives. While these roles may seem limited to college environments, they lay a strong foundation for essential workplace skills. Leadership, communication, time management, conflict resolution, and teamwork are some of the key competencies that class reps develop during their tenure. These are the very skills that employers look for in potential candidates. By coordinating with peers and professors, handling responsibilities under pressure, and maintaining fairness and professionalism, class reps learn to thrive in dynamic environments—just like in the corporate world. Moreover, their experience in multitasking and decision-making fosters confidence and initiative. As they transition into careers, these individuals often find themselves better equipped to take on leadership roles, navigate workplace challenges, and contribute meaningfully to team and organizational goals. Thus, the campus role of a class rep, often underestimated, becomes a stepping stone toward a successful and impactful career, turning students into career champs through practical experience and personal growth.



Adithiyha SR
22BBAE02

“Success in any role begins with the courage to take responsibility and the willingness to serve

– John C. Maxwell

THE FUTURE OF WORK: EMBRACING HYBRID MODELS IN BUSINESS MANAGEMENT



**KASHISH KUMARI
SHARMA**
23BBAF32.

INTRODUCTION

The COVID-19 pandemic has accelerated the evolution of work, leading to the rise of hybrid work models that blend remote and in-office environments. This transformation is reshaping business management practices, requiring leaders to rethink how they engage, motivate, and support their teams. As organizations adapt to this new normal, understanding the implications of hybrid work is crucial for long-term success.

FLEXIBILITY AS A CORE VALUE

One of the most significant advantages of hybrid work is the flexibility it offers employees. Organizations that embrace this model can attract top talent by providing options that cater to individual preferences and lifestyles. This flexibility not only enhances job satisfaction but also boosts productivity, as employees can work in environments that suit their needs.

REDEFINING COMPANY CULTURE

In a hybrid work environment, maintaining a strong company culture becomes a challenge. Leaders must be intentional about fostering connections among team members, regardless of their physical location. Virtual team-building activities, regular check-ins, and open communication channels are essential for creating a sense of belonging and collaboration.

LEVERAGING TECHNOLOGY FOR COLLABORATION

Technology plays a pivotal role in the success of hybrid work models. Businesses must invest in tools that facilitate seamless communication and collaboration, such as project management software, video conferencing platforms, and cloud-based file sharing. By leveraging technology effectively, organizations can ensure that remote and in-office employees work together efficiently.

PERFORMANCE MANAGEMENT IN A HYBRID WORLD

Traditional performance management approaches may not be effective in a hybrid work environment. Managers need to adopt new metrics that focus on outcomes rather than hours worked. Setting clear goals, providing regular feedback, and recognizing achievements are essential for motivating employees and driving performance in a flexible work setting.

CONCLUSION

The shift to hybrid work models presents both challenges and opportunities for business management. By embracing flexibility, redefining company culture, leveraging technology, and adapting performance management practices, organizations can thrive in this new landscape. As the future of work continues to evolve, businesses that prioritize employee well-being and adaptability will be best positioned for success.

Quick Commerce Is Killing Kirana Stores ?

किराना स्टोर

Quick commerce sold speed but forgot substance. Promising 10-minute deliveries, it ignored a basic truth: not every need is urgent. Consumers are now questioning why they're paying extra for something they never needed instantly. Warehouses sit half-stocked, riders burn out, and novelty wears thin. It's not just about rising costs—it's a fading habit. The failure isn't just operational—it's conceptual. Speed without purpose doesn't scale.

CLOSED

Kirana stores thrived on trust, memory, and neighborhood rhythm. But quick commerce disrupted that rhythm with silent taps and soulless speed. It's not just sales they're losing—it's generations of personal rapport. Unlike kiranas, Q-commerce doesn't remember your usual order or give credit till payday. This isn't evolution—it's erasure. In replacing community with convenience, we're trading heritage for haste.



DHRUV DHONA
23BBAF20



DIGITAL DETOX

With today's hyperconnected world, it has become more and more difficult to maintain a healthy work-life balance. The relentless stream of notifications, emails, and messages, even outside of work hours, blurs the lines between professional and personal life, leading to stress, burnout, and a decline in wellbeing. The rise of technology, while revolutionizing how we work, has also introduced many adverse effects on employee wellbeing. Digital detox, the practice of disconnecting from technology for some time, can be a powerful tool for employees to reclaim their time and improve their wellbeing. In this blog post, we will discuss the benefits of digital detox for employees and provide practical tips for implementing it in the workplace. As leader, understanding this challenge and fostering resilient team isn't just a managerial task- it's an essential strategy for organisational success. Here are practical way to help your team manage technostress while fostering a culture of wellbeing and resilience In the workplace. Understanding the cause and impact of technostress technology addictive design can leave employee feeling more stressed than empowered. On average, professionals spend 6-8 hours a day on screen, frequently switching tasks every few minutes. This fragmented focus strain mental capacity and leave little room for creativity or reflection. Add the expectation of 24/7 availability, and it's no surprise that many feel like they're perpetually running on a winding.

