STUDENT PUBLICATIONS

BBA Students Present Papers at International Conference – 2026



Faculty members and students of the BBA Department actively participated in the Students International Conference – 2026 on the theme ***"AI and the New World Order: Innovation, Sustainability, and Strategy in a Disrupted Global Landscape," held on 13th and 14th March 2026.***

During the conference, several research papers related to Artificial Intelligence and its impact on business and society were presented by students under the guidance of faculty members.

A research paper titled "Assessing the Impact of AI-Driven Attendance System on Education and Corporate Sectors in Kumbalagodu" was presented under the guidance of ***Asst. Prof. Vinayaka T*** *by Mr. Bharath H. A., Mr. Shekhar D. G., and Mr. M. P. Pramukh Gowda (4th Semester BBA).*

Another paper titled "The Impact of AI-Generated Videos on Student Impulse Buying Behaviour: A Study of Instagram Reels" was presented under the guidance of ***Asst. Prof. Sushmitha R*** *by Ms. Ayman Rida, Ms. Bi Bi Khuteja, and Ms. Aqsa Azeez Shaikh (4th Semester BBA).*

A research paper on "A Study on Social Media Algorithm and Influencer Economics" was presented under the guidance of ***Asst. Prof. Ramya*** *K. M. by Ms. Shifa Sultana, Ms. Keerthana D., and Ms. Vaishnavi S. (4th Semester BBA).*

Additionally, Ms. Chandana K. and Ms. Sushmitha Gowda (4th Semester BBA), Ms. Nandini (6th Semester BBA), and Ms. Aditi P. (2nd Semester BBA) presented a paper titled "A Study on AI & Supply Chain Optimization."

Ms. Muskan Wins Prizes at Acharya B-School



Ms. Muskan, a 2nd Semester BBA student, *won* **First Prize in Mandala Art** *and* **Second Prize in the "Turning Point" Story Writing Competition** *at Acharya Bangalore B-School. The institution congratulates her on this achievement and wishes her continued success.*

First Year BBA Team Wins Overall Championship at Surana College



The First Year BBA team achieved great success by winning the Overall Championship and securing Second Prize in the Management Events at Surana College. The institution congratulates the team for their outstanding performance and wishes them continued success.

70ನೇ ಕನ್ನಡ ರಾಜ್ಯೋತ್ಸವ ಸಮಾರಂಭ ಆಚರಣೆ









70ನೇ ಕನ್ನಡ ರಾಜ್ಯೋತ್ಸವವನ್ನು **20-11.2025** ರಂದು ಗುರುವಾರ ಬೆಳಿಗ್ಗೆ 10:30 ಗಂಟೆಗೆ ಆಚರಿಸಲಾಯಿತು. ಪ್ರಾಧ್ಯಾಪಕರು ಮತ್ತು ವಿದ್ಯಾರ್ಥಿಗಳು ಕಾಲೇಜಿನ ಆವರಣವನ್ನು ಅಲಂಕರಿಸಿದ್ದರು. ನಿರೂಪಣೆಯನ್ನು ಕನ್ನಡ ವಿಭಾಗದ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕಿ **ಶ್ರೀಮತಿ. ಭಾರತಿ .ಎಂ.ಎಸ್.** ಮತ್ತು ಪದವಿ ಪೂರ್ವ ಕಾಲೇಜಿನ ಕನ್ನಡ ವಿಭಾಗದ ಉಪನ್ಯಾಸಕಿಯಾದ **ಶ್ರೀಮತಿ . ಸುಷ್ಮಾ.ಜಿ.ಎಸ್.** ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಮುಖ್ಯ ಅತಿಥಿಗಳಾಗಿ ಆಗಮಿಸಿದ **ಡಾ.ಎಂ. ಬೈರೇಗೌಡ, ಖ್ಯಾತ ರಂಗಕರ್ಮಿಗಳು**, ನಾಟಕಕಾರರು, ಜನಪದ ತಜ್ಞರು ಮತ್ತು ಇತಿಹಾಸ ಸಂಶೋಧಕರು ಇವರು ಆಗಮಿಸಿದರು. ಕಾಲೇಜಿನ ಮುಂಭಾಗದಲ್ಲಿ ಮಧು ಮತ್ತು ತಂಡದವರಿಂದ **ಪೂಜಾ ಕುಣಿತ, ಡೊಳ್ಳು ಕುಣಿತ, ಮತ್ತು ವೀರಗಾಸೆಯಿಂದ** ಮನರಂಜನೆ ಮೂಲಕ ಮುಖ್ಯ ಅತಿಥಿಗಳನ್ನು ನೃತ್ಯಗಳ ಮೂಲಕ ವೇದಿಕೆ ಮುಂಭಾಗಕ್ಕೆ ಕರೆ ತರಲಾಯಿತು. ನಂತರ ದೀಪ ಬೆಳಗುವ ಮೂಲಕ ಕನ್ನಡ ರಾಜ್ಯೋತ್ಸವಕ್ಕೆ ಚಾಲನೆ ನೀಡಿದರು. ವೇದಿಕೆಯಲ್ಲಿ **ಶ್ರೀಯುತ ರಾಜಗೋಪಾಲ್ ಸರ್** ಪ್ರಾಂಶುಪಾಲರಾದ **ಡಾ.ತಬ್ರೇಜ್ ಪಾಷ** ಪದವಿ ಪೂರ್ವ ಕಾಲೇಜಿನ ಪ್ರಾಂಶುಪಾಲರಾದ **ಶ್ರೀಮತಿ ಸುಧಾ,** ಉಪ-ಪ್ರಾಂಶುಪಾಲರಾದ **ಪ್ರೊ.ಪಾಂಡುರಂಗಪ್ಪ.ಹೆಚ್.** ಕನ್ನಡ ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರಾದ **ಡಾ. ಪುಟ್ಟ ಮಾರಯ್ಯ ಕೆ.ಪಿ.** ಬೋಧಕ ಮತ್ತು ಬೋಧಕೇತರ ಸಿಬ್ಬಂದಿ ಹಾಗೂ ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ಯಶಸ್ವಿಗೊಳಿಸಿದರು.



