



SWAMI VIVEKANANDA UNIVERSITY

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School of Management



NEWSLETTER

Volume- III, Issue- XVIII, October, 2025

The LaunchPad

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The LaunchPad

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School of Management:

Over the years, School of Management has emerged as a professional school with focus on business management, hospital management and administration, agri-business, industry-academia interface, sectoral business strategies and such focus is reflected in several major activities under this school: Innovation, Research, Expertise and Entrepreneurship leads to create a knowledge hub of ultimate Business Excellence.

Mission of the School:

To provide quality-based management education to built business leaders with competitive global environment and conducting technology based innovative research for imparting Knowledge in different areas of management and promote young mind for entrepreneurship development for the betterment of the society.

Vision of the School:

To attain global presence by implementing leadership, innovative ideas, and responsible corporate leaders through flexible, skill based allied management education driven by high impact research areas.

Placement Drive for HR, Marketing & Sales Roles by Agumentik, Bangalore

A placement drive was successfully conducted by **Agumentik** on **17th October** at the **SVU campus**, offering opportunities for positions in **Human Resources (HR), Marketing, and Sales**.

The drive witnessed enthusiastic participation from students across multiple programs. A large number of **BBA and MBA students from the Department of Business Management**, along with students from the **B.Tech. CSE Department**, actively took part in the recruitment process. Their strong engagement reflected the university's commitment to fostering career readiness and providing industry-oriented exposure.



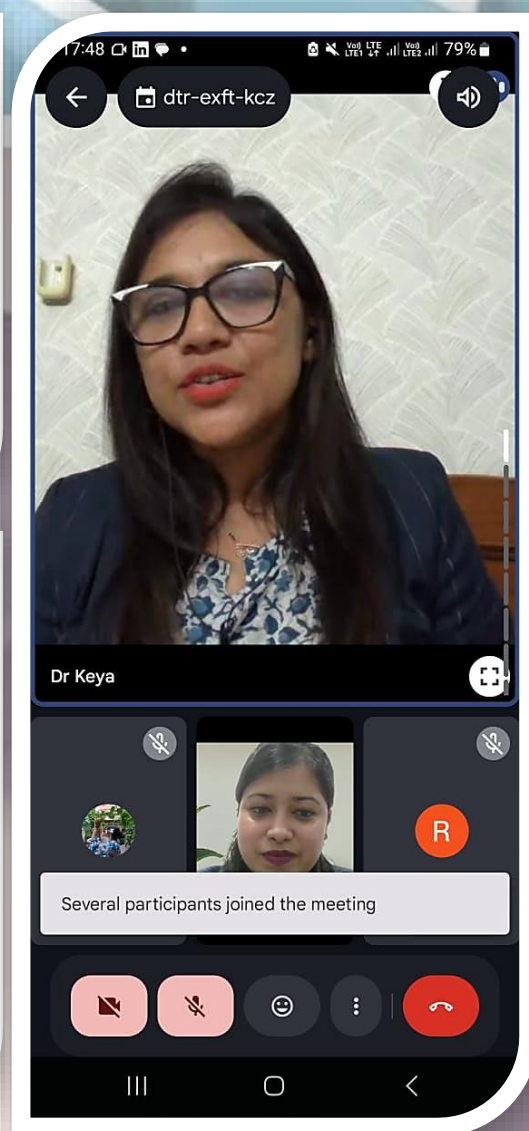
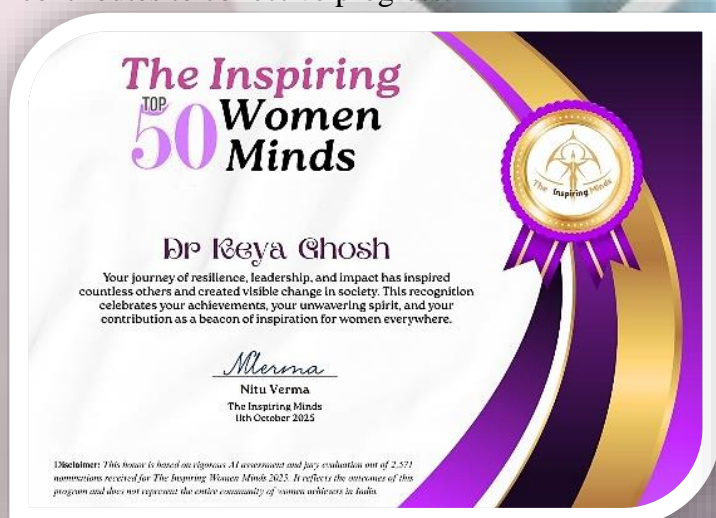
Faculty Achievement: Prof. (Dr.) Keya Das Ghosh honoured as one of the recipients of the Inspiring Women Minds Award 2025