The toll of technostress on employee includes:

Heightened anxiety and mental fatigue constant notification and the pressure to always be available blur boundaries between work and personal life. This fuels anxiety and prevents employee from fully unwinding it also includes some bullet points

- Reduce focus and creativity
- Burnout and overwhelm
- Eroded work-life balance Loss of human connection



DULAL RAJAK
24BBAF21

Technology should improve your life, not become your life.'
- billy cox

Driving Sustainability: Youth Leadership in Social Responsibility

Sustainability is no longer just a corporate checkbox or government mandate—it's a global movement, and young people are steering the wheel. Across the world, youth are stepping into leadership roles, building startups with purpose, mobilizing communities, and influencing policy, all while holding businesses and institutions to a higher standard. In the face of climate change, inequality, and economic uncertainty, their response has been clear: we must act, and we must act now.

According to the 2023 Deloitte Global Gen Z and Millennial Survey, nearly 75% of Gen Zs believe the world is at a tipping point when it comes to climate change, and 59% actively try to make sustainable choices in their daily lives. They are not just talking about change—they're living it, leading it, and demanding it.

From organizing global climate strikes to founding mission-driven companies, youth leadership is creating ripples in the business world. Take Boyan Slat, the Dutch entrepreneur who founded The Ocean Cleanup at just 18 years old—his initiative has now removed over 8 million kilograms of plastic from oceans and rivers. In India, young climate activist Licypriya Kangujam, just 12 years old, is already influencing environmental policy with her "climate literacy" campaigns.

In the corporate world, sustainability is now a core expectation, not a nice-to-have. A study by IBM Institute for Business Value (2022) revealed that 62% of Gen Z would switch to a more sustainable brand, even if it means paying more. This is reshaping how businesses operate—from eco-conscious supply chains to transparent social impact reporting. And young professionals are choosing to work for companies whose values align with sustainability and ethics.

Educational institutions and business schools have a responsibility to nurture this momentum. Curriculums must evolve to include sustainability frameworks, impact entrepreneurship, and real-world problem-solving. Students aren't waiting—they're launching green startups, conducting impactful research, and driving ESG (Environmental, Social, and Governance) dialogues on campus.

Let's be clear: the youth aren't just the future—they're the now. They bring urgency, creativity, and a deep sense of justice to the sustainability movement. They understand that social responsibility isn't a sideline—it's central to how businesses must operate in the 21st century.

Amogh Varsh M S
22BBAE08



Neuro-marketing and Branding: The Emerging Science of Creating Strong Brands

In today's severely competitive market, brands are not just fighting for attention — they are fighting for space in the consumer's mind. This is the area in which neuro-marketing is transforming the landscape.

Neuro-marketing, a blend of neuroscience and marketing, it explores how consumers' brains respond to branding, advertising, and design. It moves beyond what consumers say they like and focuses on what their brain feels at a subconscious level.

Professor Gerald Zaltman, Harvard Business School, says that 95% of consumer purchase decision making takes place subconsciously. His research indicates that emotional triggers like trust, nostalgia, or excitement significantly impact the brand perception and loyalty.

Consumers are driven by feelings. So if you want the consumer to remember the product or brand, they must be engaged and impassioned by the interaction with the brands.

Neuro-marketing techniques like brain scanning, eye-tracking, and biometric analysis reveal how consumers react to colors, logos, packaging, or even brand stories. This insight allows brands to create experiences that connect emotionally, not just functionally.

- Coca-Cola uses consistent sensory branding — sound, color, and feel — to trigger feelings of happiness and familiarity.
- Apple leverages minimalistic design and simplicity to create an emotional sense of control and status.

Brands that understand the science of consumer behaviour will have a competitive edge. Neuro-marketing helps answer critical questions:

- What colors increase trust?
- What stories activate emotional memory?
- What packaging designs trigger impulse buying?

This isn't manipulation--it's an enhancement. It involves creating genuine relationships which is grounded in the way the human brain interprets information and establishes brand loyalty.

