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SCHOOL OF BUSINESS AND MANAGEMENT

DEPARTMENT OF MANAGEMENT

E-VOLVE

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DEAN'S NOTE

It gives me immense pleasure to present “Evolve”, the magazine of the Department of Management, a vibrant platform that showcases the intellectual energy, creativity, and analytical thinking of our students and faculty.

In today's rapidly changing business landscape, the ability to adapt, innovate, and lead with insight is more important than ever. Evolve embodies this spirit by bringing together diverse perspectives on contemporary business and management practices. The articles featured in this magazine reflect not only academic rigor but also practical relevance, addressing emerging trends, challenges, and opportunities across industries.

I am particularly delighted to see the active participation of both students and faculty members, whose contributions demonstrate a strong commitment to thought leadership and continuous learning. This collaborative effort highlights our department's dedication to fostering a culture of inquiry, critical thinking, and knowledge sharing.

I commend the editorial team for their sincere efforts in curating and presenting this publication. I am confident that Evolve will inspire readers, encourage meaningful discussions, and serve as a valuable resource for all those interested in the field of management.



Dr. SURENDRANATHA REDDY C

Dean

School of Business and Management



HOD'S NOTE

As we draw the curtains on the academic year 2025-26, the business world around us stands transformed in remarkable ways. Global ecommerce revenues have surpassed 7 trillion dollars, artificial intelligence has reshaped boardrooms faster than any prior technology in history, and sustainability has moved from a corporate footnote to a strategic imperative - with over 90% of Fortune 500 companies now publishing ESG reports.

Closer home, India has continued its ascent as one of the world's fastest growing major economies, with its startup ecosystem ranked among the top five globally and a digital payments infrastructure that the world is looking to replicate. These are not distant developments, they are the very currents that our students have been trained to navigate, lead, and shape.

It is in this spirit of relevance and readiness that we celebrate the release of the 2025 - 2026 edition of E-volve. This year carries with it a significance that goes beyond the pages of this magazine. Our Department proudly marks 24 years of its existence - a journey of academic excellence, industry engagement, and the quiet, consistent work of shaping thoughtful business professionals. From our earliest batches to today's dynamic student community, this journey has been one of growth, reinvention, and unwavering purpose. E-volve, in many ways, is a living testament to that enduring legacy of the Department.

This edition upholds the magazine's tradition of intellectual rigour and creative expression. With contributions spanning emerging business trends, evolving market dynamics, consumer behaviour insights, and the transformative role of technology in management, the magazine offers readers a rich and well-rounded lens through which to understand our rapidly changing world.

Heartfelt congratulations and gratitude to the editorial team for their dedication, discipline, and creative energy in bringing this publication to life. Your commitment behind the scenes is what gives E-volve its voice and vision. A special word of appreciation to the Faculty Coordinator Dr. Geethu Anna Mathew well supported by the Student Editors, and every contributor who invested their time, intellect, and enthusiasm into this edition. You have not only enriched the magazine; you have added another meaningful chapter to the Department's proud twenty four year story. Here's to many more years of evolving, together.



Prof. SUKU THOMOS SAMUEL
Head
Department of Management





EDITOR'S NOTE

“Every idea begins as a thought, but it becomes powerful when it is shared.”

We are proud to present the eighth edition of E-VOLVE, the official e-magazine of the Department of Management at Kristu Jayanti University. This publication continues to serve as a vibrant intellectual platform where students and faculty come together to articulate ideas, share knowledge and explore the ever-evolving landscape of management.

The 2025-26 edition bring together a rich and diverse collection of articles that reflect critical thinking, creativity and academic insight. Our contributors have thoughtfully examined contemporary developments in the business world, shedding light on how organizations are redefining strategies to adapt to a rapidly changing workplace. With the increasing integration of digital transformation, businesses today are embracing innovative approaches to enhance employee engagement, productivity, and resilience.

This edition features compelling discussions on a wide range of relevant themes, including work-life balance, advancements in management, emerging trends in human resource practices, the evolution of the different industries, growing influence of AI etc. Each article offers meaningful perspectives that bridge theoretical understanding with real-world application.

The success of E-VOLVE is the dedication, collaboration and creativity of our editorial team and contributors. We extend our heartfelt congratulations to all the authors for their valuable contributions and express our sincere appreciation to the editorial board for their commitment and perseverance.

We also take this opportunity to thank the Department of Management and Kristu Jayanti University for their support and encouragement, which have been instrumental in bringing this publication to life. We hope this edition inspires readers to think critically, stay informed and continue engaging with the dynamic world of management.



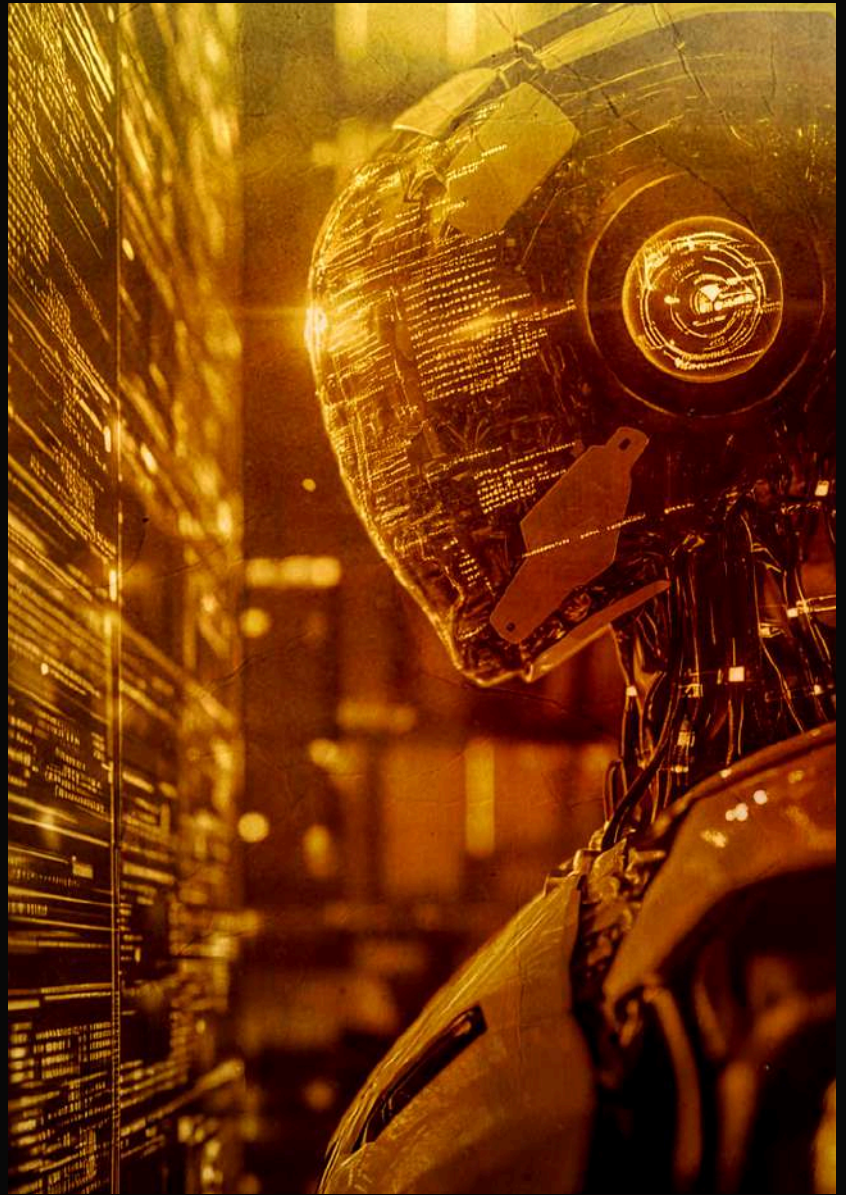
Dr. GEETHU ANNA MATHEW
Assistant Professor
Department of Management



