



## School of Commerce &amp; Management Studies

# YOUNG MANAGER !

“EMPOWERING TOMORROW’S LEADER, TODAY”

NOVEMBER 2025



Dear Readers,

Welcome to the NOVEMBER 2025 edition of our SCMS monthly newsletter – Young Manager!

Our mission is to keep you informed, engaged, and connected with the dynamic culture at the School of Commerce and Management Studies.

In this issue, we are thrilled to present a comprehensive roundup of important updates, enriching events, and insightful news designed to meet your varied interests and needs. We hope you find our newsletter to be both a valuable resource and a source of inspiration.

Warm regards,  
The Editorial Team - Young Manager  
SCMS, DSU

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# DEAN'S MESSAGE

## CAPT. A. NAGARAJ SUBBARAO, PHD

### Greetings! Esteemed Readers,

Welcome to the NOVEMBER 2025 issue of "Young Manager," the SCMS newsletter designed exclusively for the vibrant community of business students. As we embark on this exciting journey together, "Young Manager" aims to serve as a beacon of inspiration, knowledge, and opportunity for aspiring young leaders.

—

**“ONLY THREE THINGS  
HAPPEN NATURALLY IN  
ORGANIZATIONS: FRICTION,  
CONFUSION AND  
UNDERPERFORMANCE.  
EVERYTHING ELSE REQUIRES  
LEADERSHIP.”**

—

**PETER DRUCKER**

—

In each issue, you can expect a curated selection of events, articles, interviews, book reviews, movie reviews, and features tailored to your interests and needs as future managers and entrepreneurs. From insights into industry trends and career advice to highlights of student achievements and campus events, "Young Manager" promises to be your trusted companion on your path to success.

We invite you to engage with us actively, share your stories, ideas, and feedback, and become part of our thriving community of young managers shaping the future of business. Together, let us explore, learn, and grow as we navigate the dynamic landscape of the business world.

Thank you for joining us on this exciting journey. Here's to a future filled with endless possibilities and boundless opportunities!



# DSU VISION & MISSION

**Vision:** To be a centre of excellence in education, research & training, innovation & entrepreneurship and to produce citizens with exceptional leadership qualities to serve national and global needs.

**Mission:** To achieve our objectives in an environment that enhances creativity, innovation and scholarly pursuits while adhering to our vision.



## DSU VALUES

### THE PURSUIT OF EXCELLENCE

A COMMITMENT TO STRIVE CONTINUOUSLY TO IMPROVE OURSELVES AND OUR SYSTEMS WITH THE AIM OF BECOMING THE BEST IN OUR FIELD.

### FAIRNESS

A COMMITMENT TO OBJECTIVITY AND IMPARTIALITY, TO EARN THE TRUST AND RESPECT OF SOCIETY.

### LEADERSHIP

A COMMITMENT TO LEAD RESPONSIVELY AND CREATIVELY IN EDUCATIONAL AND RESEARCH PROCESSES.

### INTEGRITY AND TRANSPARENCY

A COMMITMENT TO BE ETHICAL, SINCERE AND TRANSPARENT IN ALL ACTIVITIES AND TO TREAT ALL INDIVIDUALS WITH DIGNITY AND RESPECT.

# SCMS VISION & MISSION

Vision: What future we want to create?

To be known as the best B-School for aspiring management leaders in the country with industry focused curriculum and practice.



The School of Commerce & Management Studies has **Seven Centres for Proficiency Enhancement** that support the foundational pillars of the school in driving student interest and learning.

A box containing text about the COPE objectives, with decorative circles at the corners.

The objectives of the COPE are to drive student experiential learning and managed by faculty with deep subject matter expertise.

Mission: Why we exist?

To create value for students, business and society by providing intellectual leadership, advancing the science and practice of management, and developing confident leaders to be the agents of change in a world driven by data, technology and innovation

## CENTRE OF PROFICIENCY ENHANCEMENT

1. BUSINESS ANALYTICS - DR. CHINMOY KUMAR
2. SUPPLY CHAIN - PROF. MURALIDHARA G V
3. COMMUNICATION - CDR. HIMANSHU JOSHI
4. HR | LEADERSHIP - DR. SILKY SHARMA
5. DIGITAL TRANSFORMATION AND TECHNOLOGY - PROF. MOHAN SRINIVASAN
6. ENTREPRENEURSHIP - PROF. JITENDRANATH PATRI
7. SUSTAINABILITY - DR. SOMNATH DEBNATH

# KANNADA RAJYOTSAVA

SCMS WISHES EVERYONE A VERY HAPPY KANNADA RAJYOTSAVA DAY



**Karnataka Rajyotsava** also known as Karnataka State Day or Kannada Day amongst the Indian, is a public holiday celebrated annually on **1 November** in the Indian state of **Karnataka**. It commemorates the merger in 1956 of the Kannada-speaking regions of southwestern India under the States Reorganization Act to form the state in Bangalore.

Kannada Rajyotsava is listed as a government holiday in Karnataka and is celebrated by Kannadigas across the world. It is marked by the announcement and presentation of the honours list for Rajyotsava Awards by the government of Karnataka, the hoisting of the Karnataka flag with an address from the chief minister and governor of Karnataka, as well as community festivals, orchestra, Kannada book releases, and concerts.

# SCMS PG-WIPRO COLLABORATION : LEADERSHIP TRAINING PROGRAM FOR GLOBAL LEADERS



**The School of Commerce and Management Studies – PG (SCMS PG)** at Dayananda Sagar University, Bengaluru, has been formally recognized as an official training partner of **Wipro Ltd.**, one of India's leading technology giants.

As part of this strategic collaboration, SCMS PG hosted a Leadership Training Program for the Middle and Senior Managers of Wipro's Global Procurement team from **November 3 to 6, 2025**, at the Bengaluru campus. The program was coordinated by **Professor Mohan Srinivasan**, Professor of Practice at SCMS, whose deep expertise in digital transformation and industry collaboration ensures a rich, practice-oriented learning experience.

This partnership reflects a continued commitment to delivering high-impact executive education and strengthening industry-academia engagement. It also aligns with our mission of nurturing future-ready leaders and crafting superior managers for Indian industry.

# TECH BEYOND TECHIES: THE NEW LANGUAGE OF EVERY ENTREPRENEUR

**SPEAKER  
SIDDHARTH**



As part of the Thursday Club's Distinguished Speaker Series and under the banner of **COPE Entrepreneurship**, the School of Commerce and Management Studies (SCMS), Dayananda Sagar University, hosted a highly engaging virtual session on November 20, 2025, featuring **Dr Siddharth Pai**, Founder and Managing Partner at Siana Capital and Tekinroads.

In his thought-provoking lecture titled "**Tech Beyond Techies: The New Language of Every Entrepreneur**," Dr Pai shared insights from his 35-year global career, tracing his journey from **finance to technology**. He spoke about how technology has evolved from being a back-end function to becoming the very heart of modern business, influencing everything from customer experience to strategy and leadership.

Dr Pai emphasised that technology is no longer the domain of engineers alone. Entrepreneurs and managers today must develop tech fluency—the ability to understand, question, and leverage technology for innovation and value creation. He urged MBA students to go beyond surface-level familiarity and truly understand how tools such as AI, data analytics, fintech, and automation are transforming industries.

He discussed India's rapid pace of digital adoption, citing examples such as UPI and ChatGPT, which have redefined accessibility and productivity. Dr. Pai also underlined the importance of unit economics, product thinking, and using communication that connects emotionally with customers—summed up in his simple yet profound idea: **the power of saying “for you” in business conversations**.

The session concluded with a lively Q&A, where students explored topics such as AI's impact on business models, digital ethics, and how non-tech founders can build tech-driven ventures.

The session, attended by over **130 participants**, was hosted by **Capt. A. Nagaraj Subbarao**, Ph.D., Dean – SCMS, and reinforced COPE Entrepreneurship's vision of preparing students to thrive at the intersection of technology, innovation, and business leadership.

# MBA PROGRAM ORIENTATION

## Industry Resource



**Mr. Diganta Saikia**  
Educator| Risk Analytics | Financial  
Economics | CCAR, CECL/IFRS9,  
Basel | Ex-Wells Fargo, ANZ,  
KPMG, EY

## Host



**Capt. Nagaraj Subbarao, PhD**  
Professor of Strategy & Leadership  
Dean - SCMS (PG Programs)

Please reach out to:

The **MBA Program Orientation** was held on **November 20, 2025**, to warmly welcome the new cohort of students for the MBA 2025 batch. The program commenced with a welcome address by **Dean Capt. A. Nagaraj Subbarao**, who warmly greeted the new students. The event marked the beginning of an exciting journey and set the tone for their growth and transformation.

The event was graced by the presence of **Mr. Diganta Saikia**, an eminent industry resource figure whose insightful words added great value. Following his address, the session continued with the formal introduction of all faculty members giving an opportunity to the students to get acquainted with the mentors.



## NATIONAL CONFERENCE 2025



The School of Commerce & Management Studies, Dayananda Sagar University, successfully hosted the National Conference 2025 on the theme **“Transforming Business & Society: Innovation, Leadership and Sustainable Future.”** on **November 27 and 28, 2025.**

The event was chaired by **Capt. Nagaraj A. Subbarao, Ph.D.**, Dean, SCMS-DSU, with active leadership support from **Dr. M. M. Bagali, Dr. Goswami, and Dr. S. Sai Ganesh.**

The two-day hybrid conference brought together academicians, researchers, industry leaders, and students from across India and abroad. The event received **160 abstracts** and **147 full paper presentations (73 offline, 74 online)**, with participants from **14 Indian states** and **two international locations**. A total of **196 delegates** attended the conference (**92 onsite, 104 online**).

The sessions featured distinguished speakers from industry and international organisations who shared insights on innovation, leadership, sustainability, and emerging technologies. Parallel technical sessions were conducted across multiple management and interdisciplinary subthemes.

The conference received generous support from its key sponsors:

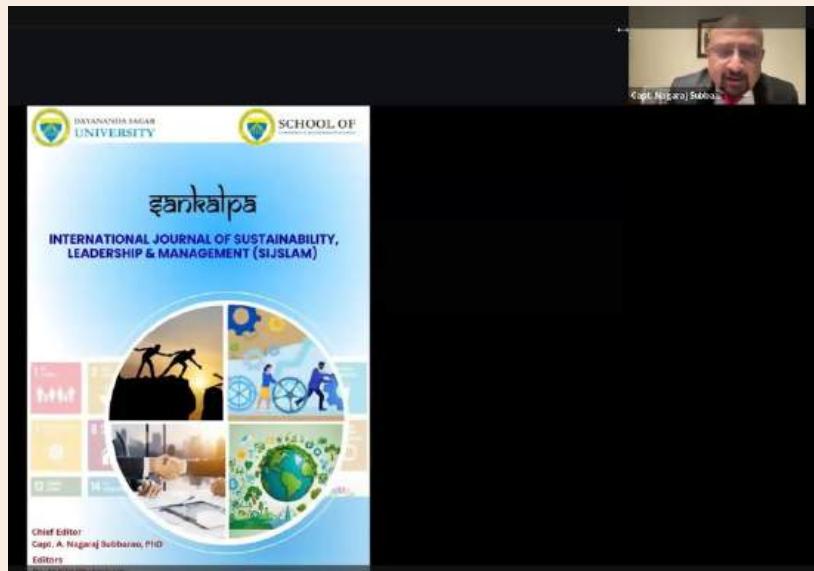
- **Dr. Suresh Babu**, Chairman & Managing Director, Vasuki Group, and President, ICMRD
- **Ms. Ankita Pati Rath**, Managing Director, Hydraulic India Services Pvt. Ltd.

as well as contributions from **MapMyStudy, Reach Foundation, and IIMSTC.**

# NATIONAL CONFERENCE 2025



## “SANKALP” JOURNAL LAUNCH



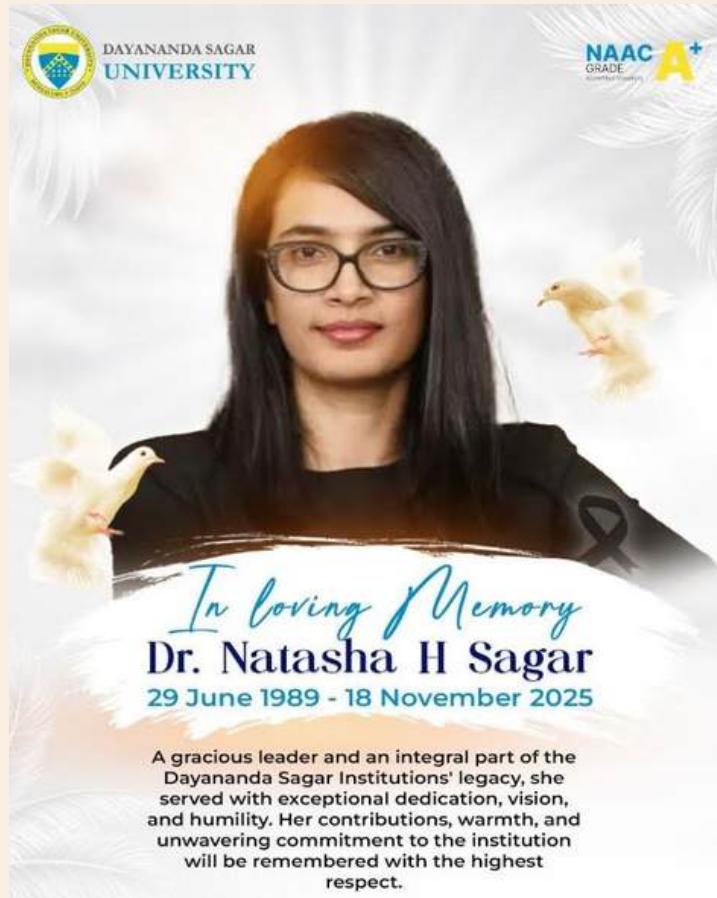
Release of **Sankalpa – International Journal of Sustainability, Leadership & Management (SIJSLAM)** as part of the National Conference 2025. The journal was formally launched by the Chief Editor, **Capt. Nagaraj A. Subbarao**, in the presence of the Hon'ble Vice Chancellor, **Prof. (Dr.) B. S. Satyanarayana**, distinguished delegates, faculty members, and students.

**SIJSLAM** aims to serve as a dynamic academic platform promoting high-quality research in **sustainability, leadership, innovation, transformative business practices**, and emerging domains. By publishing original research papers, conceptual articles, reviews, and case studies, the journal seeks to create meaningful impact for academicians, practitioners, policymakers, and students.

The inaugural issue has been edited by **Dr Abhijit Chakraborty** and **Dr S. Sai Ganesh**, along with the editorial team. The launch marks an important milestone in strengthening DSU's scholarly contributions to sustainability, leadership, and management research.

With the launch of SIJSLAM, DSU-SCMS takes another significant step toward fostering a vibrant research ecosystem and contributing to national and international conversations on sustainable and responsible leadership.

# DEEPEST CONDOLENCES



It is with profound sorrow that we announce the demise of **Dr. Natasha H Sagar**, Joint Secretary of Dayananda Sagar Institutions, on 18 November 2025.

A distinguished leader and compassionate visionary, she dedicated herself to strengthening DSI and elevating every community she touched. Beyond her institutional role, she was an accomplished entrepreneur and mental-health advocate, serving as Co-Founder & CEO of The Happiness Project, and earning recognition from Entrepreneurs Today 40Under40, Fortune India's 100 Most Dynamic Personalities, and the Globant Awards.

Her journey from her education at Christ University, Arizona State University, IESE Business School, and BMS Law College to roles at Goldman Sachs, Bank of America, Sagar Hospitals, T&N Sagar LLC, The BlackBook, and finally DS reflected extraordinary dedication, integrity, and purpose.

Her legacy of service, vision, and compassion will continue to inspire us. Our deepest condolences to her family and all who held her in high regard.

May her soul rest in eternal peace.

## FACULTY ACHIEVEMENTS



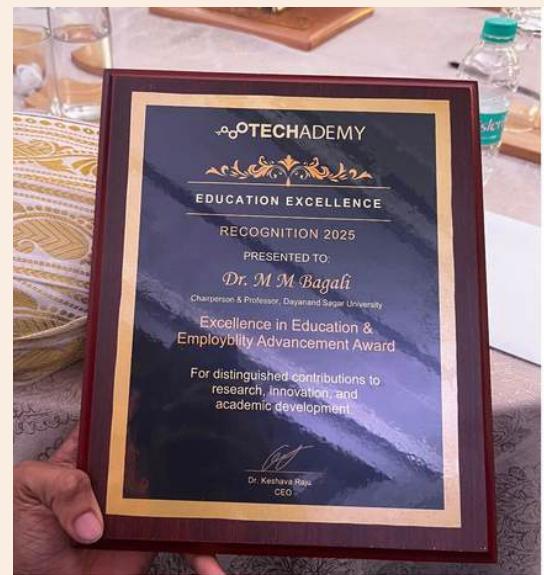
Congratulations to **Jitendranath Patri**, faculty at the School of Commerce and Management Studies, Dayananda Sagar University on completing his case writing scholarship.

The case is titled **“Swirl’s conversion conundrum : Exploring paths to long-term customer engagement”** and explores the journey of Swirl, an AI-powered video commerce platform founded by serial entrepreneur Kaizad in 2021.



Congratulations to **Dr. Silky Sharma**, faculty at the School of Commerce and Management Studies, Dayananda Sagar University on presenting her paper titled **“A Structural Equation Modeling Approach to Understanding Technology-Led and Leadership-Driven SDG Progress in Indian HEIs”**, in **National Conference 2025**, organised at **SCMS-Dayanada Sagar University**, on **November 27-28, 2025**.

## FACULTY ACHIEVEMENTS



Congratulations to **Dr. M M Bagali**, faculty at the School of Commerce and Management Studies, Dayananda Sagar University on receiving **Excellence in education & employability advancement award**.



**S Sage**

### Reviewer Certificate

24<sup>th</sup> November, 2025

Indrajit Goswami, PhD, MSW(HR), PGDHRM, DIP, ICCC,  
Professor  
SCMS, Dayananda Sagar University  
Hosur Road, Bengaluru-560068, India.

Dear Dr. Indrajit Goswami,

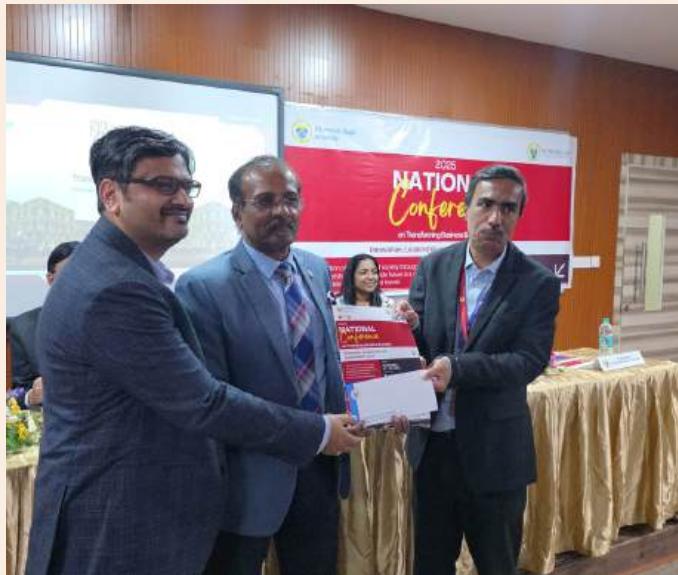
Thank you for reviewing following manuscript for Sage Open :  
Manuscript ID : SO-25-3082 – Title "Greening SMEs: The Role of Digital Transformation"  
Manuscript ID : SO-25-1860 – Title "The Impact of Organization Change Intensity on Employee Unethical Behavior: The Mediation of Extrinsic and Intrinsic Goal Pursuit"  
We appreciate the voluntary contribution that each reviewer gives the Journal.  
We thank you for your participation in the online review process and hope that we may call upon you again to review future manuscripts.

With best wishes,  
*Sage open editorial office*

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2455 Teller Road  
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(805) 499-0721

Congratulations to **Dr. Indrajit Goswami**, faculty at the School of Commerce and Management Studies, Dayananda Sagar University on **acting as a peer reviewer** for two research papers in **November 2025**.

## FACULTY ACHIEVEMENTS



Congratulations to **Dr. Chinmoy Kumar**; **Mr. Amit Sinha** ; **Dr Somnath Debnath**, faculty at the School of Commerce and Management Studies, Dayananda Sagar University on receiving **Best Presentation Award** on National Conference 2025 held at SCMS-DSU.

# ARTICLES & RESEARCH PAPER PUBLICATION



**INDERSCIENCE** P U B L I S H E R S  
Linking academia, business and industry through research

Home For Authors For Librarians Orders Inderscience Online News

International Journal of Revenue Management ▶ 2025 Vol.15 No.3/4

**Title:** Eco-market dynamics: deciphering India's agricultural pricing in the context of carbon emissions and inflation

**Authors:** R. Supriya; Vaishnavi Balaji; A. Shakti Priya; R. Manigandan; N. Parthasarathy

## Teaching Epistemology Through Indian Śāstras – Comparison with The Epistemology of Socrates, Plato and Aristotle

### Authors

R. Harish<sup>1,\*</sup>, G. V. Muralidhara<sup>2</sup>, Shweta Jain<sup>3</sup>

<sup>1</sup> ICFAI Business School Bangalore, Off Campus Center of ICFAI Foundation for Higher Education (IFHE), Hyderabad, India

<sup>2</sup> School of Commerce & Management Studies, Dayananda Sagar University, Bengaluru, India

**Dr Parthasarathy's** research paper has been published with Inderscience Publications. It is indexed in Scopus (Q3) and listed under the ABDC Category C.

A paper co-authored by **Dr. G V Muralidhara**, faculty at SCMS-PG, has been published by Atlantis Press, part of Springer Nature.

**OUTLOOK Initiative**



**Nurturing Global Leaders and Tech Visionaries**

Dayananda Sagar University honing future leaders, entrepreneurs, problem solvers, and innovators driven by purpose, sustainability, and integrity

**Capt. A Nagaraj Subbarao**  
Ph.D. Professor of Strategy and Leadership & Dean Dean - SCMS, Dayananda Sagar University, Bengaluru, India

**The Sputnik Moment in Indian education is here.** Business Schools need to craft creative problem solvers, innovative entrepreneurs and ethical leaders. At Dayananda Sagar University, Bengaluru sustainability, social responsibility and ethical decision-making are woven into curricula and campus initiatives—preparing graduates who innovate with purpose and lead with integrity. These future leaders will add muscle to India's growing intellectual prowess. Dayananda Sagar University's full-time MBA is a transformative, career-defining program designed for ambitious professionals who want to lead in a world where business and technology converge. With a flexible dual specialisation, students build deep functional expertise while developing cross-disciplinary fluency—combining areas such as Artificial Intelligence & Finance, Marketing & Analytics, or Entrepreneurship & Information Systems—to solve complex, real-world problems.

Learning is practical, with labs, simulations, and Centres of Excellence offering hands-on exposure to analytics, digital platforms, supply-chain technologies, and sustainable business practices. Students prototype solutions, run projects, and use industry tools under faculty guidance. A global outlook is built through international culture tours and networks. The Case Study Research Centre enhances learning via locally-relevant cases reflecting real managerial challenges.

Our faculty cohort blends scholarly rigor with substantial industry experience. Faculty members publish in top journals while advising corporations and leading applied research—ensuring teaching grounded in evidence and enriched with modern practice. This dual emphasis prepares students not only to think critically but to act decisively.

