



RV Institute of Management®

Autonomous Institute
affiliated to
Dr. Manmohan Singh
Bengaluru City University

Approved by AICTE,
New Delhi.

RVIM NEWS DESK

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INSTITUTIONAL RECOGNITION

RVIM AWARDED FOR EXCELLENCE IN HIGHER EDUCATION -By COMPETITION SUCCESS REVIEW - CSR



RVIM was awarded for Excellence in Higher Education by Competition Success Review on the 17th of May, 2026. The award was received by Dr. Purushottam Bung- director of RVIM at the award ceremony held in New Delhi. The event opened with the speeches by CSR Chairman S.K. Sachdeva and Managing Director Vandana Badhwar and was followed by the award ceremony to recognise academic excellence.



RVIM recognised as one of the top best B-School of India 2026 for quality learning engagement infrastructure, graduate outcome and placement diversity.



RVIM was recognised by IISc for co-hosting the three day International Conference on 'Innovation and Entrepreneurship for Deep-Tech Startups: Role of Entrepreneurial Universities', held at the IISc campus Bengaluru from the 20th to 22nd of May, 2026.

HR Conclave

RV Institute of Management successfully hosted the HR Conclave 2026 on the theme “Next-Gen HR: People, Analytics, AI Integration & Skills-Driven Success” on 15 May 2026. The event served as a significant industry–academia interface, bringing together renowned HR leaders, business consultants, organizational transformation experts, academicians, and students to discuss the future of human resources in a technology- driven environment. The program commenced with a warm welcome and opening remarks from Dr. Purushotham Bung, Director, RV Institute of Management, who emphasized the importance of preparing future HR professionals to navigate rapid technological and organizational transformations.

The keynote address was delivered by Dr. Alexander Rinku, Director – Human Resources, Oracle, who shared valuable insights on the transformative impact of technology, artificial intelligence, and analytics in contemporary HR practices. The session highlighted how organizations are leveraging data-driven decision- making to improve talent acquisition, employee engagement, workforce planning, and organizational effectiveness.



A thought-provoking panel discussion brought together distinguished industry experts and academicians including Ms. Madhurima Agarwal (Microsoft), Mr. Vijay Bharech (Deloitte India), Dr. Vanessa Anglin (XRRRA + ARRA Ltd.), Mr. Shrikanth Shanthigodu (Astrro Creations & Impex Pvt. Ltd.), Dr. Uma Warriar, Dr. D. Ranganath (RVCE), Mr. Ashok G. Gadavi (RVCE & RVITM), and Dr. Purushotham Bung (RVIM).

The panel explored emerging challenges and opportunities in human resource management, focusing on AI- enabled HR systems, workforce transformation, sustainability, organizational culture, leadership development, and future workplace competencies. The panel discussion



was expertly moderated by Mr. Eesa Ahmed, Senior Business Consultant, Shuraa Business Management, Dubai, who facilitated engaging conversations and insightful exchanges among the panellists. The conclave also featured a fireside chat with Mr. Prem Kumar, Global People & Culture Leader, Xylem, hosted by Mr. Santhosh Kumar, Director, The Good Quest. The session provided valuable perspectives on organizational culture, employee experience, leadership effectiveness, and innovation-driven people management practices.

The conclave witnessed enthusiastic participation from over 100 HR professionals, industry representatives, faculty members, and management students, creating an excellent platform for networking, collaboration, and knowledge sharing.

Sammilana 2026-Alumni Meet



Sammilana 2026 the Alumni Meet was successfully held on 13th June, 2026 at the RVIM Quadrangle, bringing together alumni, faculty, students, and staff for an evening filled with nostalgia, celebration, and cultural vibrancy. Mr. Naveen Toshniwal-CEO Toshniwal Cables and a Grapho Therapist by passion was the invited chief guest of Sammilana 2026.

The event began with the welcome to all alumni and an interesting grapho analysis of one's handwriting and the personality it reveals was a session that was conducted by Mr. Toshniwal. Cultural segment of the event followed the invited guest session, the cultural featured captivating performances by the students, including soulful songs, energetic folk dances, and graceful classical dance performances and quiz and activities to encourage everyone's participation. The performers enthralled the audience with their talent and enthusiasm, adding colour and warmth to the celebrations.