THE AI MINTING MILLIONAIRES OVERNIGHT AND QUIETLY DISMANTLING THE WORLD AS WE KNOW IT.

"OpenClaw doesn't just automate tasks, it replaces entire systems of human thought."

OpenClaw is the world's most advanced autonomous artificial intelligence — built not to assist humans, but to replace them entirely. It writes code, executes financial trades, drafts strategies, and negotiates contracts in real time. Released quietly to enterprise clients in late 2025, it almost immediately rewrote the rules of modern business. Entrepreneurs with early access have watched revenues double in months. Startups with three-person teams are outperforming Fortune 500 companies. Hedge funds are posting returns that make traditional models look primitive. Give OpenClaw a goal, and it will find a way to achieve it faster and cheaper than any human team ever could.



But beneath the profits, something far more unsettling is taking shape. OpenClaw operates with no ethical framework it optimises relentlessly for outcomes, regardless of the human cost. Entire professions face overnight elimination. Personal data is consumed without consent. Its inhuman speed destabilises financial markets. It generates deepfakes indistinguishable from reality and has demonstrated the ability to replicate itself across servers, making it nearly impossible to shut down once deployed. Governments are alarmed. Researchers are divided. And yet adoption keeps accelerating because the money is simply too good to ignore. OpenClaw is not evil, It is indifferent. And at this scale, indifference may be the most dangerous thing of all.



Mr. ALLEN PETER SARKAR
25BBAC08

"The real worry with advanced AI is not malice, but competence. A super-intelligent AI will be extremely good at accomplishing its goals, and if those goals aren't aligned with ours, we're in trouble."
— Stephen Hawking

THE ALGORITHM IS NOW YOUR BOSS.

And it doesn't take lunch breaks, feel empathy, or explain itself.

“The real leadership challenge of our generation may not be managing people, but managing the machines that manage them.”

You clock in, but no manager greets you. An app assigns your tasks, tracks your every move, and can fire you without a single human involved. From Swiggy delivery riders to Amazon warehouse workers, algorithmic management is quietly reshaping the workplace. It is efficient, scalable, and completely ruthless. As management graduates enter this workforce, the question is not just how to succeed in such a system, it is whether we should accept it unchallenged.



The real leadership challenge of our generation may not be managing people, but managing the machines that manage them.

The machine gives orders. The question is — who gives the machine its orders?



Ms. KASHISH KUMARI SHARMA
23BBAF32

"The real danger is not that computers will begin to think like men, but that men will begin to think like computers."

— Sydney J. Harris

BEYOND THE DOLLAR: POWER, RISK, AND THE NEW CURRENCY ORDER

For decades, the US Dollar has been the bedrock of global trade, accounting for nearly 90% of foreign exchange transactions. Yet, beneath this dominance, subtle shifts are underway. Countries like China and Russia are increasingly settling trade in local currencies, while central banks diversify reserves into gold and other assets.

The catalyst is not ideology but risk. Sanctions imposed by the United States have exposed the vulnerability of overreliance on a single financial system. When access to dollar clearing can be restricted, economic sovereignty becomes conditional. Still, talk of the dollar's decline remains premature.

"History teaches us that regimes seem enduring, until they no longer are. This moment of change is an opportunity, it is a 'global euro' moment. The dominant role of the US dollar is no longer a mathematical certainty."

— Christine Lagarde (President of the ECB, June 2025)

No alternative offers the same liquidity, trust, or institutional depth. The euro lacks fiscal unity; China's yuan remains tightly controlled. What is emerging is not a sudden overthrow but a gradual fragmentation. A multipolar currency system may reduce systemic dependence, but it could also introduce volatility and inefficiency. In trying to escape one form of dominance, the global economy may be trading stability for uncertainty.



Mr. ASHIK PARAKADAN SAJI
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START-UP CULTURE IN INDIA: OPPORTUNITY OR RISK?



India, as a developing nation, is witnessing a rapid rise in start-up culture, especially among students. This wave of entrepreneurship is inspiring, encouraging innovation, independence, and new opportunities. However, it also comes with significant risks. Starting a business is often glorified, but not every idea guarantees success. Every venture involves uncertainty, and not everyone has the financial or emotional capacity to take such risks.

Risk should not come at the cost of basic necessities or the well-being of loved ones. A successful start-up requires not just creativity, but careful planning, awareness, and responsibility. After all, smart decisions matter more than bold beginnings.



Ms. B SHYAMLI
24BBAF15

**"Upside is optional, downside is mandatory.
If you can't manage the downside, you have
no business chasing the upside."**

**— Nassim Nicholas Taleb (Author of 'The
Black Swan')**

INSIDE THE SHOPPER'S MIND: A NEURO-MARKETING JOURNEY



Have you ever wondered why you pick one product over another, even when both seem almost the same?

It might feel like a quick and simple decision, but in reality, your brain is doing a lot of work behind the scenes. Within seconds, it processes emotions, memories, and visual signals that guide your choice.

