



Dayananda Sagar College of Arts, Science, and Commerce

Department of Management Studies - MBA

Report of the Event Conducted
(One form to be filled for each event)



Department*: MBA

Date of Report: 20/08/2026

Sl. No.	Particulars	Event related Details			
1.	Event*	Guest Lecture			
2.	Title of the Event	Writing for Impact: A Comprehensive Guide to Research Paper Development	SDG's No. (s)	4, 9	
3.	Date of Conduction	14/08/2026	4.	Time: 12:00 PM to 1:00 PM	
5.	Venue	Gallery Room No. 03			
6.	Resource Person 1 Details (Profile to be enclosed)	Name Dr. S Gokula Krishnan Designation Professor of Analytics & HOD - MBA Mobile No. 9489766214		Organization: Dayananda Sagar College of Arts, Science & Commerce Specialization : Business Analytics Email ID gkrishna-mbabu@dscasc.edu.in	
7.	Topics Covered	Identifying the topics and structuring the research article structure through AI.			
8.	Resource Person 2 Details (Profile to be enclosed)	Name Designation Mobile No.		Organization Specialization Email ID	
9.	Topics Covered	NA			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal: 01		External:	-
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal: 56		External:	-
12.	Faculty Coordinator	Full Name Prof. Sachana C Department : Management Studies - MBA Designation : Assistant Professor			
13.	Student Coordinator	Full Name Ms. Rajalakshmi Department: Management Studies - MBA Designation: Student			
14.	Total Expenditure (Details to be enclosed)	NIL	15	Sponsors and Amount (if any)	Nil



Sl. No.	Particulars	Event related Details			
16.	Agenda of the Event (Attach a copy)	Yes	17	Provide the link of the report uploaded on College Website	Yes
18.	Social Media Links (Provide the links of the report uploaded on Social Media)	https://shorturl.at/Cm4FX https://shorturl.at/LF4xS	19	Report sent to Newspapers? If yes, provide cuttings/images:	NA
20.	Certificates Printed? (Attach a copy**)	NA	21	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached? #	Yes	23	Photographs of the Event (About 5 relevant, clear, and appropriate photos with precise caption. The jpg files need to be attached)	Yes
24.	Summary of the Event (Around 100 words)	The guest lecture emphasized the importance of research as a key driver of knowledge creation, innovation, societal progress, and sustainable development. It highlighted how systematic and evidence-based research helps address real-world challenges and contributes to academic and professional advancement. The session also discussed the growing role of Artificial Intelligence (AI) in facilitating research article writing. AI tools can support researchers in identifying relevant research topics, framing research questions, reviewing literature, identifying research gaps, organizing ideas, and developing the structure of research articles. The lecture further emphasized that AI should complement, rather than replace, researchers' critical thinking, creativity, and scholarly judgment. Ethical use, proper verification, originality, and responsible application of AI were highlighted as essential for maintaining the quality and integrity of research.			

Notes:

* Seminar / Webinar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc. ** Format Copy need to be attached and hard copy need to be filed, # Original sheet need to be filed and scanned copy should be attached. *Department, please select the department

PS:

- ❖ Whichever column is not applicable, write as NA.
- ❖ If the nothing is done / gained / spent, write as No/Nil.

Sachin C
21/08/26
Event Coordinator

[Signature]
HOD

[Signature]
20/08/26
IQAC Coordinator

[Signature]
21/8/26
Principal

Head of the Department
Department of Management Studies (MBA-bus)
Dayananda Sagar College of
Arts, Science and Commerce
Bengaluru - 560 111

IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumara Any Layout, Bengaluru - 560 111

Principal
Dayananda Sagar College of
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 111



Glimpses of the Event – Guest Lecture



Dr. S. Gokula Krishnan MBA, PhD., EC-BA(IIM-V)

Professor & HoD – MBA | Research Supervisor

Analytics | SCM | Entrepreneurship

Email: prof.gokulakrishnan@gmail.com | Mobile: +91 94897 66214

[Google Scholar](#) | [ResearchGate](#) | [LinkedIn](#)

Profile Summary : Dr. S. Gokula Krishnan is an IIM Certified Business Analyst, Academician and Researcher with 17+ years of teaching experience and 4 years in academic administration, currently serving as Professor & Head – MBA at Dayananda Sagar College of Arts, Science and Commerce, Bengaluru. His expertise spans Business & Data Analytics, HR, SCM, and Entrepreneurship, with significant contributions in research supervision, curriculum design, and academic leadership. He is a recognized PhD guide, examiner for multiple universities, and has guided over 300 MBA projects and numerous doctoral theses. His research primarily focuses on analytics adoption, HR engagement, AI in management, and sustainable business practices.

Education

- **Executive Certificate in Business Analytics & Data-Driven Decision Making – IIM** Visakhapatnam (2025)
 - **PhD in Management – Karunya University** (2015)
 - **MBA (HR) – Karunya University** (2008)
 - **B.Sc. Hotel & Catering Management – Periyar University** (2006)
-

Key Academic Roles

- Professor & Head – MBA, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru (2026–present)
 - Professor & Domain Head – Analytics, Surana College (2024–2025)
 - Associate Professor – GAT, Acharya Institute, CMRIT, Nehru College (2015–2024)
 - Assistant Professor/Lecturer – RVS Technical Campus & others (2009–2015)
 - Visiting Faculty – Kirtoskar Institute of Management, Jain University, CMR University, Sona School of Management
-

Skills & Tools (Core Competencies)

- **Data Visualization & BI:** Tableau, Power BI (DAX)
 - **Statistical & Research Tools:** SPSS (15+ years), AMOS, Jamovi
 - **Programming & Analytics:** R (5+ years), Python (3+ years), KNIME
 - **Business Analytics & Modeling:** MS Excel (15+ years), HR & Marketing Analytics, SEM
 - **Specialized Expertise:** Predictive Analytics, Sentiment Analysis, AI/ML Applications in HR
-

Research & Publications

- **20+ PhD theses adjudicated, 60+ research articles** in Scopus/peer-reviewed journals.
 - **Books & Chapters:** *Data Analytics* (REST Publisher, 2025); IGI Global & BPI contributions.
 - **Recent works:** Generative AI in Workforce Planning (2025), Mobile Healthcare Apps (2025), Reverse Logistics & Data-Driven Decisions (2024), Analytics in MSMEs (2024).
-

Academic Leadership & Service

- **BoS/Advisory Member – VTU, Presidency University, Jyoti Nivas, St. Joseph's Commerce, etc.**
- **Editorial Roles – Former Editor-in-Chief** of NSMJ; Editorial/Review Board Member of international journals (Inderscience, EBM, TIJOMEAF).
- **Invited Lectures & FDPs – Delivered 75+ invited lectures/workshops** on Analytics, HR, and AI across India.

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

S.M. HILLS, KUMARASWAMY LAYOUT, BANGALORE - 560 078

II SEM MBA (Bangalore University)

Sl. No.	University Register No.	Name of the Students	Signature
1	P03CJ25M015007	Nikhitha C M	<i>Nikhitha</i>
2	P03CJ25M015008	Amruta Jayapal Sadalage	<i>Amruta</i>
3	P03CJ25M015009	S A Aditi	<i>Aditi</i>
4	P03CJ25M015011	Jayanth Raj M	<i>Jayanth Raj</i>
5	P03CJ25M015030	Harshan Kumar S	<i>Harshan Kumar</i>
6	P03CJ25M015033	Chandrika Sunil Meerajkar	<i>Chandrika</i>
7	P03CJ25M015037	Kavana M P Reddy	<i>Kavana</i>
8	P03CJ25M015041	Suma Poonam D	<i>Suma</i>
9	P03CJ25M015042	Harini K	<i>Harini</i>
10	P03CJ25M015043	Chandu D R	<i>Chandu</i>
11	P03CJ25M015045	Rahul R Kadampur	<i>Rahul</i>
12	P03CJ25M015048	Nithin K P	<i>Nithin</i>
13	P03CJ25M015050	Rohan Rao	<i>Rohan</i>
14	P03CJ25M015055	Poojashree R	<i>Poojashree</i>
15	P03CJ25M015057	V P Vishwas	<i>Vishwas</i>
16	P03CJ25M015060	Mohan N	<i>Mohane</i>
17	P03CJ25M015063	Vishwanath D M	<i>AB</i>
18	P03CJ25M015064	Yeshwanth V	<i>Yeshwanth</i>
19	P03CJ25M015065	Darshan S	<i>Darshan</i>
20	P03CJ25M015066	Pushkar Haribhattanavar	<i>Pushkar</i>
21	P03CJ25M015067	Keerthi Vyas S G	<i>Keerthyvas S.G</i>
22	P03CJ25M015068	Rajalakshmi Bhaskar Hegde	<i>Raj..</i>
23	P03CJ25M015070	Namratha	<i>Namratha</i>
24	P03CJ25M015074	A Aakash	<i>Aakash</i>
25	P03CJ25M015078	Bhumika K	<i>Bhumika</i>
26	P03CJ25M015079	Jagadish K	<i>Jagadish</i>
27	P03CJ25M015080	Mukkamala Bhaskara Krishna Sai	<i>Bhaskara</i>
28	P03CJ25M015081	Prathwik C Shetty	<i>Prathwik</i>
29	P03CJ25M015083	Anusha Ganesh Bhat	<i>Anusha</i>
30	P03CJ25M015085	Dakshayini C	<i>Dakshayini</i>
31	P03CJ25M015086	Hemalatha M	<i>Hemalatha</i>
32	P03CJ25M015089	Hamsaveni K	<i>Hamsaveni</i>
33	P03CJ25M015101	Abhishek Kurli	<i>ABHIS</i>
34	P03CJ25M015104	P V Ananya	<i>Ananya</i>
35	P03CJ25M015105	Yashas Gowda M B	<i>Yashas</i>
36	P03CJ25M015108	Subhash H T	<i>Subhash</i>
37	P03CJ25M015109	Lakshmi R	<i>Lakshmi</i>
38	P03CJ25M015110	Chandana H R	<i>Chandana</i>
39	P03CJ25M015116	Bhavana K	<i>Bhavana</i>
40	P03CJ25M015119	Kushma	<i>Kushma</i>
41	P03CJ25M015121	GNANESHWAR ULLIKALLU	<i>Gnaneshwar</i>
42	P03CJ25M015127	Madhushree R	<i>Madhushree</i>
43	P03CJ25M015129	Kavya B Marikallangudhar	<i>Kavya</i>
44	P03CJ25M015131	Chandrika R	<i>Chandrika</i>
45	P03CJ25M015132	Rakshita	<i>Rakshita</i>



46	P03CJ25M015138	Nikhil Pawar S	Nikhil
47	P03CJ25M015139	Sahana K N	Sahana
48	P03CJ25M015141	Mohammad Imran	Imran
49	P03CJ25M015142	Tamminedi Manoj	Manoj
50	P03CJ25M015149	Bhuvan S	Bhuvan
51	P03CJ25M015151	Monish K	Monish
52	P03CJ25M015153	Samartha Rama Muliya	Samartha
53	P03CJ25M015157	Anup	Anup
54	P03CJ25M015158	vegulla shyam kumar	Shyam
55	P03CJ25M015159	Jeevan T	Jeevan
56	P03CJ25M015160	Dhanush T	Dhanush
57	P03CJ25M015165	Disha B M	Disha
58	P03CJ25M015168	Nikitha S B	Nikitha
59	P03CJ25M015176	Basavakiran	AB
60	P03CJ25M015179	Bhuvan D Nagaleekar	AB
61	P03CJ25M015181	Vijaykumar Rudrappa Holi	Vijay

Sachana
20/08/2026
(Sachana.c)



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24/8/26



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

An Autonomous College affiliated to Bangalore University (BU),
Approved by AICTE and UGC, Accredited by NAAC with 'B+' grade, and ISO 9001-2015 Certified Institution

Internal Quality Assurance Cell

STUDENT FEEDBACK FORM

Name of the Student: Prathwik C Shetty UUCMS No. P03EJ25 M015081
Course: MBA Sem: II Section: C
Name of Activity: Writing for Impact
Organized by: Prof. Sachana - C Date: 14/08/2026
Resource Person: Dr. Gokula Krishnan Programme/Class: MBA

Rating Scale: 5 – Excellent | 4 – Very Good | 3 – Good | 2 – Satisfactory | 1 – Needs Improvement

No.	Feedback Parameter	5	4	3	2	1
1	Relevance of the activity	☒	☐	☐	☐	☐
2	Quality and clarity of content delivered	☒	☐	☐	☐	☐
3	Effectiveness of the resource person/facilitator	☐	☒	☐	☐	☐
4	Interaction and student participation	☒	☐	☐	☐	☐
5	Achievement of the intended learning outcomes	☐	☒	☐	☐	☐
6	Improvement in my knowledge/skills through the activity	☒	☐	☐	☐	☐
7	Ability to apply the learning gained	☒	☐	☐	☐	☐
8	Organization and coordination of the activity	☐	☒	☐	☐	☐
9	Overall satisfaction with the activity	☒	☐	☐	☐	☐

Learning Outcome / Student Response

Important learning/skill gained from this activity:

Using of AI for research

Suggestion for improvement / future activity:

Would you recommend similar activities in future? ☐ Yes ☐ No

Overall Rating: ☐ Excellent ☒ Very Good ☐ Good ☐ Satisfactory ☐ Needs Improvement

Signature of the Student: [Signature]

Postal Address: 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka 560111

Ph: 080-42161767

Email ID: principal@dsccsc@dayanandasagar.edu

Website: www.dsccsc.edu.in





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Internal Quality Assurance Cell

STUDENT FEEDBACK FORM

Name of the Student: Poojashree .R. UUCMS No. P03CJ25m015055

Course: MBA Sem: II Section: C

Name of Activity: writing for Impact

Organized by: Prof. Sachana Date: 14/08/2028

Resource Person: Dr. Gokula Krishan Programme/Class: MBA

Rating Scale: 5 – Excellent | 4 – Very Good | 3 – Good | 2 – Satisfactory | 1 – Needs Improvement

No.	Feedback Parameter	5	4	3	2	1
1	Relevance of the activity	☒	☐	☐	☐	☐
2	Quality and clarity of content delivered	☒	☐	☐	☐	☐
3	Effectiveness of the resource person/facilitator	☒	☐	☐	☐	☐
4	Interaction and student participation	☒	☐	☐	☐	☐
5	Achievement of the intended learning outcomes	☐	☒	☐	☐	☐
6	Improvement in my knowledge/skills through the activity	☐	☒	☐	☐	☐
7	Ability to apply the learning gained	☒	☐	☐	☐	☐
8	Organization and coordination of the activity	☒	☐	☐	☐	☐
9	Overall satisfaction with the activity	☒	☐	☐	☐	☐

Learning Outcome / Student Response

Important learning/skill gained from this activity:

A-I using research

Suggestion for improvement / future activity:

Interactions with the students

Would you recommend similar activities in future? ☒ Yes ☐ No

Overall Rating: ☐ Excellent ☐ Very Good ☒ Good ☐ Satisfactory ☐ Needs Improvement

Signature of the Student: Poojashree .R.

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