The event received an overwhelming response from the alumni, who appreciated the students' efforts and enjoyed reconnecting with their alma mater. The evening concluded on a joyful note, leaving everyone with cherished memories and strengthening the bond between the institution and its alumni.



Matrubhasha Divas

RVIM celebrated Mathrubhasha diwas on 23rd May, 2026 as the day emphasises -"Celebrating the linguistic and cultural diversity of India". A full-day cultural celebration featuring quizzes, dancing, singing, ramp walk, and drama, showcasing the rich diversity of India's languages and traditions through student performances.



MOU Signed with AIMA – India Case Centre



RVIM signed an MOU with AIMA-India Case Center in New Delhi on 18th May, 2026 to leverage their ICRC (India Case Research Centre) resources and strengthen case writing and case based teaching at RVIM. Dr. Rohit Singh, Director CME (Centre for Management Education) signed for AIMA and Dr. Purushottam Bung, Director of RVIM signed on behalf of RVIM.

SEMINAR CONFERENCE WORKSHOP ORGANISED AT RVIM

International Conference on Business Intelligence and Data Analytics-BIDA Conference 2026



RVIM hosted the two-day BIDA Conference-2026 in the campus on the 11th and 12th of April, 2026. The theme of the conference brought together academicians, students and industry practitioners to discuss on the emerging trends in analytics and data-driven decision making. The two-day conference received an overwhelming response with 1,451 research paper submissions from nine countries, out of which 129 papers were accepted after a rigorous peer-review process, reflecting an acceptance rate of 9 percent. The selected papers will be published in the Scopus-indexed Springer book series "Smart Innovation, Systems and Technologies."

The inaugural session was chaired by Dr. M.H. Bala Subrahmanya -director of Management department of IISc-Bangalore as the chief guest of the session. Mr. Ashwinder R. Singh of the BCD group as the guest of honour and Mr. M.D. Kasturi Ranga-trustee -RSST, presided over the inaugural session.

The conference featured keynote sessions, plenary talks, invited industry sessions, and 25 parallel technical sessions covering themes such as business intelligence, data science, artificial intelligence, and emerging technologies. Eminent speakers from academia and industry, including experts from leading organizations like Cisco, Google, and IQVIA, shared their insights on data-driven innovation. The conference concluded successfully with the announcement of best paper awards.



Free Eye Check-up Camp

Free Eye Camp was organised at RVIM campus in association with Upkirti on 6th April, 2026. Free optical glasses were distributed to all staff and senior citizens.



Business Network International - BNI Samvarddhi



BNI Samvarddhi the entrepreneurs network held their weekly meet – Business Voice Business Summit on the 16th April, 2026 at RVIM. Students and faculty participated and interacted with the entrepreneurs.

'Publishing in High Impact Journals-Best Practices and Roadmap'



Session on 'Publishing in high impact journals-Best Practices and Roadmap', by Dr. J. Aurumugam -Librarian, PSG College of Technology, Coimbatore. Conducted for all students of second semester on the 17th of April, 2026.

Learn What AI cannot Teach You



Invited Speakers session on – Learn What AI cannot Teach You 'was organised for the second semester students on the 22nd of April, 2026. The session was delivered by the experts Dr. Manish Malhotra – Founder & CEO, Futred, Vanessa Anglin – Partner, XRRR + ARRA Ltd, Roger Anglin – Partner, XRRR + ARRA Ltd.

B-Smart Brand Canvas



B-Smart Business Standard and RV Institute of Management successfully hosted the B-Smart Brand Canvas – The Campus Tour on 24th April, 2026. The event served as a unique platform that connected students with the advertising, branding, and creative storytelling ecosystem by providing exposure to real-world brand challenges and ad-film creation. All student entries were screened and evaluated by the panel of judges - Mr. Abhishek Chatterjee –

Deputy Editor, BSmart | Business Standard, Mr. Sandeep Singh Basnwal – Founder, Photonion Production & Kalarasa Collective, Mr. S. Jayaraam – Deputy General Manager, Business Standard, Dr. Uma Sharma – Assistant Professor of Marketing and Strategy, and the winning team were shortlisted to finale to be held at the all India level.