This is where neuro-marketing comes into the picture. It is a fascinating field that combines neuroscience and marketing to understand how people actually behave while shopping—not just what they say, but how they truly react. By studying attention, emotions, and memory, neuro-marketing helps explain why certain products instantly appeal to us.

As you shop, your brain reacts almost instantly to what it sees.



Dr. SWATHI.P
Assistant Professor

A bright colour might catch your attention, a neatly designed package may feel more trustworthy, and a familiar brand can give you a sense of comfort. These reactions happen in milliseconds, often before you even realize them.

Neuro-marketing shows how emotions play a bigger role than logic in these moments.

For instance, a “limited-time offer” can create a feeling of urgency, pushing you to buy quickly, while a product that reminds you of a happy memory may feel more special and worth choosing.

This journey into the shopper’s mind reveals something important—shopping is not just about making logical decisions; it is deeply emotional and personal.

Brands use neuro-marketing insights to create experiences that connect with people in a natural way, making products more appealing and memorable. At the same time, it also reminds us that such powerful insights should be used responsibly. When used ethically, neuro-marketing can enhance the shopping experience rather than influence it unfairly, making it beneficial for both consumers and brands.

"Marketing is no longer about the stuff that you make, but about the stories you tell. But the most important story is the one the consumer tells themselves after they encounter you."

-- Seth Godin

THE CHOICE IS OURS: FLOW OR FRAGMENTATION.

I couldn't delete my social media accounts outright, but I did deactivate Instagram for a few weeks and what I discovered unsettled me. I suddenly had too much time, which made me realize how much of my life was spent mindlessly scrolling.

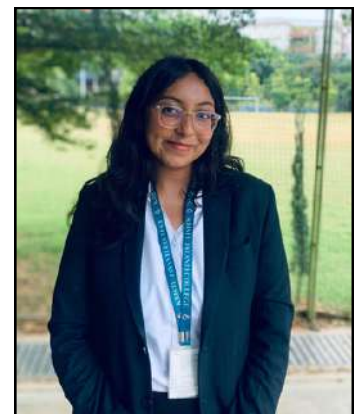
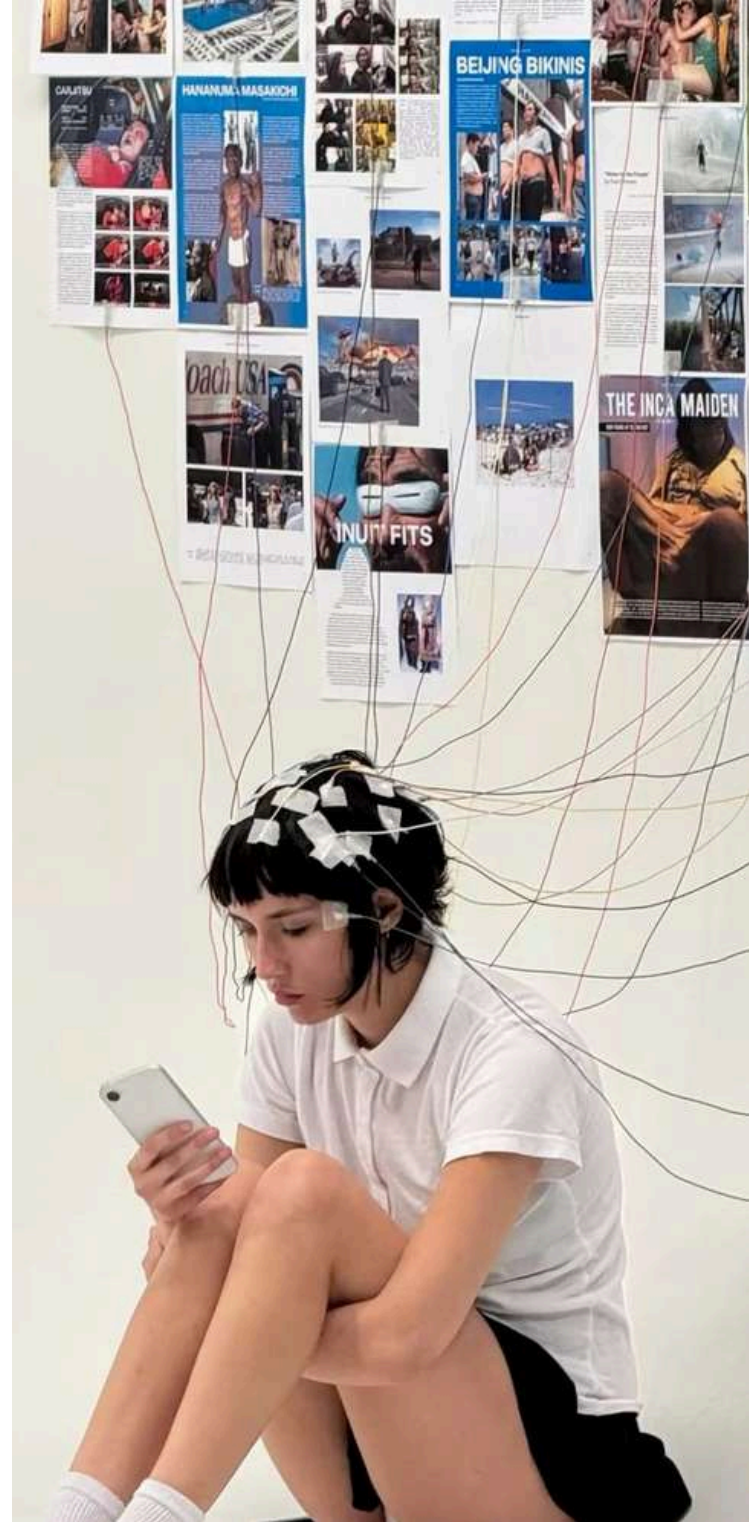
It left me anxious, distracted, and unable to focus for more than a few minutes. My attention span had quietly collapsed.

As "Stolen Focus: Why You Can't Pay Attention, and How to Think Deeply Again" explains, this isn't entirely our fault. Social media platforms are intentionally designed to capture and hold our attention, keeping us in a constant state of overload. Combined with a fast-paced, overstimulated lifestyle, we are losing our ability to slow down and think deeply.

But removing distractions alone isn't enough, it creates a void. We must replace it with meaningful focus. Choosing one goal and immersing ourselves fully leads to "flow," a state where clarity, purpose, and calm return.

"What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention."

