



LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY

UGC Autonomous
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DEPARTMENT OF MANAGEMENT STUDIES

NEWS LETTER – 2024-25

MBA - II and IV Semester

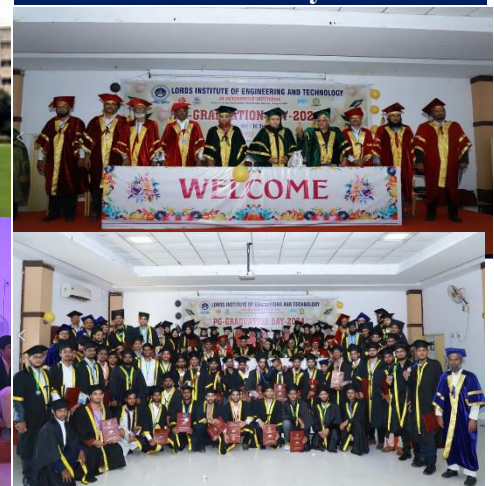
April 2025 – August 2025

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Orientation Day- 2024



Graduation Day - 2024



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Ameon Kouser – II Y

Abdullah Bin Hussain – I Y

Arshia Naureen – I Y

Quote-1 : The success of the young Entrepreneur will be the key to India's transformation in new millennium.

-Dhirubhai Ambani

Quote-2 : In order to succeed, your desire for success should be greater than your fear of failure.

-Narendra Modi

Quote-3: A key to achieving success is to assemble a strong and stable management team.

Vivek Wadhwa

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Lords Institute of Engineering and Technology, Himayatsagar-500091.

For private circulation only.

MESSAGES FROM GOVERNING BODY & EDITORIAL BOARD



MESSAGE FROM CHAIRMAN'S DESK

Mr. CA BASHA MOHIUDDIN, the founder and chairman In his words

Lords is leveraging its expertise and capability to nurture the Institute as one of the best in the region. The whole idea is to facilitate learning through initiating, exploring and experimenting in a conducive environment. Lords was founded with a mission to promote excellence in the field of technical education and to provide quality training. Our campus is a rare blend of serene environment, well equipped infrastructure and a faculty enriched with technical knowledge. We Strive to give professional education a new perspective and Achieve perfection in all spheres. This gratifying ambience will nurture our students to be passionate about learning and to explore new realms of wisdom.



SECRETARY'S MESSAGE

Mrs. Rizwana Begum, Secretary In her own words...

We, at Lords, focus on providing great academic ambience and learning environment for its students and faculty. Lords believes in creating and disseminating knowledge & skill in core areas through innovative Educational programs and developing a new cadre of Global professionals. Various programs such as Orientation day, Parents Meeting, Cultural Activities, Sports Activities, Technical Events, Faculty Development Programs, Intercollege competitions, Guest lectures, Model Exhibitions etc. are conducted round the year to groom our students. I invite you to be a part of this roller coaster ride and see yourself transformed personally and professionally at the end of your course.



VICE CHAIRMAN'S MESSAGE

Mr. Syed Touseef Ahmed is the Vice-Chairman In his own words...

We are strongly committed to propel every student of our Institution to solve real world challenges. We aim to groom professionals to effectively manage unanticipated challenges and motivate them to excel. The Institute facilitates students with not only good campus and state of the art infrastructure facilities but also aims to groom their competencies that will make them leaders and trendsetters in their respective fields. We believe in exposing our students to all possible avenues of honing their skill sets be it Entrepreneurship, Research, Academics, Placements, Social and Professional Clubs, Higher Studies etc. I invite you to experience our unparalleled offering to create the leaders and innovators of tomorrow.



JOINT SECRETARY'S MESSAGE

Mr. CA Syed Tanvir Ahmed is the Joint Secretary In his words,

The pace of technological advancement in our day is more than we could have ever anticipated. The fact that LORDS Institute of Engineering and Technology (Autonomous) has consistently advanced in the area of engineering education year after year is a source of great pride. Our mission is to provide high-quality education that will help students develop holistically on both a scientific and technological level, paving the way for a successful profession. Our students consistently achieve the university rankings, which is a testament to the extraordinary efforts made by our faculty to educate and develop the next generation leaders. Our Institute promotes the culture of entrepreneurship and startups among faculty and students. Student level entrepreneurial activities on campus have assumed greater significance with active stakeholder participation.