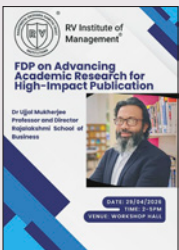
Innovation and Entrepreneurship for Deep-Tech Start-ups



RVIM Co-hosted the International Conference on Innovation and Entrepreneurship for Deep-Tech Start-ups: Role of Entrepreneurial Universities was organised from the 20th to 22nd of May, 2026 at the IISc campus. The conference was held for two days with participants from India and around the world, with 26 technical sessions and over 12 invited speaker sessions.

Faculty Development Programme

Faculty Development Programme on Publishing in Top Journals was organised on the topic - “Empowering Faculty and Scholars to Publish in Top Journals through Editors’ Wisdom and Reviewers’ Lens” on 23rd May, 2026. The session was delivered by Dr. Ajay Manrai, University of Delaware, who shared valuable insights into the academic publishing process, including manuscript preparation, editorial expectations, peer-review mechanisms, and strategies for publishing in high-impact journals. His expert guidance provided participants with a deeper understanding of the publication ecosystem and practical approaches to enhancing the quality and impact of their research. The programme witnessed enthusiastic participation from the faculty members, making it an engaging and enriching learning experience. The interactive session concluded with meaningful discussions, leaving the participants better equipped to pursue quality research and publications in reputed journals.



Faculty Development Programme was organised on the topic-Advancing Academic Research for High Impact Publication’ resource person Dr. Ujjal Mukherjee-Professor & Director Rajalakshmi School of Engineering was organised on the 29th of May, 2026.

Session on International Taxation

Session on International Taxation was began on the 25th May. 2026, Resource Person: Mr. L. Muralidharan, CA, CPA – Sreeram Coaching Point, Chennai Topics covered in the session was -Fundamentals and principles of international taxation, Cross-border tax compliance and treaties, Career and CA/CPA pathways involving global taxation practice.



Guest Talk by His Grace Suchandra Gaura Dasa, ISKCON Bangalore on Human Values and Well Being was held on the 11th June’26 for the second semester students.



Industry Expert Talk on “Supply Chain Transparency: Building Trust, Enabling Visibility, Delivering Impact” was held on the 15th of May’26 for the second semester students .Resource persons of the session were Dr. Manish Malhotra, Founder and CEO, FutrEd Innovation Studios, Ms. Vanessa Anglin, Partner, XRRR + ARRA Ltd. and Mr. Roger Anglin, Partner, XRRR + ARRA Ltd.

CEO Chronicles

A CEO talk series was organised for second semester students on the 28th April, 2026 by Vijay Raghav Varada, Founder & CEO, Fracktal Works. The session was titled - 'Part of the "Real Stories. Real Leaders. Real Impact''. This session brought a deep-tech/3D-printing entrepreneur to share his founder journey.



Mr. Sameer Arora – CEO and Founder of Huts Global was the invited speaker in the CEO Chronicles series on the 12th of June, 2026. The session was informative

where the resource person gave a in-depth insights on Indian real estate industry – its challenges. Mr. Sameer was able to connect to students as he shared his journey of building his company.



Mr. Arvind Brahmakal co-founder and CEO of Smartkatch-Real stories and Bold decision and Endless Inspirations- was organised on the 30th of May, 2026. CEO Chronicles is a Department of Human Resources initiative bringing industry leaders to campus to share their

journeys, challenges, decisions, and the mindset behind their success.

Power Seminar



Power Seminar programme on Employability Skill for Future was organised on the 25th of April, 2026. Distinguished experts from the corporate world addresses the students on the topic of 'Employability in Future' - Mr. Alexander Rinku director of Human Resource –Oracle, Mr. James Selvaraj Associate manager-learning and development and Knowledge Management Accenture, Mr. Deepak M., of Infogain India Ltd., Mr. Natarajan Perumal Vasudevaraju–Global Total Reward Operations Head-Haleon were on

the panel that contributed to the expert discussion which was an insightful session for all participating students.