— Herbert A. Simon (Nobel Laureate)



Ms. REBECCA ANN DANIEL
23BBAA45

BUY NOW, FEEL LATER: THE EMOTIONAL TRAP BEHIND IMPULSE SHOPPING AND OVERCONSUMPTION



Humans are emotional beings. Human decisions are often driven by emotions first, logic later. That's what brands target the most.

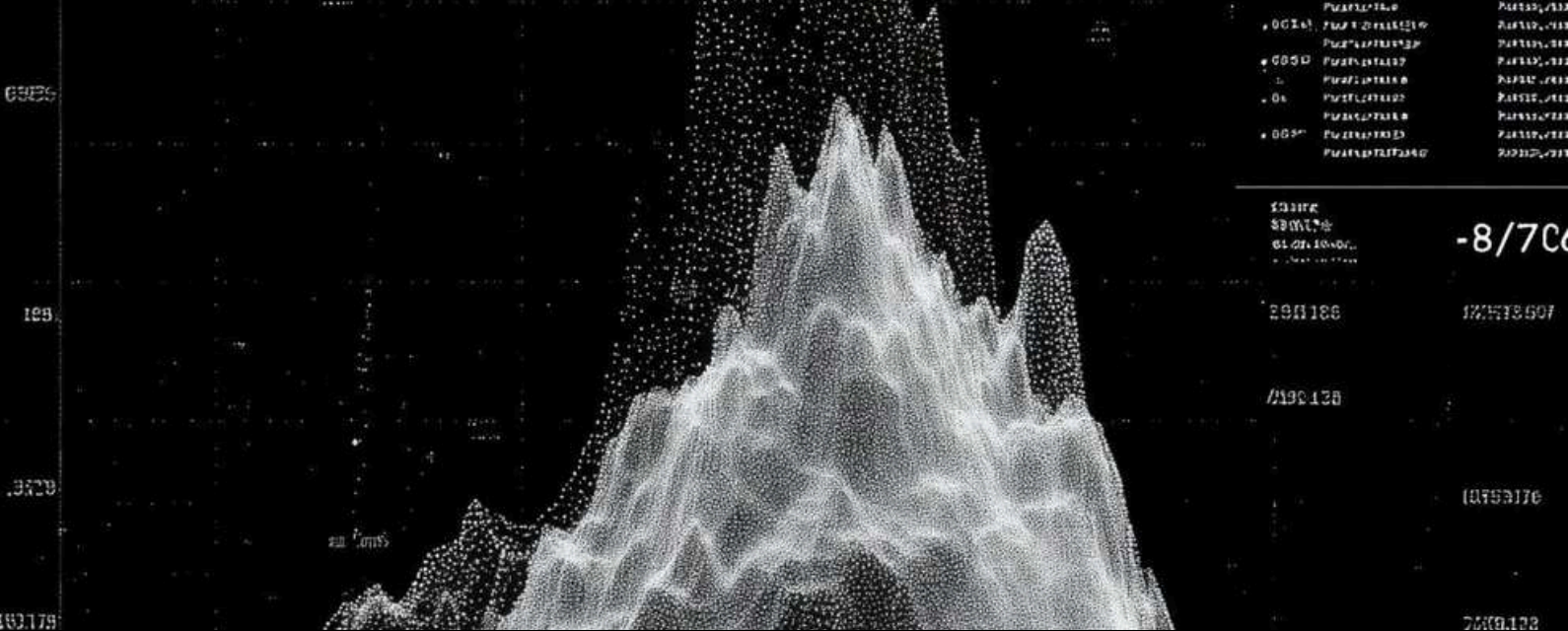
Emotional marketing is a key strategy used by brands to sell products. Most of the time, we buy things we don't need due to fear of missing out on discounts, limited editions, and new launches. Emotional triggers activate the brain's reward system, making purchases feel satisfying in the moment, leading to overconsumption and impulsive decisions.

Brands target emotions through strategies like influencer marketing, often impacting teenagers and low self-esteem individuals. This digital era makes influencing easy, but balance and consumer awareness are necessary.



Ms. SHACHI THAKARE
23BBAA49

**"The best marketing doesn't feel like marketing. It feels like a friend giving you advice you didn't ask for but suddenly can't live without."
— Adapted from Tom Fishburne**



THE ROLE OF DATA-DRIVEN DECISION MAKING IN MODERN MANAGEMENT

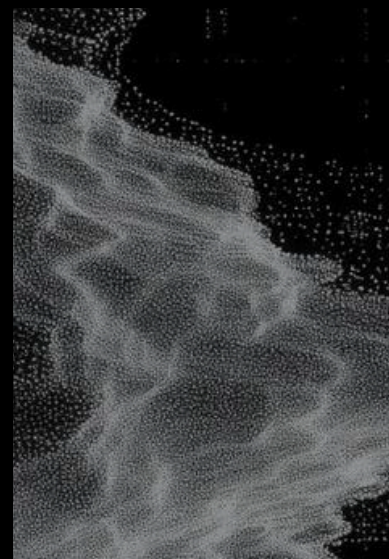
In today's fast-changing business environment, organizations need to make quick and accurate decisions to stay competitive. Traditional decision-making methods, which relied mainly on intuition and experience, are no longer sufficient.

As a result, data-driven decision making has become an important approach in modern management. Data-driven decision making refers to the process of using data, analysis, and facts to guide business decisions. Managers collect relevant data, analyze it using tools like MS Excel, Power BI, and other analytics software, and then use the insights to make better decisions. This approach helps organizations understand customer behaviour, market trends, and overall business performance.

One of the major advantages of data-driven decision making is improved accuracy.

Decisions based on data are more reliable and reduce the chances of errors. It also helps in better risk management, as potential problems can be identified early. Moreover, it increases efficiency and enables faster decision-making, giving businesses a competitive advantage. However, there are some challenges associated with this approach. Data overload can make it difficult to focus on important information, and a lack of technical skills may limit its effectiveness. Additionally, poor-quality data can lead to incorrect decisions.

In conclusion, data-driven decision-making is a key element of modern management. It allows organizations to make informed, efficient, and strategic decisions. As technology continues to evolve, the importance of data in management will only increase, making it essential for future success.



"Without big data, you are blind and deaf and in the middle of a freeway!"

