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EDITORIAL
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Stakeholders Meet

Stakeholders meet was held on August 8th 2020 to gather inputs from Industry and Alumni members regarding academic interface. Dr. Prasad Roodgi chaired the session and Prof. Jayadatta S co-ordinated the event. The event was held on Zoom platform. Inputs were collected on various facets of management like General Management, Marketing management, Finance and Human resource management.

Gandhi Jayanti Celebrations at KLE IMSR

Gandhi Jayanti was celebrated on October 2nd 2020 at KLE IMSR. Director Prasad Roodgi along with all faculty members, non-teaching staff were present on the occasion. Speaking on the occasion Dr.Roodgi opined that Gandhi's passive resistance against the British power and tremendous talent of inspiring and influencing popular figures made him a worldwide figure. He introduced India to the non-cooperation movement, Salt March, Swaraj, and many more non-violent ways to protest against the British rule. He also promoted the idea to get economic freedom through the concept of 'Swadeshi'. Mahatma Gandhi took part in various historic events and became one of the most influential figures around the world.



Faculty members along with Director Prasad Roodgi during Gandhi Jayanti celebrations at college on 2nd October 2020

**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 the 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

Alumni Corner

Working an MBA into your work-life balance

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When it comes to pursuing an MBA degree, there are substantial time and financial commitments involved that can make it difficult to achieve a suitable work-life balance.

One source notes that it can cost between \$30,000 to \$90,000 annually — and possibly even more at private schools — to earn an MBA, and the workload at business school can reach epic proportions with course readings, individual and group assignments, and exams.

Of course, this doesn't mean that it's impossible to achieve a good work-life balance, but it'll take some creativity and determination to prevent business school from overwhelming you to the point where either your personal life or your academic studies suffer.

What follows are tips for working an MBA into your work-life balance. If you're thinking about applying for business school, these recommendations will help you to achieve the right balance.

Schedule off Time

One expert recommends working an MBA into your work-life balance by scheduling a couple of “off duty” periods every week — one that you use for what you want to do and the other that you use to spend time with the people who are important to you. During these periods, spend time connecting with family, friends, and others.

Online Learning

As you no doubt already know, it's possible to take an MBA program online. In an online MBA program, you'll be better able to plan your studies around your life or job than would be the case in an in-class MBA program that is more regimented in terms of actual in-class time. So, consider the online option to get the flexibility needed to honor your other commitments. If you have studied for your GMAT online, or plan to do so, you'll get a feel for the benefits of online learning.

Know Your Limits

Before starting your MBA program, you'll need to come to grips about whom you must make time for and whom you might not be able to make time for. Be as honest as you can and inform acquaintances whom you might have to spend less time with that your studies will translate into less recreational time. Of course, there will be people in your life whom you will and should make a priority, but it would be unrealistic to expect you to necessarily make everyone a priority.

Curb Your Ambition

While it might be tempting to load each semester with a tonne of course credits, you should avoid doing so in business school. One expert notes that doing more than nine credits per semester could drain you mentally and physically, which will make achieving a good work-life balance hard.

Get Help

When you're studying in business school, you might find it difficult to keep up with some of your other responsibilities. So, if you, for instance, need some help with mowing your lawn, cooking meals, or cleaning your home, you might want to consider hiring someone to help out. This will free up some time that you can use to study and to stay in touch with those important to you. Working an MBA into your work-life balance is certainly possible. Before enrolling, figure out what work-life balance means to you, and use these tips to balance life's various commitments.



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