Career readiness is a hallmark of the program. A robust placement preparation process, combining personalised coaching, mock interviews, industry projects and corporate interactions, places graduates with leading employers across sectors. Internships and live projects amplify employability and fast-track professional transitions.

For working professionals, the schools Executive MBA and Executive Education programs attract executives from top organisations in India and abroad. These programs deliver contemporary leadership content, peer learning and actionable frameworks to create immediate organisational impact.

The school also offers a highly rigorous doctoral program that grooms future scholars and teachers for careers in research and academia. Doctoral candidates receive close mentorship, research funding support and opportunities to publish and present at leading conferences.

**Capt. Nagaraj A. Subbarao**, PhD, Dean, SCMS-DSU, presented his views on a framework for Indian Business Schools and the path forward in creating a crucible of excellence, in the November 2025 issue of Outlook, the national magazine.

## SCMS ACHIEVEMENTS

### SCMS DSU ACHIEVES PRESTIGIOUS 22ND ALL-INDIA RANK AND 6TH RANK IN KARNATAKA PRIVATE MANAGEMENT INSTITUTE RANKING IN 2025



**Dayananda Sagar University, School of Commerce & Management Studies (SCMS)**, Kudlu Gate campus, Bengaluru, has achieved significant recognition in the 2025 private rankings by Competition Success and IAM, securing **22nd position** at the **all-India level** and **6th in Karnataka** among private management institutes. This accomplishment reflects the School's commitment to academic excellence, industry engagement, and student success. SCMS offers a robust portfolio of undergraduate and postgraduate management programs focused on contemporary business practices and holistic development, paired with a strong placement record, dynamic curriculum, and active industry collaborations, consolidating its reputation as a top destination for management studies in India and Karnataka for 2025.

## SCMS ACHIEVEMENTS

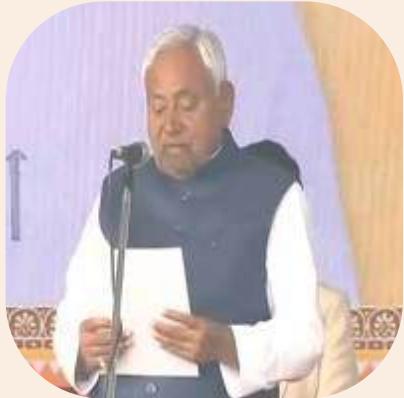
SCMS DAYANANDA SAGAR UNIVERSITY: RANKED #4 IN BENGALURU, #15 IN SOUTH INDIA, AND #41 IN INDIA BY OUTLOOK-ICARE 2026 PRIVATE B-SCHOOL RANKINGS



Based on the Outlook magazine private B-school ranking for 2026, the **School of Commerce and Management Studies (SCMS)** at Dayananda Sagar University, Kudlu Gate campus, enjoys a respected position within the rankings as follows:

- Bengaluru: Ranked **4th** among private B-schools.
- South India: Positioned among the top **15 private B-schools**.
- India: Holds **41st** rank in the overall private B-school rankings nationally.

# UPDATES FROM OUR NATION



## Bihar Assembly Elections

The National Democratic Alliance (NDA) secured a landslide victory in the Bihar Legislative Assembly elections held between November 6–11. Nitish Kumar took oath as the Chief Minister for a record 10th time on November 14, following the coalition's win of 202 seats out of 243.



## ISRO Success

The Indian Space Research Organization (ISRO) successfully launched the LVM3-M5/CMS-03 mission on November 2, 2025. The mission successfully tested the in-orbit ignition of the C25 cryogenic upper stage, marking another milestone in India's space capabilities.



## Diplomatic Tensions

India issued a strong demarche to China on November 25 after an Indian woman from Arunachal Pradesh was harassed by immigration officials at Shanghai airport, who declared her passport invalid based on her birthplace.



## Delhi MCD By-polls

In the Municipal Corporation of Delhi (MCD) by-elections held on November 30, the BJP won 7 out of the 12 wards, while the Aam Aadmi Party (AAP) secured 3 seats.

# UPDATES FROM CORPORATE WORLD



## RPG Group's Anant Goenka takes over as FICCI President for 2025-26

FICCI is one of the main voices of India Inc with the government. Anant Goenka (RPG / CEAT background) coming in, with Vijay Sankar as Senior VP and Puneet Dalmia as VP. Over 2025–26, their stance could affect everything from manufacturing incentives and trade policy to ESG, infra and AI regulation.



## From prompt data breach reporting to annual audits, DPDP rules set firm obligations for cos

Every company touching consumer data – banks, fintechs, e-commerce, SaaS, hospitals, edtech – now faces strict obligations: fast breach reporting, stronger consent/erasure rules, annual audits and DPIAs for “Significant Data Fiduciaries”. This will raise compliance costs, change how firms design apps & data flows, and could hit non-compliant players with penalties. It's basically India's version of “post-GDPR reality” and will influence M&A, product design and ad-tech models.