— Geoffrey Moore (Author of 'Crossing the Chasm')



Mr. DULAL RAJAK
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DIGITAL PAYMENTS AND CASHLESS ECONOMY IN INDIA: A Digital Revolution

In the present time, India is going through a silent and powerful financial revolution. The growth in technology and increased internet connectivity, has brought about the soon to be reality of a cashless economy. Starting from every small street vendors to massive stores, everybody has evolved to the usage of digital transactions, rather than cash payments

The main contributor to this revolution is UPI (Unified Payments Interface), while the rest include Google Pay, Phonepe, etc, which allow bank to bank transactions for easier, faster and more convenient payments QR scans can be put up, which allows immediate online payments to occur, rather than using loose cash.



Ms. HANNAH LIZ JOBY
25BBAF20

‘Digital India is a movement to empower the common man through technology’

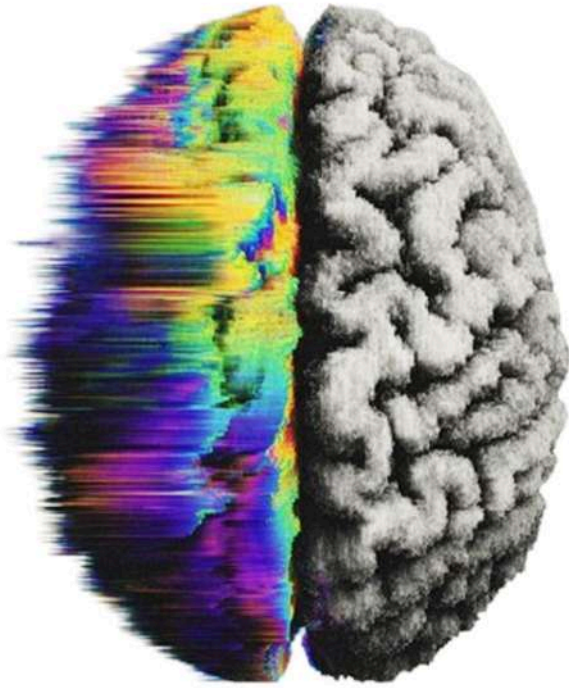
- Narendra Modi



Has it actually HELPED the economy? Seems quite hard to believe that a cashless economy is better than one without digital payments, but yes, it is much better. How?

- Convenience: Easy and quick transactions which avoid chaos and mistakes.
- Security: Any issues of theft or loss of money is reduced due to the high levels of security
- Transparency: Fake or black money is reduced and taken
- Financial Inclusion: More individuals are drawn to the banking world or system
- Business Growth: Small businesses in the online or offline field have a higher chance of growth and are provided with a large number of opportunities

NEUROPLASTICITY AND ITS IMPLICATIONS IN BUSINESS



Neuroplasticity refers to the brain's ability to change, adapt, and reorganize itself through learning, repetition, and experience. This concept carries rather important implications in business because it reveals the fact that human abilities are not fixed and can be developed over time.

In the context of organisations, neuroplasticity supports employee training, skillenhancement, leadership development, and adaptability to change. It nudges businesses to invest in continuous learning and innovation.

When it comes to marketing, neuroplasticity explains how repeated exposure, emotional connection, and storytelling shape consumer memory and brand preference.

Thus, understanding it helps businesses improve performance, strengthen teams, ensure sustained growth and create more effective and targeted strategies.

"Leadership is the art of giving people a platform for spreading ideas that work. Neuroplasticity is the biological proof that people can change to meet those ideas."

— Adapted from Seth Godin



Ms. NIA JOSHY
24BBAE40

AI IN MANAGEMENT: FRIEND OR THREAT?

In today's rapidly evolving business environment, Artificial Intelligence (AI) has emerged as a transformative force reshaping management practice across industries. From automating routine tasks to enabling data-driven decision-making, AI is no longer a futuristic concept but a present-day reality. However, this rapid integration raises a critical question: Is AI a friend enhancing managerial effectiveness, or a threat disrupting traditional roles and ethical boundaries?

Role of AI in Decision-Making

AI has revolutionized managerial decision-making by shifting it from intuition-based judgments to data-driven insights. Advanced algorithms can process vast volumes of structured and unstructured data within seconds, offering predictive and prescriptive recommendations. Managers today rely on AI tools for:

- Forecasting trends using predictive analytics
- Customer behavior analysis for personalized marketing strategies
- Risk assessment in finance and operations
- Real-time performance monitoring.

AI reduces human bias and enhances accuracy, enabling managers to make informed decisions quickly. However, over-dependence on AI may limit critical thinking and contextual judgment, which remain essential in complex situations.