Brands that speak to the mind may be noticed, but brands that connect with the heart are remembered.

Neuromarketing is the **future of branding**. It's quietly reshaping the way great brands are built.



Dr.Swathi.P
Assistant Professor
Department of Management



“TECHNOLOGY DEVO BAVA”—KNOWLEDGE ACQUISITION —A MODERN APPROACH.

Education has undergone a profound transformation over centuries. In the early days, the revered Guru-Shishya (teacher-disciple) tradition prevailed, where the guru was the sole custodian of knowledge. Under the shade of a banyan tree, learning was natural, immersive, and deeply connected to life and nature. The guru played a holistic role—not only imparting wisdom but also preparing disciples to navigate real-life situations with clarity and confidence. As society progressed, so did the demands on education. Human development and evaluation metrics necessitated a shift from informal learning to structured systems. Thus began the era of modest infrastructure and the "chalk and talk" methodology—a significant advancement that brought about intellectual enlightenment and enriched understanding. However, we did not stop there. With evolving needs and the rapid advancement of technology, education continued to grow in sophistication. Today, traditional methods are supplemented—and in many cases, replaced—by cutting-edge teaching aids and scientifically validated pedagogical tools. From smart boards to AI-powered tutoring systems, the learning environment is now more dynamic, interactive, and inclusive than ever before. Modern infrastructure, equipped with advanced visualization and presentation tools, now supports both teaching and learning. Yet, it's not merely technology that defines effective education—continuous professional development and adaptability of educators are equally crucial. Teachers must now be lifelong learners, often staying a step ahead of their students to provide relevant and updated instruction. The COVID-19 pandemic acted as a catalyst, accelerating the digital transformation of education. Online teaching, once an auxiliary method, has become a mainstream practice. The question now arises: As education continues to evolve, will our current system be prepared to absorb the emerging technologies on the horizon? The future of education is being shaped by powerful innovations such as learning management systems (LMS), MOOC platforms, mobile learning, personalized learning, augmented reality and virtual reality, gamification, stimulation techniques, and AI teachers. These advancements enable multiple modes of learning—learning through observation (preaching), learning through experience (doing), and learning through engagement (gaming). As these technologies mature, they promise to redefine the teaching-learning ecosystem, making it more adaptive, immersive, and learner-centered. In conclusion, the journey from the gurukul system to smart classrooms illustrates a continuous evolution driven by curiosity, innovation, and necessity. As we stand at the intersection of tradition and technology, it is imperative that educators, institutions, and learners embrace the future with readiness, resilience, and responsibility.

Mr. MADHUSUDHANAN R
Assistant Professor
Department of Management



Prospering in the Era of ARTIFICIAL INTELLIGENCE



In the current digital era, the rise of artificial intelligence (AI) is reshaping industries, creating new opportunities and redefining the way we work and live. Thriving in the age of AI requires individuals and businesses to adapt, innovate, and leverage technology to their advantage.

AI is no longer just a tool for tech giants; it has become an integral part of everyday operations, from automating routine tasks to providing predictive insights that enhance decision-making processes. For individuals, thriving in an AI-powered world means upskilling and staying ahead of the curve.

While AI can automate repetitive tasks, it also opens up new career paths and industries that demand creativity, emotional intelligence, and strategic thinking—skills that AI cannot replicate. Professionals who continuously learn and adapt to the evolving technological landscape will find themselves in demand, particularly in roles that combine human expertise with AI-powered tools.

Ultimately, prospering in the era of AI is about harnessing the power of technology to enhance human potential, drive innovation, and stay competitive. It involves embracing change, fostering a mindset of lifelong learning, and using AI not as a replacement for human ingenuity but as a catalyst for progress. As AI continues to evolve, the key to success lies in being proactive, adaptable, and open to the possibilities it presents.

Vaishnavi K
23BBAD67



AI-Powered HR: Shaping Smarter Career Skills for the Future

The future of employment isn't looming on the horizon—it's now. And right at the center of it all is artificial intelligence. Increasingly, HR departments are turning to AI to hire, train, and assist workers. That means for us students, the playing field is changing—and rapidly.

Forget the traditional job search with paper resumes and firm handshakes. Today, AI software can browse through hundreds of applications in seconds, searching for the appropriate keywords. Some can even analyze your facial expression and tone of voice during video interviews. It's not so much about what's written on paper anymore—it's about what you think and how well you could fit in.