## News Labour Codes: Gig platforms to set aside 1-2% of turnover for worker welfare

Mandating 1–2% of turnover to a welfare fund is material for Zomato, Swiggy, Uber, Amazon India, cab/bike delivery apps etc. New labour rules change cost structures, pricing, and unit economics of gig platforms and many other companies. Long term, this reshapes worker protection vs. platform flexibility, which is central to India's digital economy model.



## Tata, Reliance, Adani & Airtel — The behemoths want a space in this multi-billion centre

Shows a massive, coordinated bet on AI-native data centres by almost every major Indian corporate house. Data centres are the backbone of AI, cloud, gaming, fintech, OTT, everything – so this is like building the “roads and power lines” for the digital economy. The Reliance–Brookfield–Digital Realty JV's ₹98,000 crore plan and L&T's Vyoma push confirm this isn't a one-off, it's a long-term capex cycle.

# UPDATES FROM AROUND THE WORLD



## US economic activity little changed ahead of next Fed meeting, report shows

American economic activity showed little change recently. Employment weakened in many Federal Reserve districts. Consumer spending also saw a decline. This data suggests a softening job market. Markets are now betting on another interest rate cut next month. Government shutdowns impacted demand in several areas. Immigration policies also affected hiring and consumer behavior.



## CUS-China Commission flags 10 urgent recommendations for US Congress, warns of expanding Beijing threat matrix

America's security watchdog has outlined ten urgent steps to counter China's growing global challenge. A new federal entity will consolidate export controls, sanctions, and technology monitoring. The report highlights concerns over advanced technologies, pharmaceutical supply chains, and biotechnology dominance.

## China's factory activity shrinks again in November, services activity cools

US The manufacturing purchasing managers' index (PMI) rose to 49.2 in November from 49.0 in October, the National Bureau of Statistics' survey showed on Sunday, remaining below the 50-point mark separating growth from contraction. It was in line with analysts' forecast of 49.2 in a Reuters poll



## Tech layoffs November 2025: Apple, Synopsys, Hewlett-Packard, Playtika, HP & more cut jobs - which roles and departments are most affected

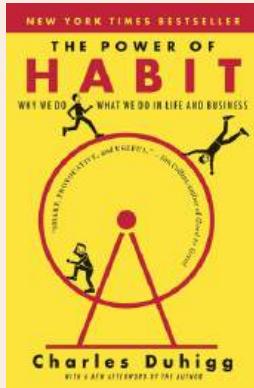
Layoffs November: Tech giants like HP and Apple are implementing significant job cuts, with HP planning thousands of reductions by 2028 and Apple streamlining sales positions. Smaller firms, including Monarch Tractor and Playtika, are also undergoing substantial layoffs, with some facing potential shutdowns as the industry navigates efficiency drives and AI integration.



# BOOK REVIEW



## THE POWER OF HABIT



The Power of Habit: Why We Do What We Do in Life and Business is a non-fiction self-help book by Pulitzer Prize-winning journalist Charles Duhigg, published in 2012. The introduction and central argument explore how habits, which make up an estimated 40% of our daily actions, function at a neurological level and can be intentionally changed to transform our lives, businesses, and communities. The introduction sets the stage by using compelling real-life stories to illustrate the pervasive power of habits, even in the absence of conscious memory or decision-making.

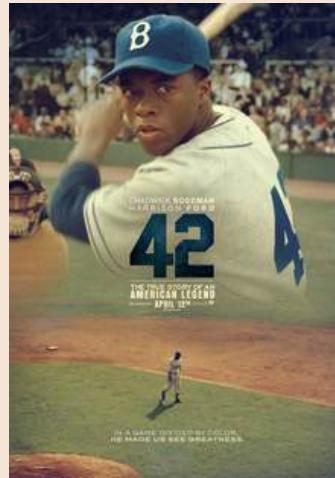
The book is not a novel, but rather uses novel-like storytelling and case studies (such as the transformation of a woman named Lisa Allen, the business turnaround at Alcoa under CEO Paul O'Neill, and the success of Starbucks' employee training programs) to make complex psychological and neurological concepts accessible and practical for everyday use.

The Power of Habit: Why We Do What We Do in Life and Business by Charles Duhigg is a non-fiction self-help book that synthesizes scientific research into an accessible guide to understanding, analysing, and intentionally changing the neurological habit loops that govern nearly 40% of human daily actions. Duhigg introduces a foundational framework for behaviour change: the three-step "habit loop" consisting of a cue, a routine, and a reward. Through compelling narratives involving individuals, corporations like Starbucks and Alcoa, and social movements, the book demonstrates that by identifying these loops and replacing the routine while maintaining the original cue and reward (the "golden rule of habit change"), anyone can effect significant personal and professional transformations. The overarching message empowers readers by showing that while habits are powerful and largely automatic, they are not destiny, but rather a malleable process that can be strategically re-engineered for success and well-being.

The outcome of the novel is that empowering conclusion that habits, while deeply ingrained in our neurology, are not unchangeable destiny; instead, they are a malleable process that every individual, organization, and community can learn to control and re-engineer. By providing a practical blueprint for identifying the "habit loop"—the cue, routine, and reward structure underlying all behaviours—Duhigg equips readers with the understanding and tools necessary to deliberately diagnose and alter unproductive patterns. The ultimate message is one of agency: genuine, lasting transformation and success are within reach for those who harness the science of habit formation and cultivate the self-belief and willpower to create new, positive behavioural paths.

# MOVIE REVIEW

## 42 (2013)



The movie 42 is a biographical sports drama released in 2013 that chronicles the impactful true story of Jackie Robinson breaking the colour barrier in Major League Baseball (MLB) in 1947. The film centres on two main characters: Branch Rickey, the forward-thinking general manager and president of the Brooklyn Dodgers, played by Harrison Ford, and Jackie Robinson, played by Chadwick Boseman, the talented young athlete Rickey selected for the momentous task.

The narrative begins with Rickey's decision to sign a Black player, not just for talent, but as a moral imperative he felt compelled to act on. He sought a specific kind of man: one with exceptional baseball skills and, crucially, the strength of character to endure vicious racial abuse without fighting back, as any retaliation would jeopardize the entire integration effort. He found that man in Jackie Robinson. The movie follows Robinson's journey through the minors and his debut with the Dodgers. It intensely depicts the vile racism and hostility he faced, from being denied entry to hotels and restaurants alongside his white teammates to the constant barrage of racial slurs from fans and opposing players. A pivotal scene includes a relentless stream of abuse from the Philadelphia Phillies manager, Ben Chapman.

Throughout the film, Robinson demonstrates remarkable restraint and courage, supported by his wife Rachel (played by Nicole Beharie). The turning point in public acceptance is symbolized by teammate Pee Wee Reese publicly putting his arm around Robinson in a gesture of solidarity amidst a hostile crowd in Cincinnati. The movie culminates with Robinson's successful first season, earning the National League Rookie of the Year award and helping the Dodgers win the pennant. Ultimately, 42 explains how Robinson's actions transcended the sport, not only changing baseball forever but also becoming a crucial catalyst for the American civil rights movement.

## UPCOMING EVENTS

**Management Development Program**

**Idea to Influence**  
A Brand Narrative Masterclass

Discover how to translate ideas into stories that move people — and turn your brand into an experience customers remember.

**PROF. A NAGARAJ S, PHD**  
Dean - SCMS (PG)  
Professor of Strategy and Leadership

**Resource Persons**

- MR. NISHANT PODDAR**  
CMO & Head Retail Experience - Wraga
- RJ RUBINA**  
Radio Jockey - Red FM
- PROF. JITENDRANATH P**  
Entrepreneurship, Retail and Marketing Expert

**Moderated by**

**PROF. VV RAJAN**  
Dry Director - Industry Relations

**Sat, 15 Dec, 2025**  
09:30 am - 04:30 pm  
DSU, Kudlu Gate Campus  
₹ 1,200 (Per participant)

Scan the QR CODE For payment

**REGISTER HERE**

Certificates will be given to all Participants  
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- Team of 2 students per college/institute.
- Please send your synopsis along with your registration details to the email address provided below.
- Selected teams will be invited to the finals on December 17th.
- Format: 10 minutes for the presentation. 5 mins for Q&A
- Venue: SCMS-PG, Kudlu Gate Campus, Hosur Road.
- To REGISTER E-mail: [ecellsbcmspg@dsu.edu.in](mailto:ecellsbcmspg@dsu.edu.in)

**17<sup>th</sup> December, 2025**  
9:30 AM onwards

**REGISTER NOW! LAST DATE DECEMBER 05, 2025**

**Dayananda Sagar University (Kudlu Gate) Gallery 2**

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**Host :**  
Capt.A.Nagaraj Subbarao PhD  
(Dean,Professor of Strategy & Leadership )

**Organised by :**  
Prof. Sayantani Ghosh  
Dayanand Sagar University.

# SCMS RANKINGS

Karnataka State  
B-School Ranking: A++

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## THE WEEK

- Private B School  
Bangalore - 05
- Private B School  
South Zone - 15



All India - 61  
All India (Private) - 42  
South Zone - 17

7th in Karnataka  
16th in South India  
41 in India

Top B Schools South  
India - 17

14th Emerging B School  
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IIRF B School ( P ) Ranking  
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South India : 16  
All India: 41

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NOVEMBER 2025



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