FACULTY ACHIEVEMENTS

Dr. Purushottam Bung

- Invited as a speaker for Indian Knowledge Systems (IKS) meet organised by Jeppiaar University Chennai on 14th April, 2026.



- Awarded and recognised with National Laureate Award at the University Summit 2026 - Leadership Conclave held on the 23rd of May, 2026 at Bangalore. The recognition was conferred for the visionary leadership and remarkable effort in shaping future professionals through quality education.



- Paper titled - 'A Bibliometric Investigation into the Evolving Consumer Behavior and Market Dynamics' authored by N Nagasubba Reddy,
- Dr. Jahnavi M & Dr. Purushottam Bung published in the scopus indexed journal Studies in Systems, Decision and Control, May 2026, https://doi.org/10.1007/978-3-032-15820-8_5.
- Paper titled - 'Analysing the Interplay Between Forex Rates and Financial Assets in India: Insights from ARIMA and VAR Models' authored by Dr. Jahnavi M,
- Dr. Purushottam Bung & N Nagasubba Reddy, published in the scopus indexed journal Studies in Systems, Decision and Control, May 2026, https://doi.org/10.1007/978-3-032-00264-8_50
- Paper titled - 'Inflation-Adjusted Return Comparison of Sovereign Gold Bonds with Alternative Investment Avenues: A Decadal Analysis' (2015–2024) published in the scopus indexed journal authored by Anitha B. M. Dsilva & Dr. Purushottam Bung in the scopus indexed journal of Studies in Systems, Decision and Control Apr 2026 https://doi.org/10.1007/978-3-032-11612-3_10
- Paper titled -A Comparative Study on Intrinsic Value Versus Market Value of Mid-Cap Stocks Using the Dividend Discount Model on NSE authored by Anitha B. M. Dsilva, Shetty Sajjan
- Sadashiva, & Dr. Purushottam Bung, published in the scopus indexed journal of Studies in Systems, Decision and Control Apr 2026.

Dr. Noor Firdoos Jahan, Professor RVIM



- Recognised with the Abinandana Shining Star Award-2026 by ISBR for the contribution to management education, at the award ceremony held on the 5th of June, 2026.



- Delivered the Plenary talk at the 6th International Conference on Paradigms of Communication, Computing and Data Analytics (PCCDA 2026) hosted by Sejong University, Seoul, South Korea in collaboration with the Soft Computing Research Society on "Intelligent Marketing for Business Growth" on 27th June, 2026 to an international audience of researchers, academicians, industry professionals, and students was both a privilege and a rewarding experience.

Dr. Santosh M., Associate Professor RVIM

- Resource person for Certificate Programme in Educational Leadership offered by RV University.



Dr. Vinay, Asst. Professor RVIM

- Dr. Vinay, Assistant Professor of RVIM was conferred MBA degree in Business Analytics by the Liverpool Business School on the 15th of June, 2026.



- Paper titled - 'Toward Sustainable Food Security in India: The Strategic Role of Optimized Cold Chain Infrastructure' authored by Dr. Vinay K.S. & Dr. Noor Firdoos Jahan, published in scopus indexed journal - Smart Innovation, Systems and Technologies, April, 2026.



Dr. Tejaswini

- Dr. Tejaswini Basavaraja attended the Case Writing Workshop at Entrepreneurship Development Institute Ahmedabad on the 29th of April, 2026.

RVIM SPORTS

Sports events were organised at RVIM for the second and fourth semester students for a week long sporting events. Interclass competition was held for indoor and outdoor sports from the 27th April to 4th May, 2026.

Annual Sports Schedule 2026 – “Let the Games Begin!”

Date	Event
27 Apr (Mon)	Carrom & Chess
28 Apr (Tue)	Table Tennis
29 Apr (Wed)	Volleyball + Throwball
30 Apr (Thu)	Badminton
1–3 May	Holiday
4 May (Mon)	Basketball
5 May (Tue)	Cultural Day (No Sports)

Date	Event
6 May (Wed)	Lagori & Dodgeball
7 May (Thu)	Cricket
8 May (Fri)	Tug of War
9 May (Sat)	Anveshan (No Sports)
11 May (Mon)	Football
12 May (Tue)	Kabaddi

Results – Winners & Runners-up

Carrom & Chess		
Event	Winner (1st Place)	Runner-up (2nd Place)
Carrom Doubles (Men)	Shashank, Mahantesh	Darshan, Shailesh
Carrom Doubles (Women)	Amruta, Akshata	Sanjana, Priyanka
Chess (Men)	Nigel Moses	Sathvik K.
Chess (Women)	Bhakti	Bhavana M.
TABLE TENNIS WINNER		
TT Singles (Men)	Vikas K.N.	Surakshith S. Salian
TT Singles (Women)	Manasa M.	Thanuja L.
TT Doubles (Men)	Surakshith S. Salian, Punith	Vikas K.N., Sachin
TT Doubles (Women)	Manasa M., Anonya D.O.	Thanuja L., Shreeya Akkur
BADMINTON WINNERS		
Singles	Sachin	Mohammad Afzal
Singles (Women)	Snigdha T.	Varsha
Doubles (Men)	Shubham Kothari, Rakshith	Srujan S.M., Swasthik Shetty
Doubles (Women)	Snigdha, Prajna T.	Varsha, Chaithra
VOLLY BALL WINNERS		
Volleyball (Men)	Sohan, Surakshith S. Salian, Swasthik Shetty, Ujwal, Bhavish, Prajwal Gowda	Punith, Pancham, Roshan, Prajwal, Gautam, Somnath
Throwball (Women)	Saniya, Tanvi, Chaithra, Varsha T., Chaithra G.V., Neela Sreya, Varshitha	Namana, Thanuja L., Rakshitha M.S., Jahnavi, Shreeya, Kavana, Aishwarya
CRICKET WINNERS		
Cricket (Men)	Punith, Ujwal, Surakshith S. Salian, Swasthik Shetty, Srujan S.M., Prajwal Gowda, Darshan, Shreyas, Bhavish, Sohan, Pranam, Chinag Shetty	Prajwal, Anurag, Tejas, Abhishek, Priyanka, Shravan, Sanjay, Vikas, Shishir, Mohammad Afzal, Dhanush

Photo Gallery:



Photo Gallery:



Photo Gallery:



Badminton - Photo Gallery:



Badminton - Photo Gallery:



Basketball - Photo Gallery:

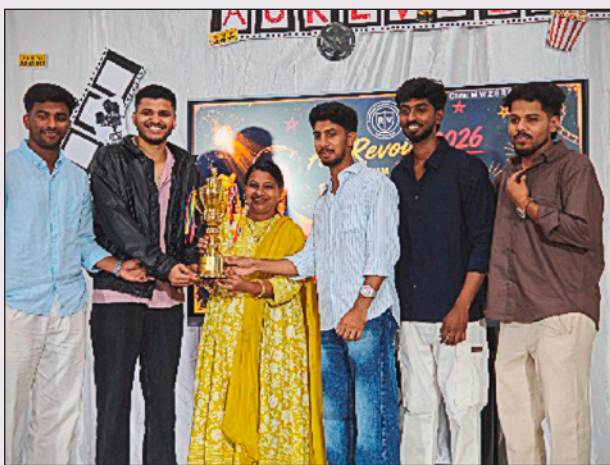


Photo Gallery:



Cricket - Photo Gallery:



Tug of War - Photo Gallery:



Football - Photo Gallery:



Photo Gallery:



Anveshan 2026 – Research & Innovation Showcasing Student Research Paper Presentation

Anveshan is RVIM's annual research and project showcasing the students' achievements in academic research. The conference was held with ten parallel technical session with over 180 papers being presented in venues across the campus, each evaluated of the technical session was evaluated by distinguished external invited faculty and an internal faculty from RVIM. Students' contribution to research area was evaluated and the extent of learning and impact the students have gained was the outcome of this student conference.





Entrepreneurship and Start-Up Management – Video Profile Competition



& Team, Sathyajeeth & Team, Ojas & Team all winners were awarded with cash prizes.

