



From the Director's Desk

-Dr. Purshottam Patil

It gives me immense pleasure to unveil the Third Edition of our Institutional Newsletter, "SVIMS PULSE" a vibrant reflection of our collective journey, achievements, and aspirations. Each edition stands as a testimony to the dedication of our faculty, the creativity of our students, and the unwavering support of our management. This newsletter is not merely a compilation of events and updates; it is a mirror of our institution's spirit, showcasing the synergy of knowledge, innovation, and collaboration. As we move forward, let this edition inspire us to continue striving for excellence, nurturing talent, and contributing meaningfully to society. May this newsletter serve as a source of pride and motivation for all of us, reminding us that together we can achieve milestones that resonate far beyond our campus. With great joy and optimism, I present to you the III Edition of SVIMS Pulse

Business News and Updates :-

1. Marvell Technology is expanding its chip design operations in India to develop advanced 2-nanometer semiconductors and collaborate with startups and universities, strengthening India's role in cutting-edge chip design, innovation, and high-skill job creation. Marvell's expansion highlights India's growing importance in advanced semiconductor design rather than manufacturing. By working on 2-nanometer chips and partnering with academia and startups, the move supports India's long-term goal of becoming a global semiconductor and AI technology hub.

2. India's households hold about 25,000 tonnes of gold, whose value is now estimated at nearly 80% of the country's GDP, making it a major economic buffer. According to IIFL Capital's Outlook 2026 report, this vast gold stock acts as a macroeconomic shock absorber during periods of global or domestic stress. When inflation rises or the rupee weakens, gold helps protect household wealth and supports overall financial stability. It also reduces vulnerability to external shocks by serving as an informal reserve outside the banking system.

3. The interview highlights how AI is evolving from a passive question-answering system into an active "coworker" that can take actions within real business workflows. Peter Lee explains that future AI will not just provide information, but execute tasks, coordinate across tools, and assist decision-making. This shift is driven by Microsoft's seven AI trends shaping 2026, including better reasoning, autonomy, and integration with enterprise systems. The focus is on AI becoming more context-aware, reliable, and collaborative.

"The Role of Artificial Intelligence in Modern Business Management"

Business management has always been about people, leaders guiding teams, employees driving results, and customers shaping demand. Yet, in today's digital era, Artificial Intelligence (AI) has stepped in as a powerful partner, not a replacement. Recent studies show that 77% of companies worldwide are already using or planning to use AI in their business operations, and 64% of business leaders believe AI improves productivity. In parallel, surveys reveal that 28% of workers in the U.S. have started using generative AI at work, with projections suggesting AI could boost global GDP by 1.5% by 2035. The real story is how AI is helping managers make smarter, more human-centered decisions.

AI tools can process vast amounts of data in seconds, uncovering insights that would take humans weeks to analyse. For example, predictive analytics can forecast market trends, while intelligent dashboards highlight performance gaps before they become problems. This doesn't mean managers lose their role; instead, they gain sharper vision. With AI handling repetitive tasks, like scheduling, reporting, or customer queries, leaders can focus on creativity, empathy, and strategy.

In human resources, AI assists in screening resumes fairly, but it's the manager's empathy that ensures the right cultural fit. In marketing, AI personalizes campaigns, but it's human intuition that crafts the story customers connect with. The balance lies in AI's precision and human judgment working together.

The future of business management is not about machines replacing people, but about machines empowering people. AI intervention is making management more responsive, data-driven, and humane. By freeing managers from routine tasks, it allows them to invest energy where it matters most, building trust, inspiring teams, and shaping vision.

In short, AI is the new co-pilot of business management, helping leaders navigate complexity while keeping humanity at the core. AI's growing role in business management represents a shift from intuition-based leadership to insight-driven decision-making. Managers today face complex challenges such as rapidly changing markets, diverse workforces, and rising customer expectations. AI helps reduce this complexity by transforming raw data into clear, actionable insights. Instead of relying solely on past experience or assumptions, managers can use AI-generated forecasts, risk assessments, and performance metrics to make timely and informed decisions. This not only improves efficiency but also reduces human bias, allowing leaders to respond more fairly and accurately to business situations.

Prof. Dr. Roopam Agrawal
Associate Professor-Finance
SVIMS Business School



“From Warren Buffett to You: The 5 Best Strategies for Successful Stock Investing.”

Investment is not limited to the stock market; it includes Mutual Funds, Bonds, Currencies, Commodities, PPF, FD and more. Warren Buffett, the world’s most renowned investor, began investing at age 11 and follows disciplined stock strategies. The five best stock investment strategies are: Growth Investing, where investors focus on companies with strong future potential regardless of current price; Value Investing, where undervalued stocks are bought and held until they reach their true value, a method Buffett is famous for; Momentum Investing, which involves buying rising stocks and selling when they lose momentum; Cost Averaging, where investors buy shares at intervals to reduce the average cost and increase long-term gains; and Intraday Trading, a high-risk method where stocks are bought and sold within the same day, relying on rapid price movements and not recommended for beginners.

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“A Glimpse into Excellence: Key Takeaways from the A1 Connect Industrial Visit”

On 21st November 2025, I visited A-1 Fence Products as part of the A1 Connect – Learning Beyond Classrooms initiative, gaining clear insights into leadership, organizational culture, and global operations. The visit began with an inspiring welcome from Glenn Lobo and Sneha Kardile Sawant, who emphasized continuous learning and modern workplace expectations. A memorable session by Florence Nair reinforced the importance of empathy and authenticity in recruitment. Sumedha explained the A1 Connect – Dil Se Connect philosophy, highlighting the core pillars of Freedom, Openness, Engagement, Passion, and Resourcefulness. Interacting with Akanksha Joshi and Manish Bhosle added meaningful perspectives on collaboration and career growth, supporting the motto Explore. Connect. Grow. Additionally, Neeraj Tyagi provided practical insights into operational challenges and how the organization navigates global complexities. Special appreciation goes to Nidhi Shah for coordinating the visit. Overall, the experience offered a concise yet rich understanding of real-world corporate culture and functioning.

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“Empowering the Workforce: HR Strategies to Reduce the AI Adoption Gap”

“Closing the Workplace AI Adoption Gap: HR Strategies to Align Leaders, Managers, and Employees” highlights how organizations can bridge the growing mismatch in AI awareness, skills, and readiness across different levels of the workforce. While leaders often push for rapid AI adoption, managers may feel uncertain about implementation, and employees may fear job loss or lack the skills to adapt—creating an AI adoption gap that slows transformation. HR plays a crucial role in closing this gap through clear communication that builds trust, AI-focused learning and development programs, strong governance and ethical guidelines, thoughtful job redesign, and involving employees in decision-making. By aligning leadership vision with managerial capability and employee confidence, HR ensures smoother adoption, higher engagement, and seamless integration of AI in the workplace.

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The Rise of Conversational & AI-Driven Search:

Traditional SEO is evolving as search behaviors shift towards conversational and AI-driven queries. Users now ask detailed questions, and tools like ChatGPT, Google AI, and voice assistants provide direct answers, often bypassing website clicks—a trend known as zero-click search. This change means marketers must focus on content relevance, clarity, and trustworthiness, rather than just keyword optimization. Brands that publish helpful, well-structured content are more likely to be featured in AI responses. Marketers must also adapt to the "Search Everywhere" concept, ensuring visibility across AI platforms, voice search, and social media. As marketing becomes more tech-driven, skills in AI content optimization, conversational marketing, and multi-platform branding are crucial for staying competitive. This shift highlights that marketing today is not just about ranking on search engines but about being present wherever users seek information. Marketers who adapt to AI-powered, intent-based search and focus on educating users will gain long-term brand credibility and success.

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Quiz

- What do we call a situation where inflation falls but prices still rise?
- What is high GDP growth with weak job creation known as?
- Who benefits first when a country's currency weakens?
- Which commonly used economic indicator can be misleading when viewed alone?
- What usually happens to the economy if everyone saves more during a slowdown?

Quiz-Answers (Volume 02)

1. Every night I'm told what to do, and each morning I do what i'm told. But I still don't escape your scold. What am I? : **A clock**
2. What do the letter "t" and an island have in common? :**They both have a "T" in them!**
3. Which word in the dictionary is spelled incorrectly? :**Incorrectly**
4. What has many rings but no fingers? :**A tree**
5. What can you break without touching it? :**A promise**
6. I sometimes run, but I can't walk. What am I? :**A clock**
7. It has keys, but no locks. It has space, but no room. You can enter, but can't go inside. What is it? :**A keyboard**
8. What kind of ship has two mates but no captain? : **A friendship ship**
9. What has hands but cannot clap? : **A clock**

Till Date :-15 Feb 2026

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Case study:

Amazon's Management Restructuring (2025)

In 2025, Amazon undertook a major restructuring of its management hierarchy, particularly within the AWS sales team. The initiative increased the minimum span of control, requiring managers to oversee at least eight direct reports instead of six, while also pausing new manager hires to assess organizational impact. Several managers were "down-leveled" into individual contributor roles, often with reduced pay bands, and promotion criteria were tightened, requiring larger team sizes for eligibility.

The rationale behind these changes was that middle manager hiring had outpaced entry-level recruitment, driving up costs and creating inefficiencies. By shifting from a "diamond-shaped" structure, heavy in middle management, to a pyramid structure with more entry-level employees at the base, Amazon aimed to streamline operations. Analysts projected that the restructuring could generate annual savings of nearly \$1 billion.

However, the changes also raised employee concerns. A culture of fear emerged, with managers becoming risk-averse and hesitant to make bold decisions due to accountability pressures. Career growth opportunities appeared limited under stricter promotion rules, and internal discussions revealed unease about long-term morale and organizational agility.

Placement Associate



Past Events

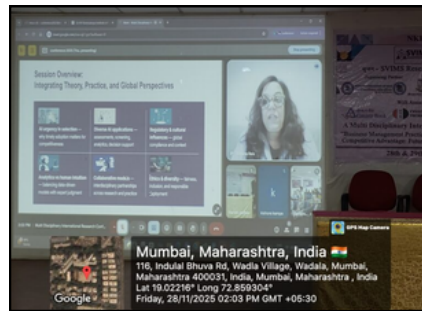


The two-day International Research Conference commenced with an inaugural session and a welcome address delivered by Dr. Purshottam Patil, Director, SVIMS. The first day featured distinguished deliberations by eminent speakers. Mr. Rajagopala Deputy General Manager, Karnataka Bank Ltd., the Special Invitee, provided insightful perspectives on the banking sector and the transformative impact of Artificial Intelligence (AI). This was followed by Dr. Michele Sagan (CEO, Optimal Insight, Malaysia), who emphasized the proactive and advanced applications of AI in business practices. Subsequently, the Guest of Honour, Dr. Rosana Reis (ISG Paris), highlighted the role of AI in shaping organizational work culture. These sessions collectively attracted more than 100 participants, both in online and offline modes. The conference also received over 50 research paper submissions from diverse geographical locations, including Germany, Gujarat, Madhya Pradesh, Maharashtra, Tamil Nadu, Uttar Pradesh, and Assam.



International Conference Nov'2025

- **Conference Theme: “Business Management Practices and Integration of Technology for Competitive Advantage: Future Prospects and Strategic Pathways”**
- **Dates: 28th–29th November 2025**
- **Venue: SVIMS Campus, Wadala (W), Mumbai**
- **Organisers: Sir M. Visvesvaraya Institute of Management Studies & Research (SVIMS), SVIMS Business School in collaboration with Research Foundation of India (RFI)**
- **Objective: To advance strategic, ethical, and innovative integration of technology in business management for sustainable competitive advantage.**



On the second day, registered participants presented their research papers across designated thematic tracks. The presentations were systematically evaluated using a structured research matrix by external session chairs, ensuring academic rigor and fairness.

The conference concluded with the announcement of the Best Paper Award, followed by a formal vote of thanks delivered by Dr. Vishwanath Malji, Associate Professor, SVIMS. The event successfully fostered scholarly exchange, interdisciplinary dialogue, and critical engagement with emerging trends in technology-driven business management. The major sponsors of the International conference were Karnataka Bank, Crystal Technologies pvt. Ltd.