But AI doesn't punch out once you're hired. It remains behind like a virtual mentor, silently monitoring your progress, recommending training courses, and pushing you toward development. Whether it's suggesting a data analytics course or alerting you to a new skill that's in high demand, AI assists in mapping your career path like never before. It's like having your own career GPS—constantly recalculating based on where you want to go.

All this technology may seem a bit scary at first. But here's the thing: it's not about perfection. It's about flexibility. AI is quick, but it still requires humans—creative minds, empathetic ears, problem-solvers. The human touch still counts, and in fact, it's what makes us different in a world full of intelligent machines. So what does that do for us students? That does that we need to hone both sides of our skillset—the technical and the human. Yes, learn the tools. But also develop your emotional intelligence, collaboration, and leadership. The jobs of the future will belong to people who can do both. “The wisest act in an AI-driven future remains the most human thing to do: to continue learning, evolving, and remaining who we are.”

Let us welcome this change not out of fear, but curiosity. For with an AI-determined future, being human is your best superpower.



Aishwarya Lalu
22BBAA04

It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

– Charles Darwin

INFLATION: THE SILENT POCKET DRAINER

In today's rapidly changing economic environment, one word that frequently makes headlines and affects every individual—from students to senior citizens—is inflation. Simply put, inflation refers to the general rise in prices of goods and services over time, leading to a decline in the purchasing power of money. While a moderate level of inflation is considered normal in a growing economy, sudden or prolonged spikes can disrupt economic stability and impact the daily lives of citizens. Inflation is often driven by a variety of factors. Demand-pull inflation occurs when the demand for goods and services exceeds supply, pushing prices upward. On the other hand, cost-push inflation results from rising production costs, such as increased prices for raw materials or wages. Global factors like oil price hikes, supply chain disruptions, and geopolitical conflicts also play a significant role in influencing domestic inflation levels. The impact of inflation is deeply felt across society. Consumers face higher prices for everyday essentials, reducing their ability to save or invest. For students, inflation can mean higher education fees, increased transportation costs, and costlier food and housing. Businesses, too, feel the pressure as operational expenses rise, forcing them to make tough decisions such as increasing product prices or reducing employee benefits. In the Indian context, recent years have seen a notable fluctuation in inflation rates. The Consumer Price Index (CPI) often reflects these changes, with food and fuel prices being the most volatile. The Reserve Bank of India (RBI) plays a crucial role in managing inflation through monetary policies such as adjusting repo rates and controlling liquidity in the market. Meanwhile, the government introduces fiscal measures like subsidies and price controls to shield vulnerable sections of the population. Understanding inflation is not just important for economists or policymakers—it is equally essential for students and future business leaders. By being aware of inflation trends, young individuals can make informed decisions about savings, investments, and career planning. It also highlights the need for innovative business strategies that are resilient to economic fluctuations. As we prepare to step into roles that shape the future of business and society, it becomes crucial to grasp the forces that silently influence our financial well-being. Inflation may be an invisible force, but its impact is very real. The more we understand it, the better we can adapt and thrive in an ever-evolving economic landscape.



**MD AHTESHAM
ALAM**

24BBAE32



**INFLATION IS AS VIOLENT AS A MUGGER, AS FRIGHTENING AS AN ARMED ROBBER,
AND AS DEADLY AS A HITMAN.**

-RONALD REAGAN

The Role of AI in Social Responsibility: Shaping a Fairer Future



MAITRI ROY
22BBAE38

Artificial Intelligence (AI) is no longer a futuristic concept—it's a powerful part of how we live, work, and interact with the world. From personalized shopping experiences to predictive healthcare, AI has transformed industries. But as this technology becomes more integrated into business and society, a deeper question emerges: Can AI be socially responsible? And more importantly, should it be?

The answer is a resounding yes. In fact, AI's role in social responsibility is not just possible—it's essential. When used thoughtfully, AI can be a tool for justice, equality, and sustainability. Consider this: AI algorithms have already helped predict disease outbreaks, optimize energy usage, and support disaster relief. The World Health Organization used AI models to track and manage COVID-19 data in real time. In climate action, companies like Google DeepMind have used AI to reduce data center cooling energy by up to 40%, directly impacting carbon footprints.

A report by the World Economic Forum (2023) found that 63% of consumers believe companies should be responsible for the ethical use of AI. Bias in AI decision-making—from hiring algorithms to facial recognition—has shown how unchecked technology can reinforce existing inequalities. Cases like the U.S. healthcare algorithm that unknowingly recommended less care to Black patients underline a hard truth:

AI is only as fair as the data and intent behind it. This is where socially responsible leadership matters.