The competition was organised on 30th May, 2026, Students created video profiles of successful entrepreneurs as part of a competitive showcase. Winners were declared class-wise, each receiving a cash prize of Rs.2,000. Each team was evaluated by alumni judge Kavita Hemant – Capgemini (IT Services and Consulting), Alumni 2022–24 Tharun Madhav – Pre-Sales Analyst, Method Hub Software Ltd., Alumni of batch 2022–24, Winners were Prajwal



The Advertising Campaign Launch 2026 Competition was organized on the 30th of May, 2026 for all fourth-semester MBA students (Batch 2024–26) as a practical learning initiative to enhance their understanding of advertising, digital promotion, and campaign management. A total of 10 teams participated in the competition, with each team comprising four students. The winning teams were awarded cash prize.



Department of Marketing organized workshop on 'Role of AI in Promotion' for the students of IV semester marketing on the 30th May, 2026. This workshop aims at providing practical knowledge about the Emerging trends in Promotion in today's digital age.



Workshop on Data Analysis through SPSS - The workshop was organized between 9th to 16th of Feb., 2026 . This workshop was a value- add hands on lab session to learn the concepts of Business Research Methods for the knowledge, skills, and abilities to analyse data using SPSS software.

Industrial Visit

Industrial Visit to TVS Motor Company, Hosur, was organized on 25th May, 2026 for the Fourth semester students with the objective of providing students practical exposure to modern manufacturing practices and operations management in the automobile industry. The visit enabled students to observe real-time production processes, automation technologies, and quality standards followed in one of India's leading two-wheeler manufacturing companies.



STUDENT ACHIEVEMENT



- Abdul Azeez Yasir was awarded the Best Paper award for his paper titled- 'Traffic Stress and Slipover: Examining the impact of commuting on wellbeing and work life balance among Bangalore's Corporate workforce' co-authored with Dr. Tamizharasi Durai presented at the International Conference on Future Horizons in Management Education: Shaping Ethical Agile and Intelligence Business Ecosystem held at Hoogly, Kolkatha from 24th and 25th April, 2026.



- Mr. Shubham Kotari, Co-authored by Dr. Sumera Alur has been awarded the Best Paper Award for their research paper titled - 'Carbon Sequestration Exploratory Analysis of India's Carbon Capture Utilisation and Storage Goals by 2030' presented at the International Conference on Reimagining Commerce for Sustainable Innovation held on April 18th, 2026.



- Ms. Perna G. student of second semester–batch 2025-27 presented her paper titled “A Deep Learning Approach for Comparative Sentiment Analysis of selected Fashion Retailers” at the 6th International Conference on Paradigms of Communication, Computing and Data Analytics (PCCDA 2026) hosted by Sejong University, Seoul, South Korea in collaboration with the Soft Computing Research Society on June 27-28, 2026. This conference paper co-authored with Dr. Noor Firdoosh Jahan will be published in the proceedings of PCCDA 2026 which is a SCOPUS-indexed Springer Book Series, “Lecture Notes in Networks and Systems”.

Marketing Event – “Pitch A Weird Product”



Department of Marketing organised a pitching contest for the second semester students on the 22nd May, 2026. All participating students were asked to prepare and present a weird, funny, or imaginative product ideas. The challenge was to present the product as the most viable and marketable product with their sales-pitching abilities. Each contestant was evaluated on their uniqueness in their ability to sell and the winners were rewarded with cash prizes.

14th International Day of Yoga – “Food, Mind, Performance”



On 16th June, 2026 International Yoga Day was observed in RVIM. A expert session on “A Yogic Perspective on Nutrition” was organised the resource person was Ms. Madhura Chandrashekar Sahukar – Yoga Therapist, Facilitator in Mindful Living & Well-being. The session was a discussion on topics relevant to all individual's food habits- How food influences mental clarity, energy levels, emotions, and focus & performance, Yogic wisdom on

nutrition, Mindful eating practices, Food and emotional well-being and practical habits for everyday life, simple experiential activities that can help alter one's food intake.

AU REVOIR 2026 – “THE BOTTLE AWARDS”- Farewell for the Batch 2024-26

Second semester students organised the farewell programme for their senior batch of 2024-26 on 19th June, 2026 on the theme of A Hollywood & Pop Western Culture Night – “Until We Meet Again...”