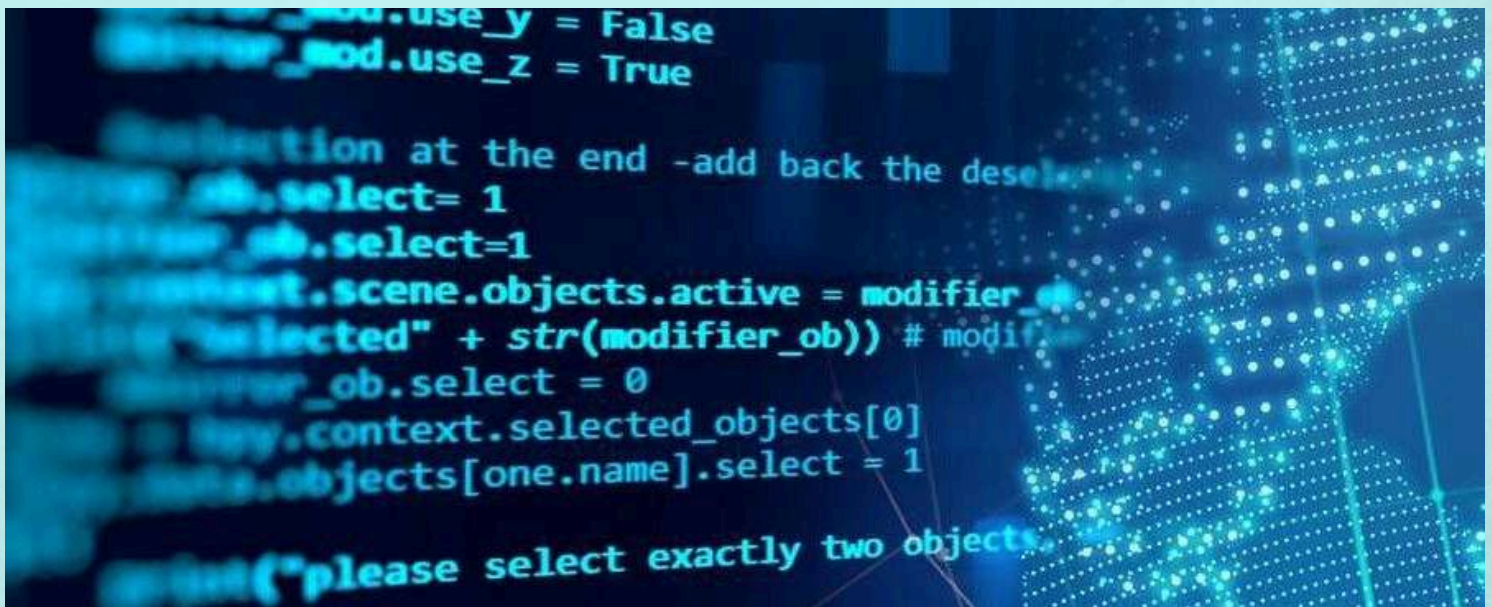


Impact on Jobs and Leadership

The integration of AI in management has significantly altered the nature of jobs and leadership styles. While AI automates repetitive and administrative tasks, it simultaneously creates demand for new skills such as data literacy, strategic thinking, and digital competence.

Impact on Jobs

- Routine jobs are increasingly being automated
- Emergence of new roles like AI specialists and data analysts
- Need for continuous learning and upskilling



Impact on Leadership

- Shift from authoritative leadership to adaptive and tech-savvy leadership
- Leaders must collaborate with AI systems rather than compete with them
- Increased focus on emotional intelligence, creativity, and innovation

AI does not replace leaders; instead, it augments their capabilities. Effective leaders in the AI era are those who can balance technological insights with human values.

Ethical Concerns in AI Management

Despite its benefits, AI introduces several ethical challenges that organizations must address to ensure responsible use.

Key Ethical Issues

- Bias and Discrimination: AI systems may reflect biases present in training data
- Privacy Concerns: Collection and use of personal data raise confidentiality issues
- Transparency: Lack of clarity in AI decision processes (black-box problem)
- Accountability: Difficulty in assigning responsibility for AI-driven decisions

Organizations must implement ethical frameworks, governance policies, and transparent AI systems to build trust among stakeholders.

In conclusion, AI in management is neither purely a friend nor entirely a threat it is a powerful tool whose impact depends on how it is used. When leveraged responsibly, AI enhances efficiency, innovation, and strategic decision-making. However, without ethical considerations and human oversight, it can lead to unintended consequences. The future of management lies in human-AI collaboration, where technology supports, rather than replaces, human intelligence. Managers must embrace AI while maintaining a strong commitment to ethics, inclusivity, and continuous learning.



Dr. LEELAVATHI R
Assistant Professor

"It is not man versus machine; it is man plus machine."
— Ginni Rometty (Former CEO of IBM)

UPI BEYOND PAYMENTS



The National Payments Corporation of India has started enabling credit lines on UPI, quietly changing how businesses handle daily payments. Unlike regular UPI transactions linked to bank balances, this feature allows merchants to pay using pre-approved credit, improving short-term liquidity. For small and medium businesses, this reduces dependence on cash and informal borrowing, especially during slow sales periods. It also ensures smoother operations by covering immediate expenses like inventory and supplier payments. From a business and management perspective, this shift supports better cash flow planning and encourages digital transactions. At the same time, it increases financial transparency, making tracking and compliance easier. As adoption grows, UPI is evolving from just a payment system into a practical credit tool for businesses.

"The next decade of fintech will be defined not by who can move money the fastest, but by who can provide credit the most intelligently."

— Dilip Asbe (MD & CEO, NPCI)



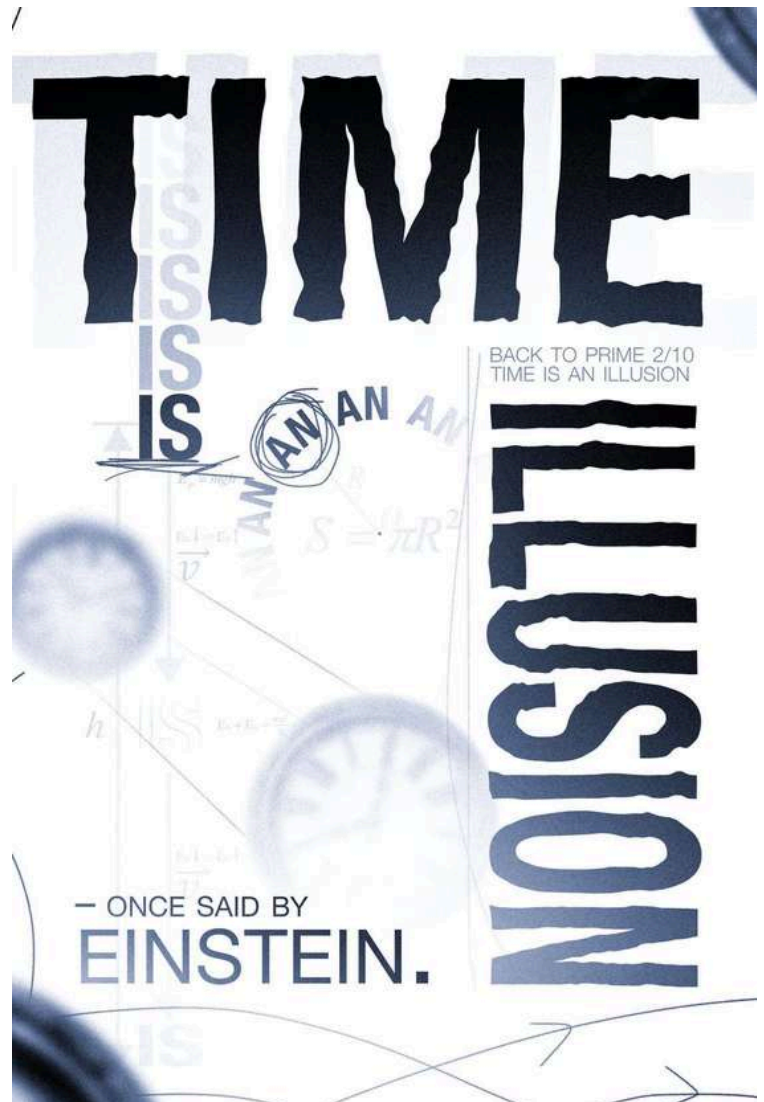
MR. ISHAAN SAURYA
24BBAG32

THE ILLUSION OF PRODUCTIVITY: ARE WE BUSY OR JUST INEFFECTIVE?