PRINCIPAL'S MESSAGE

Dr. Ravi Kishore Singh In his own words

Lords Institute of Engineering and Technology for more than a decade, been dedicated to its mission to nurture students by advancing their knowledge base and imparting quality technical education for upliftment of the State and the Nation. We at LIET have strived to produce Engineers, Managers, Entrepreneurs building nation and contributing globally towards development of Technology. The changing scenario, coupled with the changes in innovation we have modified our Teaching and Learning Process will have a major effect on the people and their work. In a world where change is the norm, one thing is certain – "knowledge will be a key resource" and will be highly sought after around the globe. The challenge – shared by all departments is to help to generate the intellectual property which will create new jobs, and educate and train students to work practically with their own hands in fields of their specialization, with dedication using research, communication and solve problems as tools.



VICE-PRINCIPAL'S MESSAGE

Dr. Syed Azam Pasha Quadri In his own words

It gives me immense joy to learn that our College has its deep roots in the field of education in the city of Hyderabad. I feel proud and privileged to be the part of this Magnificent Institution. Our college profoundly encourages research mindedness and is even more forward looking to support establishment of research centers, bring people together through events, invest in setting up labs with expensive equipment's, ensure continued availability of material and inputs to cater to the aspiring researchers. I am pleased to acknowledge that our college lays its stress not just on academic excellence but also on "character formation with academic excellence". I am ending with a note, that "this is just a beginning and many more to come".



CHIEF EDITOR'S MESSAGE

Dr. Ashfaq Hussain In his own words

The Lords school of business is a professional department of management functioning within the institution- Lords Institute of Engineering and Technology. The department offers quality management education using rigorous multifaceted pedagogy with an effective interface with industry to translate its mission into action. It creates an opportunity to students to develop their understanding of business, social and political environment, to enlarge their ability not only to adjust to change but to become catalyst, and to enhance their ability to conceptualise, decide and communicate.

The Master of Business Administration (MBA) is management course that has its stand at the helm as any position in the career finally culminates in administration of management. The two-year programme is a gateway to a plethora of job opportunities in the corporate world. Hence, no specific mention is needed for acquiring additional academic distinction by the technocrats for highly successful career. In view of the recession trends across the globe, engineering and other software professional invariably pursuing MBA as extension of their career may result as strong competitive arena to other non-engineering students pursuing the same field as their career.

The Department of Management Studies at Lords offers MBA Program with Six specializations, namely Finance, HR Marketing, Information Technology, Entrepreneurship and Business Analytics.

DEPARTMENT OF MANAGEMENT STUDIES



VISION

Our vision is to produce competent business leaders who are prepared with the Necessary managerial and research skills to make high-quality business decisions and Implementation in either an entrepreneurial or manpower capacity

MISSION

- **DM1:** Providing the students with in-depth understanding of fundamentals and practical training related to professional skills and their applications through effective Teaching-Learning Process.
- **DM2:** Motivating to inculcate managerial, team work management and communication skills to function in multi-discipline teams.
- **DM3:** Facilitating students to develop Global standards of research, entrepreneurial skills and employability capabilities.

Note: DM: Department Mission



MESSAGE FROM HEAD OF THE DEPARTMENT

It is with great pleasure that I present to you the latest edition of our department newsletter. As we embark on a new academic year filled with promise and potential, we reflect on the achievements and experiences that have shaped our department. This newsletter serves as a window highlighting the remarkable accomplishments of our students, and faculty members.

In this edition, you will find endeavours and activities of our students and faculty members who are constantly trying to take Department of Management Studies to new heights.