Prof. (Dr.) Keya Das Ghosh, Director of Institution's Innovation Council (IIC) & Professor in School of Management has been honoured as one of the recipients of the *Inspiring Women Minds Award 2025*. This recognition stands as a testament to her sustained commitment to academic leadership, student empowerment, and impactful institutional contributions.

In receiving this honour, Dr. Ghosh noted that the award serves as a meaningful reminder of how passion, perseverance, and a sense of purpose can create measurable change. She acknowledged that each challenge navigated and every initiative undertaken toward uplifting others has shaped her professional journey.

She expressed her sincere gratitude to the Inspiring Women Minds team and the esteemed jury for conferring this distinction. She further extended heartfelt appreciation to her mentors, colleagues, students, and well-wishers for their unwavering encouragement and support throughout her career.

Dr. Ghosh hopes this recognition will inspire women to continue pursuing their aspirations with confidence and conviction, reinforcing that every voice holds value and every effort contributes to collective progress.



Faculty Achievement: Research Presentation by Mr. Arijit Saha at Prestigious Accounting Conference

Mr. Arijit Saha, Assistant Professor, Department of Business Management, Swami Vivekananda University, presented his research paper titled “Acceptance of AI Use Amongst Students of Accountancy Course: An Exploratory Study of Select University Students of West Bengal” at the 47th All India Accounting Conference and International Seminar on Accounting Education and Research.

The conference was jointly organized by the Indian Accounting Association (Udaipur Branch) and Janardhan Rai Nagar Rajasthan Vidyapeeth (Deemed to be University), Udaipur.

Mr. Saha delivered his presentation during the Technical Session on the Role of Artificial Intelligence in Accounting and Finance, where he highlighted the evolving integration of AI in accounting education. His study explored students’ perceptions, levels of acceptance, and readiness to adopt AI-enabled learning tools within accountancy programs.

His presentation contributed valuable insights to ongoing discussions on the future of AI in accounting and the shifting educational landscape.



Faculty Achievement: Article Publication in Scopus indexed Journal



We are pleased to announce that **Dr. Avik Das, Ph.D.**, our **esteemed faculty member**, has recently published a research paper in the prestigious **Indian Journal of Corporate Governance**, a journal indexed in both **SCOPUS** and **ABDC**.

The paper, titled **“Impact of Audit Committee Dynamics on Institutional Investors’ Behaviour: Evidence from India”**, examines the crucial role of audit committee structures in shaping the behaviour of institutional investors. This study offers valuable insights into the intersection of corporate governance and behavioural finance—an area of growing significance in today’s dynamic financial landscape.

The research is a collaborative effort by **Dr. Manisha Dey**, **Dr. Suddhasanta De**, and **Dr. Avik Das**, and has been published by **Sage Publications**. Their findings contribute meaningfully to the understanding of investor sentiment and corporate decision-making mechanisms.

The full paper is available at: <https://lnkd.in/dKswXwx7>

We extend our heartfelt congratulations to **Dr. Avik Das** and his co-authors for this significant academic achievement. Their work continues to enhance the reputation of our institution and inspire our academic community.

Indian Journal of Corporate Governance

Journal indexing and metrics

Restricted access | Research article

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Impact of Audit Committee Dynamics on Institutional Investors’ Behaviour: Evidence from India

[Manisha Dey](#), [Sasmita Mishra](#), [\[...\]](#), and [Avik Das](#) [View all authors and affiliations](#)

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Abstract

Using quarterly data from 347 Indian companies spanning 11 years, this study investigates how audit committee structures and firm performance affect institutional

The School of Management is pleased to announce that an article authored by Prof. (Dr.) Malayendu Saha, Director, School of Management, and Dr. Soumya Mukherjee, Associate Professor, has been published in the leading Bengali daily newspaper Ei Samay on 17 October 2025. The article, titled “How Tariffs Are Affecting Global Trade,” addresses the evolving dynamics of international commerce and provides an insightful analysis of tariff policies in the context of current global economic shifts.

