



DEPARTMENT OF MBA

Report Submission: 30/07/2026

Semester: II	Academic Year: 2025–26	Venue: MBA Seminar Hall, Acharya Institutes
Event Date: 28/07/2026	Time: 10:00 AM to 12:00 PM	Duration: 02:00 HRS

TYPE OF EVENT: STUDENT DEVELOPMENT PROGRAMME

EVENT NAME: STUDENT RESEARCH SYMPOSIUM 2.0

Target Audience: II Semester MBA Students	Number of Participants: 59	Event Coordinator: Dr. Sreenivas Thandava
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Objectives:

- 1) To cultivate research aptitude and scientific thinking among students.
- 2) To provide a platform for presenting innovative research and projects.
- 3) To enhance students' research, analytical, and communication skills.
- 4) To encourage interdisciplinary learning and collaborative research.
- 5) To inspire students toward research publications, innovation, and lifelong learning.

Program Introduction:

The Student Research Symposium 2.0 is an academic platform organized by the Dept. of MBA, AIGS, to promote a culture of research and innovation among students. This symposium aims to encourage students, scholars to experience creating thinking, knowledge sharing, and collaborative research across different disciplines and also analyze real-world problems, and present their research findings with academic rigor and creativity.

Theme of the Event:

The student research symposium 2.0 emphasizes the importance of developing research aptitude and analytical thinking, collaborative research among students. It aims to inspire young minds to explore new ideas, investigate emerging trends, and apply innovative approaches to solve real-world problems



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and propose evidence-based solutions. Through this symposium, the Dept. of MBA seeks to cultivate curiosity, encourage collaboration, and promote a deeper understanding of the role of research in driving academic and professional growth.

Resource Person:

Dr. Patcha Bhujanga Rao, Professor of Commerce & Management, Jain Deemed-to-be University, 9th Block, Jayanagar, Bangalore – 560069.

Detailed Report:

The Student Research Symposium 2.0 was organized on 28th July 2026 by the Department of MBA, Acharya Institute of Graduate Studies in MBA Seminar Hall with the primary objective of promoting a research-oriented mindset among postgraduate students. The symposium was started at 10:00 AM and it was graced by Dr. P. Bhujanga Rao. He emphasized the significance of research in enhancing decision-making skills, improving employability, and contributing to knowledge creation and further he motivated students to view research as a continuous learning process that shapes their academic and professional journey.

The program commenced with the welcome address delivered by Ms. Rinu Rose at 10:18 AM, 1st year MBA student, followed by the guest profile reading by Ms. Jeevitha, 1st year MBA student and following inaugural ceremony, the speaker was delivered the importance of the research in day-to-day life. The resource person divided students into 6 teams and organized few events on research such as scenarios & research problems in marketing, HR, Finance etc. asking the students to analyze on the same. Students were actively participated and presented their research outcomes under the domains of marketing, finance, and human resources based on the scenarios given by the resource person. Each presentation was evaluated by the guest based on the quality of research, presentation clarity, and practical relevance.