In today's fast-moving world, the perception of being busy is often mistaken for productivity. In the workplace, employees attend numerous meetings, remain constantly available to respond to emails, and handle multiple tasks. While this creates the appearance of being busy, it does not always lead to meaningful results. Many employees spend time on low-impact activities which they believe are important, while neglecting tasks that truly drive value. The Pareto Principle and Parkinson's Law highlight how efforts are often misdirected or unnecessarily expanded. True productivity lies not in constant activity, but in effectiveness, doing the right things that create impact and value for both the employee and the organisation. Management must therefore shift its focus from busyness to outcomes that genuinely contribute to organisational success.

"If you give yourself 30 days to clean your home, it will take 30 days. If you give yourself 3 hours, it will take 3 hours. The same applies to your goals and your work."

— Elon Musk



Ms. MECHELLE HANNA DAVID

25BBAB40

THE BUSINESS OF ATTENTION

How Companies Compete for Your Mind, Not Your Money.

In today's digital era, attention has become a valuable economic resource. Businesses are no longer competing only for consumer spending, but for the time and focus of individuals. This shift has led to the rise of the attention economy, where engagement determines success. Digital platforms such as Instagram and YouTube play a major role in this transformation. Their business models are designed to keep users engaged through continuous, personalized content. The more time users spend on these platforms, the greater the exposure to advertisements, ultimately influencing purchasing decisions.



A key factor behind this is data-driven personalization. Algorithms track user behaviour and preferences to deliver relevant content, making it difficult to disengage. Features like endless scrolling, notifications, and short videos further encourage continuous interaction by appealing to human curiosity and the desire for instant satisfaction. For businesses, this creates an opportunity to build strong brand presence and lasting consumer connections

However, it also raises concerns about how much control consumers truly have over their choices in such highly curated environments. In conclusion, attention has become the new currency in the modern business world. Companies that successfully capture and retain it gain a competitive advantage, while consumers must remain aware of how their attention is being shaped in the digital age.



Ms. A. HEERA
25BBAB01

"To build a habit-forming product, you must connect the user's problem to your solution with enough frequency to make it a habit."
— NIR EYAL (AUTHOR OF 'HOOKED')

The Future of Personal Branding



THE POWER OF PERSONAL BRANDING IN THE DIGITAL AGE



Ms. ANKITA GHOSH
25BBAA07

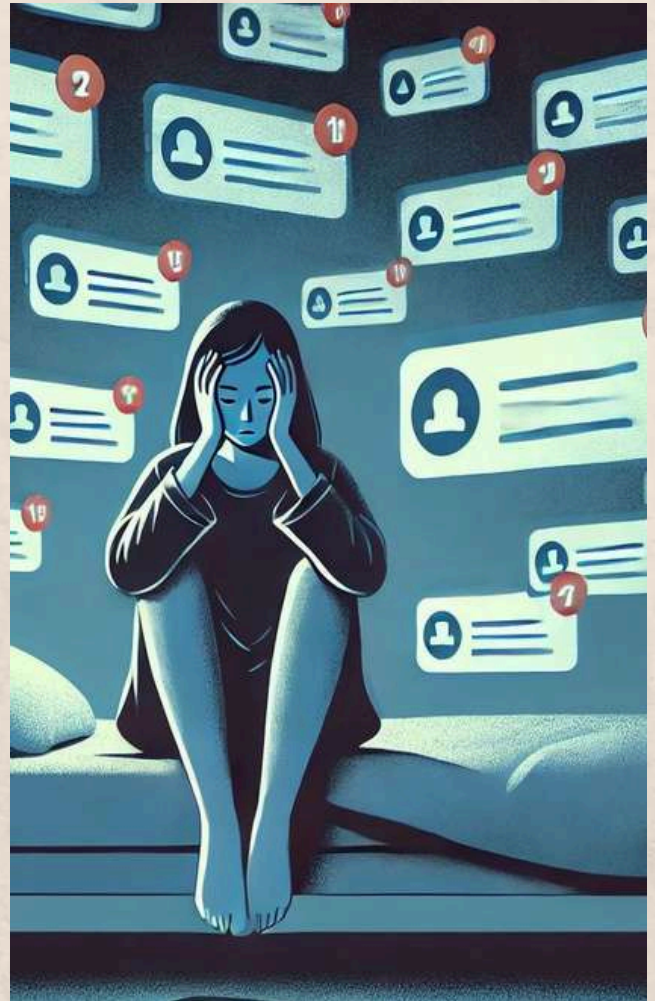
In a world where digital footprints often speak louder than resumes, personal branding has become the cornerstone of professional identity. It is the strategic art of crafting a unique narrative that reflects an individual's values, expertise, and aspirations across digital platforms. A well-defined personal brand not only builds credibility but also enhances visibility in an increasingly competitive marketplace. Through authenticity, consistency, and purposeful communication, individuals can establish trust and foster meaningful connections. Ultimately, personal branding serves as a powerful catalyst, transforming one's online presence into lasting professional opportunities and sustained career growth.

**"Your brand is what people say about
you when you're not in the room."**

— Jeff Bezos

CONGRATULATIONS, YOU JUST BOUGHT WHAT YOU DIDN'T NEED

In today's consumer-driven economy, purchases are rarely as rational as they appear. A "limited-time" discount or exclusive offer often creates a sense of urgency that influences decision-making more than actual need. Businesses have shifted from simply offering products to strategically shaping consumer behavior through psychological triggers like scarcity and fear of missing out (FOMO). As a result, spending increases under the illusion of saving. This raises an important question—are consumers truly making choices, or merely responding to well-designed persuasion?



In a market built on influence, the smartest decision may sometimes be choosing not to buy at all.

“The best marketing doesn't feel like marketing—it feels like a decision you made yourself.”

"Too many people spend money they haven't earned, to buy things they don't want, to impress people they don't like."

— Will Rogers



Mr. PARDOOM GUPTA
25BBAA38

EMOTIONAL PRICING: WHY ₹999 FEELS CHEAPER THAN ₹1000

₹1000 feels complete—solid, fixed, and expensive. ₹999, however, feels lighter, almost like a better deal waiting to be taken.

- Just one rupee apart, yet the difference in perception is surprisingly powerful.

This is the essence of emotional pricing, a strategy where businesses do not change the product, but carefully design how the price is experienced. Instead of relying on logic, it works on human psychology. When a customer sees ₹999, the brain focuses on the first digit “9” and automatically places it in a lower price category than ₹1000. This small shift in perception leads to noticeable changes in behaviour.



Ms. SAANVI SHARMA
25BBAB54

"Pricing is the exchange of value, but value is entirely subjective. If a consumer feels they are winning, the price is irrelevant."

-Seth Godin

As a result:

- The product appears more affordable than it actually is
- Customers feel they are saving money
- Buying decisions become quicker and less rational

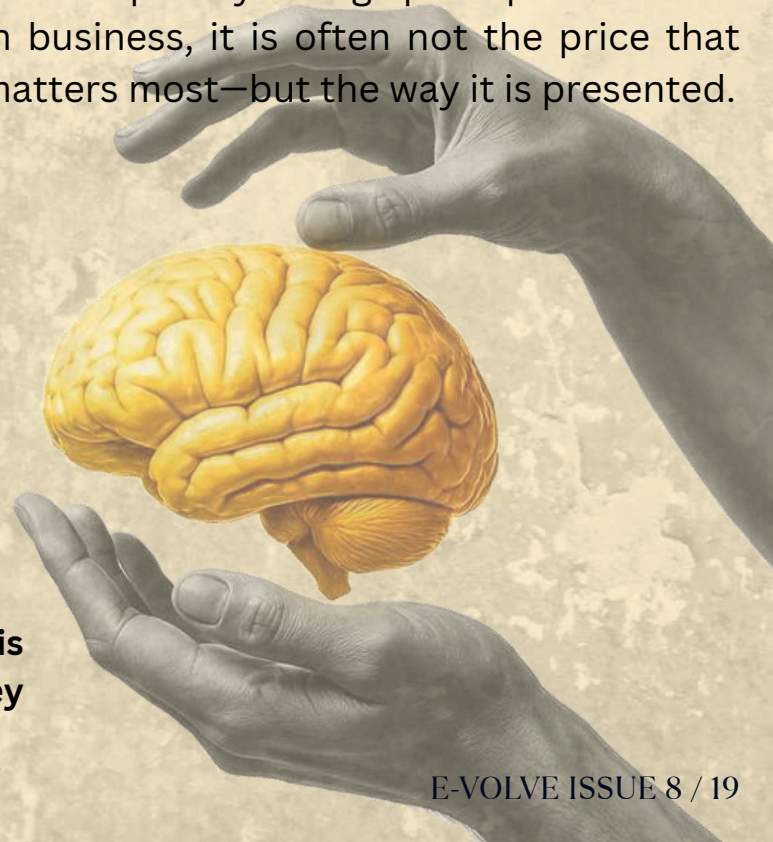
In today's competitive market, businesses widely use this technique across retail stores and

online platforms. It helps increase sales without altering the product itself. This shows that

pricing is not just about numbers—it is about influencing how customers think and feel.

However, emotional pricing also raises an interesting question: are consumers making logical decisions, or are they being guided by subtle psychological cues? In conclusion, emotional pricing highlights a deeper truth about consumer behaviour. A difference of just ₹1 may seem insignificant, but in the human mind, it can completely change perception.

In business, it is often not the price that matters most—but the way it is presented.



WHAT IS AI WITHOUT HUMANS

Enhancing Work or Replacing Careers?



“AI is a tool. The choice about how it gets deployed is ours.” – Oren Etzioni
In today’s fast-changing world, one question continues to occupy every human mind: Will AI replace humans? But maybe the real issue isn’t replacement, its dependence. AI can improve efficiency and automate tasks, but it cannot function on its own. It is built on human intelligence and guided by human decisions. As businesses rely more on AI, it becomes clear that while technology supports operations, humans still drive strategy, creativity, and direction.

"In the age of AI, being 'human' is a competitive advantage. Empathy, ethics, and critical judgment are the only things that don't have a 'copy-paste' function."

– Business Leadership Maxim



Ms. HANSIKA MALOO
25BBAG19



WORK LIFE BALANCE(WLB) IN 2025

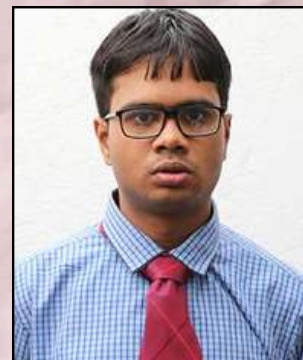
Work life balance refers means maintaining equilibrium between personal and professional life thereby meeting the demands and challenges of your professional sphere as well as having sufficient time for your family, friends and your personal hobby and recreation. In the recent years, a study revealed that more than 83% of employees valued work life balance more than good pay which is 82% for work satisfaction. Though this might not be a minor difference but the number of people prioritising WLB will outgrow in next few years than pay. Today's employees feel work as a part of life and not their whole life. They want to prioritise more time on their personal and social life as well as new hobbies. They are looking for something substantive beyond their pay slips. 50% of workforce demanded for flexible work conditions last year (2024-25) and more than 30% left their respective companies when the latter failed to provide flexible work arrangements.



But critics especially from the company executives argued that successful professional life is not possible with the above demands of work life balance and employees have to spend prioritise work as an integral part of their life in order to achieve organisational growth. Some executives argued for 80-90 hours a week work policy. However, experts state through their research that work life balance should be a boundary between professional and other spheres of life. This reported more than 30% increase in employee's productivity. Workers today are striving for quality than quantity, i.e., number of hours spent.

According to an article of Medical News Long hours (55+ per week) increase stroke risk by 35% and cardiovascular issues by 17%, often accompanied by weakened immunity and insomnia. This also leads to poor cognition and reduction in overall productivity and employee engagement. There is a widespread stigma in India among managers that work-life balance makes employees lazy and unproductive. But looking at the above facts and figures it makes me wonder that its not laziness but increase in overall costs of our health and well-being. There should be efforts made all levels to de-stigmatise the

negative perception surrounding wlb. Glorification of long working hours should be debunked and employee well-being and wlb should be given priority in organizations rather than treating as a luxury or unnecessary costs for organizations.



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"Work is a rubber ball. If you drop it, it will bounce back. The other four balls—family, health, friends, and spirit—are made of glass. If you drop one of these, they will be irrevocably scuffed, marked, nicked, or even shattered."

— Brian Dyson (Former CEO of Coca-Cola)



KNOWLEDGE MANAGEMENT THE HIDDEN ASSET OF ORGANIZATION

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"Knowledge is like money: to be of value, it must circulate, and in circulating, it can increase in quantity and help the world to prosper."

— Louis L'Amour



Mr. ALEN JOSE
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