INTERNATIONAL ACADEMIC DELEGATION FROM POST UNIVERSITY, USA VISITS DBIMSCA



Don Bosco Institute of Management Studies and Computer Applications (DBIMSCA) hosted an international academic delegation from ***Post University*** *to strengthen global academic collaborations. The delegation also included representatives from* ***HigherEDBPO***.

The visiting delegation included ***Dr.Judson Epperly***, *Director of International Admissions at* ***Post University***, ***Mr.Ramakrishna S,*** *Tantry, Managing Director of HigherEDBPO,* ***Mr.Manjunath MS Rao***, *Head of HR & Operations at HigherEDBPO,* ***Ms.Tarana Sharma,*** *Ass****ociate Director of Admissions at Post University,*** *Mr.Shika Sharma, Global Partnerships Lead at Post University and Sanmeet Mr.Kaur, International Students Advisor at Post University.*



The visit was facilitated with the support and involvement of ***Sri Rajagopal sir*** *and the* ***Principal, Prof.Panduragappa,*** *along with other faculty members. The session was coordinated by* ***Sowmya TR.*** *Lead - Strategic Initiatives*

During the visit, the delegation interacted with the management, faculty, and students of DBIMSCA. The discussions focused on international academic collaborations, student and faculty exchange programs, and global career opportunities for students. The delegates also shared insights on global education systems, admission procedures, and support services for international students.

The visit helped create awareness about international education opportunities and laid the foundation for future collaborations, including possible Memorandums of Understanding (MoUs) with Post University.

INTERNATIONAL WOMEN'S WEEK CELEBRATED AT DBIMSCA





The Internal Quality Assurance Cell (IQAC) of Don Bosco Institute of Management Studies and Computer Applications (DBIMSCA) organized a week-long celebration of International ***Women's Week from 2nd March to 7th March 2026*** *to promote gender equality, women empowerment, and cultural engagement among students and faculty members.*

The week featured a variety of theme-based activities including Rangoli Competition, Mehendi Competition, Cooking Without Fire, and Sports events. Each day had a unique theme such as Plain Saree Day, Lehenga Day, Retro Day, Mismatch Day, and Twins Day, encouraging participants to showcase creativity, cultural pride, and teamwork.

The celebrations concluded on 7th March with a grand International Women's Day program under the theme "Royal Look Day," where participants dressed in traditional Kanchipuram and Mysore silk sarees.

The event was graced by the chief guest ***Rashmi Rani B V, Founder of Hosabelaku Trust.*** *In her address, she highlighted the important role of women in family and society, the need for women empowerment, and the contribution of women to social development.*

The celebration created awareness about women's empowerment and provided a vibrant platform for participants to express their talents and celebrate the achievements of women in society.



DBIMSCA ANNUAL DAY 2025–26: A GRAND CELEBRATION OF EXCELLENCE AND TALENT

The Annual Day of Don Bosco Institute of Management Studies and Computer Applications (DBIMSCA) for the academic year 2025–26 was celebrated with great enthusiasm on ***25th April 2026*** *at the DBIMSCA Ground. The event brought together students, faculty, distinguished guests, and well-wishers to celebrate the institution's academic achievements, cultural excellence, and holistic development.*



The celebration was honoured by the presence of ***Smt. Sunetra N. Pandit,*** *renowned stage artist and actress, as the Chief Guest, and* ***Mr. Manjunath M. Hugar****, Circle Inspector of Kumbalagodu Police Station, as the Guest of Honour. Their motivational speeches encouraged students to pursue excellence with discipline, integrity, and social responsibility. The occasion also witnessed the launch of the institute's quarterly newsletter,* ***"The DBIMSCA Vibrant Chronicles."*** *The Presidential Address by* ***Sri Raja Gopal,*** *Chief Mentor, inspired students to strive for excellence in every aspect of life.*





The Award Distribution Ceremony recognized students for their outstanding achievements in academics, sports, and cultural activities.

The afternoon session featured interactions with celebrated personalities from the Kannada film and theatre industry, including ***Mr. Manish, Ms. Vandana Gayathri,*** *and Mr. Shoonya, who shared valuable insights on creativity, resilience, and storytelling.*





The celebrations concluded with a ***vibrant cultural programme showcasing the exceptional talents of DBIMSCA students through music, dance, and drama****.*





The Annual Day 2025–26 stood as a memorable occasion, reflecting the institution's commitment to academic excellence, character formation, and all-round student development.