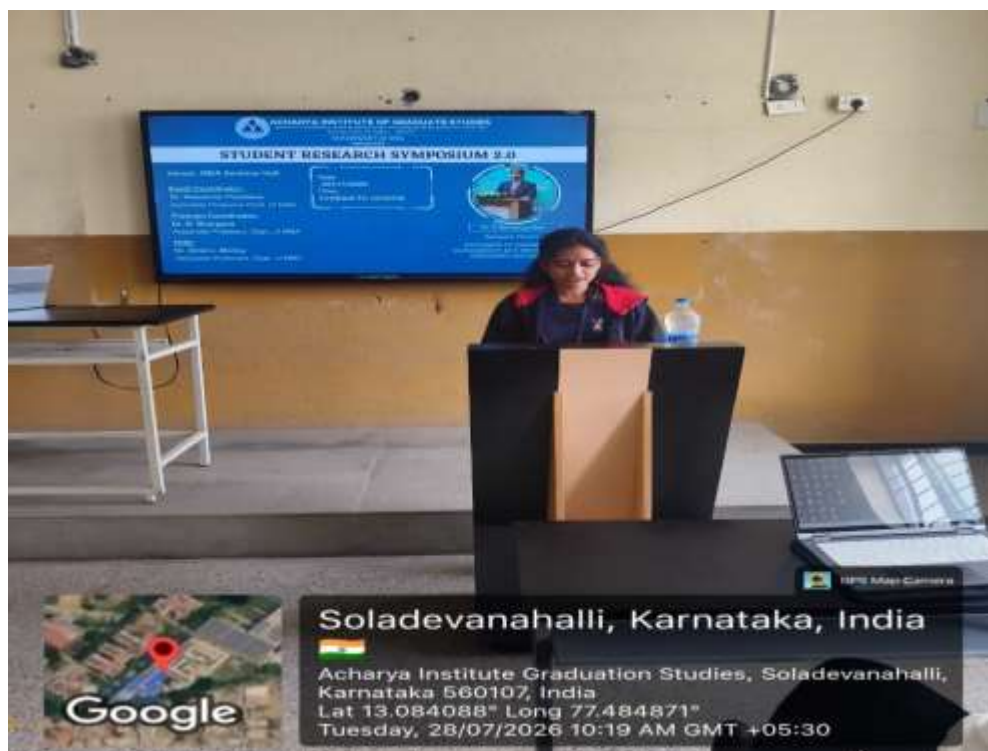
The sessions were marked by active participation, thought-provoking discussions, and innovative insights. The symposium concluded with the announcement of best presentation awards, recognizing the top three student research presentations. It was a successful initiative that achieved its goal of promoting research and innovation among MBA students. It provided a platform for experiential learning and academic collaboration, reinforcing the department's commitment to academic excellence and holistic development. The guest gave good compliments for the participants and praised for their efforts.



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The event concluded at 12:00 pm with vote of thanks proposed by Ms. Jeevitha, 1st year MBA student expressing gratitude to the management, Principal, HOD, faculty members, students, and the distinguished guest for his valuable contribution in making the event a grand success.

Photos:





Lecture by Dr. P. Bhujanga Rao on Research Symposium



Lecture by Dr. P. Bhujanga Rao on Research Process



Students participated in SDP on “Students Research Symposium 2.0”



Students participated in SDP on “Students Research Symposium 2.0”



Students Actively Participating in Research Activity given by Resource Person



Students actively participating in Scenario Challenge given by Resource Person



Student Presentation on Research Activity



Student Presentation on Research Scenario Challenge



Vote of thanks by Ms. Jeevitha, 1st year MBA Student



**Token of respect to the resource person Dr. P. Bhujangaro by Dr. Kiran L Maney, HOD,
Department of MBA.**



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Outcomes:

- a) Student competencies developed in research methodology, literature review, data analysis, and scientific writing etc.
- b) Student's ability was improved to analyze complex issues and propose evidence-based solutions.
- c) Students gain confidence in presenting research findings through oral presentations, poster sessions, and scholarly discussions.
- d) The symposium encourages student's creative thinking, knowledge sharing, and collaborative research across different disciplines.
- e) Students inspired to pursue research projects, publish scholarly articles, file patents, and contribute to innovation and societal development.

Conclusion and Audience Feedback Summary:

The event served as an academic platform for young researchers to present their innovative ideas, research findings, and analytical insights on various domains such as marketing, finance and HR. The symposium aimed to bridge the gap between theory and practice by encouraging students to apply classroom knowledge to real-world business issues. It provided a valuable opportunity for students to enhance their research and presentation skills and the symposium 2.0 was concluded at 12:30 PM with vote of thanks by Ms. Jeevitha 1st year MBA student.

Audience Feedback Summary:

The feedback from participants was overwhelmingly positive. Many are satisfied with the research symposium 2.0 and they expressed that it was interactive and knowledgeable which made them to enhance their skills and knowledge in research.



Students Feedback:

