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PGCET MOCK TEST 2K19

For the benefit of degree students attending PGCET exam conducted by KEA, KLE IMSR organized PGCET Mock test 2k19 on 6th July 2019 at KLE IMSR Auditorium. The objective of conducting the mock test was to help students gauge their level of preparation and also help them have an experience to the actual test they will be facing during PGCET Exam. Prof. Amit Angadi was the coordinator of the event, Mr. AkhilKumar Halgatti was the guest of the event and Shri Satish Munavalli presided over the function and delivered Presidential remarks. Director Prasad Roodgi along with all faculty members were present at the event. Students were able to know their level of preparation and the mock test helped them to get a real time experience on how to finish the exam in specified amount of time. The mock test also acted like a confidence booster for upcoming exam for students. Many committees were formed for the smooth execution of the event which included Invitation and Follow up committee, Registration committee, Escort committee, Inauguration and valedictory committee and Results committee.



PGCET MOCK TEST 2K19 news in Deccan Herald newspaper, Tuesday, 2nd July 2019



Chief Guest Mr. AkhilKumar Halgatti, President Shri. Satish Munavalli along with Director Prasad Roodgi during inauguration of PGCET Mock test 2k19



Students who attended PGCET Mock test 2k19 at KLE IMSR Auditorium

Independence Day celebrations at KLEs IMSR

Independence Day celebrations were held at KLEs IMSR on 15th August 2019. Dr. Prasad Roodgi, Director IMSR hoisted the flag and opined that It's a day to remember all those who fought valiantly and sacrificed their lives for the freedom of India from colonial powers. It's a day to celebrate the tricolor with liberty, beauty in diversity, unity in differences and brotherhood of the largest democracy in the world. All faculty members along with non-teaching members were present on the occasion.



Faculty members along with Director Prasad Roodgi on the occasion of Independence Day celebrations on 15th August 2019 at IMSR campus

International Study tour to Dubai

International Study Tour was organized by KLE IMSR for 2018-2020 batch students in the month of September to UAE from September 29th to October 3rd. Faculty Co-ordinator's Dr.Rajendra Prasad H, Aruna Battur and Director Prasad Roodgi were part of the study tour. Students visited Union Paper mills Ltd in Dubai and gathered hands on practical exposure after visiting industry. As part of the visit students had a half day Dubai city tour, Desert Safari, Ferrari world etc, they also visited the great grand mosque in Abu Dhabi. Students were able to enjoy themselves apart from academic requirements.



Students during Industrial Study Tour Visit to Dubai

Gandhi Jayanti 2019



Teaching and Non-teaching staff on occasion of Gandhi Jayanti celebrations at KLE IMSR on 2nd October 2019

Gandhi Jayanti was celebrated on 2nd October 2019 at KLE IMSR. Prof. Gangadhar Sheeri chaired the event and gave Presidential remarks in absence of Director Prasad Roodgi. It also marked 150th birth anniversary of Mahatma Gandhi. Speaking on occasion Prof. Gangadhar Sheeri said that the teachings and virtues of Gandhi have set the tone of values we share today. Famous quotes by him on forgiveness and non-violence, like – "an eye for an eye makes the whole world blind" – still continue to hold a strong meaning as we celebrate the important day. Majority of the faculty members along with non-teaching staff members were present on the occasion.

International Study tour to Malaysia

International Study Tour was organized by KLE IMSR for 2018-2020 batch students in the month of October to Malaysia. Faculty Co-ordinator's Amit Angadi, Aruna Battur and Director Prasad Roodgi were part of the study tour. Students visited Asia Pacific University in Kaula Lumpur. Asia Pacific University (APU) provides access to world-class resources across a wide range of disciplines. This translates into industry-ready skills and a competitive edge for graduates. Students exchanged ideas and talks with university faculties and students. As part of the visit students had a day long visit to Sunway lagoon, Genting highlands and Swami Narayan Temple. Students were able to enjoy themselves apart from academic requirements.



Students along with Director Prasad Roodgi and other faculty members during visit to Asia Pacific University



Students along with faculty members during Royal Salengar Industrial visit

KLE Foundation day 2019

KLE Foundation 2k19 was held on 16th November 2019 at KLE IMSR Auditorium. Director Prasad Roodgi presided over the function with other designated guests of honor at the event. "The KLE Society through its educational endeavours has played a pivotal role in the upliftment of North Karnataka. The founding fathers had a dream along with the foresight and determination to translate it into an initiative. The journey of the organization has been challenging but after over 10 decades the recollections are sweet since a lot has been accomplished" said Dr. Prasad Roodgi while addressing the gathering. On this occasion faculties from various institutions of KLE Society who were awarded with Ph.D were felicitated for their accomplishments. Members of the Board of Management, Life Members and Heads of various institutions, other dignitaries and students were present.