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!!! Congratulations !!!

NO.	Name of the student	Specialisation	Recruiter Name
1	Soni Sudhakar Jakkani	Finance	Insync Analytics
2	Khedekar Ruchi Deepak Sojwal	Finance	ICICI Securities
3	Joshua Joseph Naidu	Finance	NJ Wealth
4	Arti Pandey	Finance	ICICI Securities
5	Perlin Xavier Manohar	Finance	Cygnnet Infotech Pvt. Ltd.
6	Rahul Shinde	Finance	ICICI Securities
7	Gurav Shreyash Surendra Chetana	Finance	SKC Chemie Pvt. Ltd.
8	Birje Sakshi Nitin Namrata	Finance	Tarmac Group
9	Dant Komal Ganesh Sakshi	Finance	SKC Chemie Pvt. Ltd.
10	Chawan Sakshi Suryakant Samiksha	Finance	Niranjan Shipping Co.
11	Khan Anwarashraf Gulamashraf Rehana	Finance	Ibis Hotel- Accor Group
12	Mirgule Omkar Dnyaneshwar Nikita	Finance	Computer Age Management Services (CAMS)
13	Patil Sahil Sambhaji Chhaya	Finance	Cygnnet Infotech Pvt. Ltd.
14	Aditya Dilip Awale	Marketing	Arya Agro



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!!! Congratulations !!!

NO.	Name of the student	Specialisation	Recruiter Name
15	Patil Chirag Bhimsen Geeta	Marketing	Antraweb Technologies
16	Shukla Bhavesh Ravindra Roopa	Marketing	Antraweb Technologies
17	Anthony Steve Seema	Marketing	CSML Group
18	Francis Priyanka William Bharati	Marketing	Wockhardt Limited
19	Tejas Prakash Duser	Marketing	Antraweb Technologies
20	Siddhi Bharat Auti	HR	Immunoadaptive Cell Theory Pvt. Ltd.
21	Akash Prakash Jain	HR	Remal India Pvt. Ltd.
22	Raviraj Sharma	HR	Remal India Pvt. Ltd.
23	Poojary Shreya Vishwanath Anusha	HR	Crompton Greaves
24	Divekar Sakshi Sunil Maya	HR	EyDelta Pvt. Ltd.
25	Netke Priyanka Santosh Meerabai	HR	AQM Technologies

Rising International Stars - SVIMS Alumni



Mr. Malcolm D Souza, Business Acquisition Manager at Stalco (A Canada Cartage Company) Toronto, Ontario, Canada.



Mr. Zain Shaikh, UAE, Manager of Sales, Binghatti, Dubai, United Arab Emirates.



Mr. Ratan Singh Rana, Real Estate Portfolio Manager, Dubai.



Mr. Prathamesh Varese, Team Leader, Jogosoft Information Technology, Dubai, UAE.



Mr. Suyash Patil, Team Leader, Jogosoft Information Technology, Dubai, UAE.



Mr. Somanshu Verma, Management Trainee, Mount Meru Group, South Africa.



Mr. Rutik Patil, Dzastad, Oman and Singapore.



Mr. Rushil Gavalkar, Dzastad, Oman and Singapore.



Ms. Sanskruti Koli, Dzastad, Oman and Singapore.



Mr. Shankarnarayanan Nadar, Morgan Stanley

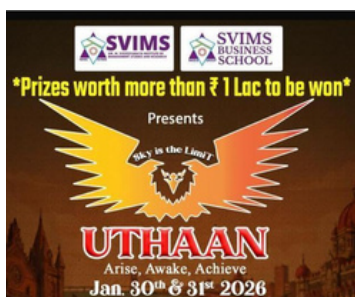


Ms. Anushka Haldankar, Fedex

UPCOMING NEWS:-

1. Case Study :- Every Month
2. SIP (VIVA) :- For 2nd Year Students
3. Margdarshi series
4. NISM:- NISM Launches Free Online (SDPs)
5. Samarth Session every saturday
6. Uthaan -Inter Collegiate Event-30 & 31 Jan 2026

!!! Congratulations !!!



COMING SOON.....

Admission Enquiry

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