This recognition reflects the academic excellence and intellectual contributions of our faculty members. The School congratulates Dr. Saha and Dr. Mukherjee on this achievement and looks forward to more such impactful scholarly engagements in the future.

Faculty Achievement: Recognition for Academic Contribution

The School of Management is proud to acknowledge the achievement of Dr. Soumya Mukherjee, Associate Professor, who has been awarded a Certificate of Appreciation by Medhavi Skills University, Sikkim. Dr. Mukherjee served as a resource person during the Six-Day Faculty Development Program (FDP) held on 15 October 2025, contributing to the session on *Research Mentorship and Student Publications: Building a Research Culture*.

The FDP was conducted under the theme “*Innovative Tech-Integrated Pedagogy and Research for Academic Excellence*,” and brought together scholars and educators focused on advancing meaningful research practices and pedagogical innovation. Dr. Mukherjee’s session emphasized the importance of research-driven learning environments, effective mentorship practices, and strategies to enhance student scholarly output.

This recognition highlights his ongoing commitment to academic excellence, capacity building, and strengthening the research ecosystem in higher education. The School congratulates Dr. Mukherjee for this accomplishment and appreciates his continued leadership in fostering a culture of knowledge creation and innovation.



Certificate of Appreciation

Dr. Soumya Mukherjee

Associate Professor of Swami Vivekananda University

has played a vital role as a resource person for the session **Research Mentorship and Student Publications: Building a Research Culture** during the **Six-Day Faculty Development Program (FDP)** on the theme “**Innovative Tech-Integrated Pedagogy & Research for Academic Excellence**” held on **15th October, 2025** by Medhavi Skills University, Sikkim.

We extend our sincere thanks and appreciation for his contribution to the success of this event.

Dr. Diptiranjana Sarangi
Sr. Dean, Academic Affairs and Administration

Devender K. Saini
Group Chief Strategy Officer

Faculty Achievement: Prof. (Dr.) Keya Das Ghosh Participated in ICC Occupational Health & Safety (OHS) Committee Meeting & Symposium

Prof. Dr. Keya Das Ghosh, Director of Institution's Innovation Council (IIC) & Professor in School of Management attended the Occupational Health & Safety (OHS) Committee Meeting and Symposium organized by the Indian Chamber of Commerce (ICC) on 13 October 2025 at the Bengal Club, Kolkata.

The session proved to be highly productive, offering comprehensive insights into contemporary approaches to workplace safety, ergonomics, and employee well-being. The expert discussions and technical deliberations provided valuable perspectives that will support the strengthening of OHS initiatives and best practices within the university's operational framework.



Students' Corner



Soham Sarkar

Batch: *BBA 2024–28 / Swami Vivekananda University*

Placement: *Assurex E-Consultant*

I am pleased to share that I have been selected to work with Assurex E-Consultant. As a student of the BBA program, this placement marks a meaningful milestone at the early stage of my academic journey and motivates me to continue working hard toward my career goals.

The learning environment at the School of Management has been encouraging and enriching. The faculty members have been supportive, approachable, and consistent in guiding us not just academically, but also in building communication, professionalism, and industry-oriented skills. Classroom discussions, workshops, and industry exposure have contributed greatly to my personal and professional development.

I am grateful to my teachers and the department for their constant encouragement and mentorship. I look forward to beginning my journey with Assurex E-Consultant and applying the knowledge and values I have gained throughout my time here.



Gauri Dasgupta

Batch: *MBA 2024–26 / Swami Vivekananda University*

Placement: *Leelija Web Solutions Pvt. Ltd*

I am delighted to share that I have been placed at Leelija Web Solutions Pvt. Ltd., which marks an important milestone in my academic and professional journey as an MBA student.

My learning experience at the School of Management has been both inspiring and transformative. The faculty members have consistently supported and guided me, helping me strengthen my domain knowledge, communication skills, and industry readiness. The curriculum, workshops, and interactive sessions have played a crucial role in shaping my confidence and preparing me for corporate responsibilities.

I extend my sincere gratitude to my teachers and the department for providing continuous motivation and an environment that nurtures growth and excellence. I look forward to beginning my professional career and applying the skills and values developed during my time here.