Dr. Prasad Roodgi along with other distinguished guests on the occasion of Foundation day celebrations at KLE IMSR Auditorium

Pune Industrial Visit 2k19



Faculty staff and students during Parle G Plant visit near Pune

To provide industrial exposure to students Industrial visits were arranged for MBA first semester students to Pune. Prof. Pramod S G coordinated the event. Faculty members Dr. Rajendraprasad H, Jayadatta S & Shruti Modak were part of the trip. The visits were arranged on 28th, 29th and 30th November 2019 and Industrial visits included visit to Katrej Milk Union diary, SIL Food processing unit, Parle Industries Pvt Ltd and Mapro Industries Pvt Ltd Mahabaleshwar. Students gained loads of practical exposure as part of industrial visit and reports were collected from individual students once they returned back.

Article in Teachers Mitra Blog on "Digital Marketing- A powerful tool for promoting educational courses by Prof. Alok V Gaddi, Asst. Prof IEMS B School (Alumni KLE IMSR)

Digital marketing is the marketing tool or a technique that is used to promote products and services on various digital Media to reach wider & targeted audience across the globe. Digital marketing is powerful yet cost-effective way of reaching the required audience. In this technology driven environment, every business entity needs to have digital presence to survive in the market and give a competition to the competitors. Technology has been advancing day by day and Internet has become the popular search source for the people to find any piece of information any time anywhere in the world. The majority of internet is used by the students for various purposes. The internet has become the key tool for many of the students to find the courses, colleges, fee structure in each university, schools, colleges, abroad education, study material, etc.

In today's education sector there is a stiff competition between institutions to attract students every year. The best way to promote you're institutions is to use digital marketing. Today's parents belongs to digital era, who are more compatible with modern gadgets and often search for the primary school, secondary school and higher education colleges for their children in online before making an in person visit to the nearby colleges. Parents want to have every piece of information about the college including the facilities, fee structure, curriculum, extracurricular activities, transportation, accommodation, faculty and reviews about the college to be available online. In addition, there are a few colleges which are allowing people to fill the application to join the colleges online. The queries of the parents are also answered online. The parents are gauging the pros and cons of every institution after gathering the data of each institution from the website and deciding on the college that they want their children to join. It is crucial for every school & college to stay online. So it is very much important to implement digital marketing in the educational sector to meet the requirements of the students, parents and also to compete in the market. This helps you to gain new opportunities and attract more students to join your college. Digital Marketing for Educational Institutions is important for college and it provides various tools & strategy to advertise your course on popular platform like Facebook, Instagram, YouTube and many more.



Professor Alok Gaddi, Asst. Professor IEMS B School (Alumni IMSR) article in Prajavani on "Effective management education for successful life"

Er.Prof. AlokV Gaddi
B.E, MBA,(PhD) Asst.Professor,
IEMS B-School, Hubli

Prof. Alok Gaddi

Assistant Professor IEMS B School (Alumni KLE IMSR) published research article entitled

“A study on demographic factors influencing consumer purchase intention towards e-shopping in North Karnataka” in South African Journal of Economic and Management Sciences

www.sajemsin.org

Abstract

E-shopping is an emerging trend among consumers in the field of E-Business today, and is going to be the next future of shopping throughout the world. Majority of the companies have started their online stores to sell their products or services online. Online shopping is very common and popular outside India, but its growth rate in Indian Market is less compared to the global market. The growing popularity of E-shopping has induced an idea of conducting a study on consumer purchase intention with respect to E-shopping in India. The research paper identifies the influence & impact of Demographic factors of consumers in the consumer purchase intention in E-shopping in India with respect to consumer apparels. The data is collected through Questionnaires with a sample of 114 respondents from North Karnataka region (Dharwad, Belgaum, and Gadag)

Keywords: E- shopping, Demographic factor, Age, Gender, Education, Income.



Institute of Management Studies & Research - IMSR, Hubli

B V B Campus, Vidyanagar, Hubballi - 580 031. KARNATAKA

Phone: 0836-2377466, Fax: 0836-2376369, Website: www.klesimsr.org