The farewell programme began with seniors writing a note about their thoughts followed by cultural programmes-of song n dance and fun filled activities through the - Au Revoir 2026 programme.





RVIM in News

Times of India report on RVIM-BIDA 2026 Conference.

RVIM hosts a conference on DA

Bringing together academicians, researchers, and industry professionals to discuss emerging trends in analytics and data-driven decision-making, RV Institute of Management (RVIM), Bengaluru, organised the International Conference on Business Intelligence and Data Analytics (BIDA 2026), recently. The inaugural session featured MH Bala Subrahmanya of IISc Bengaluru as the chief guest, and Ashwinder R Singh of BCD Group as the guest of honour. The event was presided over by MD Kasturi Ranga, trustee, RSST. The conference included plenary sessions by Shailaja Grover (IIM Bangalore) and Manaranjan Pradhan (*AIThinking.in*), as well as multiple technical sessions conducted in a hybrid format.

Business Standard Campus Talk reports on RVIM BIDA Conference 2026 published on 29th April'26.

Business Standard



RVIM HOSTS INTERNATIONAL CONFERENCE ON BUSINESS INTELLIGENCE AND DATA ANALYTICS

RV Institute of Management (RVIM), Bengaluru, successfully organized the 3rd International Conference on Business Intelligence and Data Analytics (BIDA 2026), in hybrid mode, with technical sponsorship from the Soft Computing Research Society.

The conference commenced with a welcome address by Dr Purushottam Bung, Director, RVIM, who emphasized the growing significance of data-driven decision-making in today's dynamic business environment. The event concluded with a vote of thanks delivered by Dr K Aparna Rao, Professor and Deputy Director, RVIM, acknowledging the contributions of all stakeholders.

The two-day conference received an overwhelming response with 1,451 research paper submissions from nine countries, out of which 129 papers were accepted after a rigorous peer-review process, reflecting an acceptance rate of 9 percent. The selected papers will be published in the Scopus-indexed Springer book series "Smart Innovation, Systems and Technologies."

The conference featured keynote sessions, plenary

talks, invited industry sessions, and 25 parallel technical sessions covering themes such as business intelligence, data science, artificial intelligence, and emerging technologies. The inaugural ceremony was graced by distinguished dignitaries including Dr MH Bala Subrahmanya from the Indian Institute of Science and Mr Ashwinder R Singh, Group Vice Chair and CEO of BCD Group. The valedictory function featured Dr Shobha G, Dean at RV University, and Mr Naval Kishore Bajaj, Vice President (Commercial), SEG Automotive.

Dr Noor Firdous Jahan, Conference Chair, stated that BIDA 2026 served as a vibrant platform for knowledge exchange and collaboration in the field of business intelligence and data analytics. The conference concluded successfully with the announcement of best paper awards and enthusiastic participation from academia and industry.



Business standard coverage on 9th June'26 of B-Smart event at RVIM.



RVIM Hosts Successful BSmart Brand Canvas Campus Tour; Three Teams Emerge Winners Among 18 Teams

RV Institute of Management successfully hosted the prestigious BSmart Brand Canvas – The Campus Tour, an exciting ad-film creation competition presented by Business Standard under its BSmart initiative. The event witnessed enthusiastic participation from 18 student teams competing to create impactful and innovative brand films for leading brands such as PFRDA, Capella by Milky Mist, Manyavar, and UTI Mutual Fund. The event was graced by the Director of RVIM, Dr. Purushottam Bung, and Deputy Director, Dr. Aparna Rao, whose encouragement and support added great value to the occasion. They appreciated the creativity, strategic thinking, and presentation skills demonstrated by the students.

After a highly competitive evaluation process, three outstanding teams bagged the top prizes among the 18 participating teams. Team Salagas, Team Froth and Flame, and Team KC PFRDA emerged as the winners for their exceptional storytelling, branding insights, and professional execution of ad-film concepts.

The competition was judged by an eminent jury panel comprising industry experts and academicians. The jury included Abhishek Chatterjee, Deputy Editor, BSmart, Business Standard; Mr. Sandeep Singh Basnwal, Founder of Photonion Production and Kalarasa Collective; S. Jayaram, Deputy General Manager, Business Standard; and Dr. Uma Sharma, Assistant Professor of Marketing and Strategy, RVIM.