Business schools, tech startups, and large corporations are now being called to integrate AI ethics into their strategy. Companies like Microsoft and IBM have established AI ethics boards, while universities are embedding AI and ethics into business and management curricula. Social responsibility in the AI space now involves transparency, explainability, and inclusive design—ensuring algorithms do not just serve the few, but empower the many. Young professionals and students are leading the way. From AI-driven mental health platforms to Student-led audits of algorithmic bias, youth are proving that AI can be a tool for social good—if built with empathy, inclusivity, and accountability. As future business leaders, we must ask ourselves: Are the AI systems we develop or deploy helping society, or harming it? Responsibility doesn't end with innovation—it starts there.

In this edition of E-volve, we explore how AI, in the right hands, won't just power our future—it will protect our shared humanity.



Balancing Ethics and Earnings



The modern business landscape has made sustainability more necessary than just a trend. Nowadays, businesses are not just focused on profit-making making rather they extend their activities and focus on social welfare, as they are continuously judged for their social responsibility. This urges businesses to be socially responsible and ethical. This shift has increasingly driven sustainable business practices.

Many companies have successfully integrated sustainability into their core missions. This includes environment-friendly technologies, carbon reduction strategies and fair trade policies. These changes demonstrate that sustainability is no longer an option but an obligation to be fulfilled. It also reflects that companies are thinking long term rather than focusing on short term profits. Consumers has become one if the main drivers of this shift as they prefer products and services from brand that are responsible and transparent. Thus commitment to sustainability has become an unavoidable factor to build trust and loyalty. investors too are factoring in environmental, social and governance(ESG) criteria while making financial decisions to assess risk and potential. All these factors has made ethical compliance a key competitive market differentiator

However, balancing both purpose and profit presents its own challenges. This transition to sustainable operations can be costly and complex as they often require initial costs, new skill sets and changes in supply chain. Not every business is flexible enough to make this shift quickly. Still companies that prioritise sustainability often achieve better results and emerge stronger. sustainability is not just ethically sound but economically smart. Sustainability in this sense becomes both a responsibility and strategic advantage.



HANA HUSSAIN
23BBAC19



"Tech-Savvy Management: How Technology is Redefining Management Practices

In the digital age, the world of management is undergoing a powerful transformation. What was once driven by paperwork, face-to-face meetings, and rigid hierarchies is now shaped by data analytics, cloud computing, artificial intelligence, and real-time communication tools. Technology is no longer just a support system—it's a strategic partner in redefining how managers lead, make decisions, and drive results.

Modern management practices are evolving rapidly. With tools like project management software, cloud-based collaboration platforms, and AI-powered analytics, managers can now monitor team progress, forecast trends, and make informed decisions faster than ever before. Virtual meetings and communication apps have erased geographical boundaries, enabling seamless coordination across global teams.

Moreover, automation is freeing managers from routine tasks, allowing them to focus on strategy, innovation, and people development. Data-driven insights help leaders understand employee behavior, customer preferences, and market shifts, allowing for smarter, more proactive decision-making.

However, this tech-driven evolution also demands a shift in managerial mindset. Soft skills like adaptability, digital literacy, and emotional intelligence are now just as important as traditional management techniques. The human touch remains irreplaceable—even the smartest algorithms can't replace empathy, creativity, or leadership vision.

As future managers, embracing technology is not optional—it's essential. By staying current and open to innovation, we not only enhance productivity but also create more agile, inclusive, and forward-thinking workplaces. Technology isn't replacing managers. It's helping them become better leaders.



ANAKHA BIJU
22BBAB08



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KRISTU JAYANTI COLLEGE, AUTONOMOUS RANKING AMONG BEST COLLEGES OF INDIA 2024

India Today MDRA Survey, June 2024

BEST EMERGING COLLEGE OF THE CENTURY - NATIONAL RANKING

1st Rank

COMMERCE

1st Rank

SCIENCE

1st Rank

ARTS

2nd Rank

MSW

BENGALURU CITY RANKING

2nd Rank

MSW

3rd Rank

BCA

3rd Rank

COMMERCE

4th Rank

ARTS

4th Rank

SCIENCE

5th Rank

MASS COMMUNICATION

6th Rank

BBA

NATIONAL RANKING

4th Rank

BCA

12th Rank

MSW

20th Rank

BBA

21st Rank

COMMERCE

21st Rank

ARTS

26th Rank

MASS COMMUNICATION

28th Rank

SCIENCE

Congratulations to the Management, Staff, Parents, Students and Alumni