The jury appreciated the participants for their originality, understanding of consumer behavior, and the ability to convert brand briefs into compelling visual narratives. They also highlighted the importance of such experiential learning platforms in preparing students for real-world marketing and media challenges. Dr. Uma Sharma emphasized that such industry-academia collaborations create meaningful opportunities for students to bridge classroom learning with practical exposure. Mr. Sandeep and Mr. Jayaram S congratulated all participants and encouraged them to continue pursuing innovation and excellence in creative communication.

The successful completion of the event marked yet another milestone for RVIM in fostering industry engagement and nurturing future-ready marketing professionals. The BSmart Brand Canvas Campus Tour proved to be an inspiring platform where creativity met strategy, leaving students motivated and enriched by the experience.

Business standard coverage on 16th June'26 about - RV Institute of Management (RVIM) Empowers Senior Citizens through Computer Literacy Programme.



Bridging the Digital Divide: RV Institute of Management (RVIM) Empowers Senior Citizens through Computer Literacy Programme



Demonstrating its commitment towards inclusive learning and community engagement, RV Institute of Management (RVIM) successfully concluded the 38th Batch of its Computer Literacy Programme (CLP) for Senior Citizens. The programme witnessed enthusiastic participation from senior learners eager to embrace technology and become more digitally independent. Conducted under the guidance of programme coordinators Prof. Nagasubba Reddy, Dr. Jahnvi M., and Prof. Pooja Ravindra Takalkar, the initiative focused on equipping senior citizens with essential digital competencies required to navigate today's increasingly technology-driven world. The certification programme provided practical exposure to computer fundamentals, internet usage, email communication, smartphone applications, online banking, social media platforms, and digital safety practices. The programme was inaugurated in the presence of distinguished dignitaries and witnessed active support from faculty members, student volunteers, and technical staff throughout its duration. Beyond technical learning, participants also benefited from several enrichment sessions conducted by faculty experts and guest speakers.

Speaking about the initiative, faculty coordinators highlighted that the programme aimed not only to improve digital literacy but also to promote independence, social inclusion, and lifelong learning among senior citizens. Certificates were distributed in recognition of their efforts and learning achievements. The continued success of the Computer Literacy Programme reinforces RVIM's commitment towards community development and digital inclusion, with plans to further expand advanced learning opportunities for senior citizens in the future.

RVIM Industry Connect

Industry connect is a programme at RVIM which exclusively looks into the institute - industry connect to enable academia and industry participation in all avenues of course delivery process and student participation in internship and placements. Center for Career Development has initiated the programme and has held meetings with executive and industry leaders looking for academic collaboration and student placement initiatives especially in new-economy companies.

Glimpse into the recent RVIM Industry Connect



On 4th June, 2026 visited and meet up with the team at Withum- a finance corporation that provides financial services to mid-sized corporations in the USA.



On 7th April, 2026 visited and meet the team of Wealth Management Group-WMG.



On 28th April, 2026 visited and meet the team at Catamaran Ventures.



On 7th April, 2026 visited and meet the team headed by Mr. K.R. Laxmi Narayanan-Endowment Officer - at Azim Premji Foundation.

Placement Statistics

Summary of Placements	2024-26 Current Batch
Total No. of Companies (On / Off Campus)	96
Total No. of Students Admitted	180
Total No. of Students not opted / not Eligible for Placements	5
Total No. of Students Eligible for Placements	175
Total No. of Students Placed	99
Highest Package	11.00
Median Package	6.7 LPA

Upcoming Events

- Venture Fest 2026
- BharathUtsav 2026
- RVIM co-hosts the BCU Conference on International Conference on Leveraging AI to Advance Sustainable Development Goals.
- Business Immersion Overview

Editorial Team

Chief Editor: Dr. Purushottam Bung, Director

Faculty Co-ordinators:

- Prof. Uma Sharma, Asst. Professor
- Prof. Sowmya D.S., Asst. Professor

Student Editors:

- Deepak • Ullash



**RV Institute of
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CA 17, 36th Cross Rd, 26th Main,
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