As we navigate the challenges and opportunities that lie ahead, our department remains dedicated to providing a nurturing and intellectually stimulating environment for all. We hope this newsletter serves as a source of inspiration and a reminder of the incredible potential that resides within our student community.

Warm regards,

Dr. Mohammed Ashfaq Hussain,

Associate Professor & Head of the Department,
Department of Management Studies

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Synergia 2025

Title of the event: Technical Competition – Sanketika Fest 2025

Panel of Judges:

- 1) Dr. Vidushi Agarwal, Co-Founder & CEO – Prudentoe Dental Care
- 2) Mr. Dastagir A Shareef, Charter President & District Chairperson, Lions Club of Mehdiapatnam, Hyderabad
- 3) Mr. Mohammed Abdul Waheed, Marketing Strategist | Brand Transformer | Co-Founder, ROI Architects

Description about the event (50 Words): The Department of Management Studies successfully organized a National-Level Intercollegiate Management Event on the 24th and 25th of April, 2025. The event provided a dynamic platform for aspiring management students to engage in intellectually stimulating competitions designed to mirror real-world business scenarios. A key highlight of the event was the inclusion of real-time case studies, which participants were required to analyze and present before a panel of esteemed judges. These case study competitions are particularly beneficial for MBA students, as they simulate actual business challenges and promote experiential learning that extends beyond traditional classroom instruction. The event featured four major competitions: Case Crackers, Young Manager, Hashtag Wars, and IPL Bidding, each designed to test strategic thinking, leadership, creativity, and decision-making skills in high-pressure environments.

Organized by: Department of Management Studies

Date of event: 24th & 25th April 2025

Mode: Online

No. of students/participants attended: 220

Case Crackers Event: 25

#Hashtagwars: 45

Young Managers Event: 40

IPL bidding: 110





Seminar on Logistics and Supply Chain Management

Title of the event: Logistics and Supply Chain Management

Resource Person: Ms. Apeksha Garg, Head of Skilling, VCJ Foundation Trust and Mr Kamal Jain, Executive Director of VCJ foundation

Description about the event (50 Words): The Department of Management Studies, in collaboration with VCJ Foundation and in coordination with Lords Skill Academy at LIET, organized a seminar on Logistics and Supply Chain Management for MBA I & II Year students on 19th June 2025. The main aim of this event is to bring awareness about SCM. This event will instil confidence in students and enhance their interest towards SCM. It also motivated students to explore career prospects in Logistics and Supply Chain Management after course completion. Dr Asfaq Hussain, HoD, MBA, Mr Nouman Majeed, Associate Director TBI; Ms. Apeksha Garg, Head of Skilling, VCJ Foundation Trust and Mr Kamal Jain, Executive Director of VCJ foundation, interacted with the students on the insights of need, importance and career opportunities in Logistics and Supply Chain Management. After the event Guests were felicitated by the HoD. The event concluded with a vote of thanks by MBA students to all the esteemed guests, management, faculty and students.

Organized by: Department of Management Studies

Date of event: 19th June 2025

No. of students/participants attended: 90



Want to Race Ahead and Lead in Your Career?

VCJ FOUNDATION PRESENTS:
Unlock the World of Logistics & Supply Chain!

Coming Soon to
LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY, HYDERABAD!

Speakers	Speakers	Convenor	Co-Convenor
 MR. NOMAAN ABDUL MAJEED ASSOCIATE DIRECTOR TBI & ASSOCIATE PROFESSOR, DEPARTMENT OF MANAGEMENT SCIENCE LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY (LIET)	 MS. APEKSHA GUPTA (PHD) HEAD OF SKILLING VCJ FOUNDATION TRUST	 DR. ASFAQ HUSSAIN HOD, DEPARTMENT OF MANAGEMENT SCIENCE LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY (LIET)	 MR. MOHD ARIF HUSSAIN (PHD) ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT SCIENCE LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY (LIET)

5 Reasons why every future Engineer and Manager should master Logistics and Supply chain management

**Date: 19/6/25, Thursday**
**Time: 11:30 AM**





Industrial Visit

Name of the Company: Zinda Tilismath

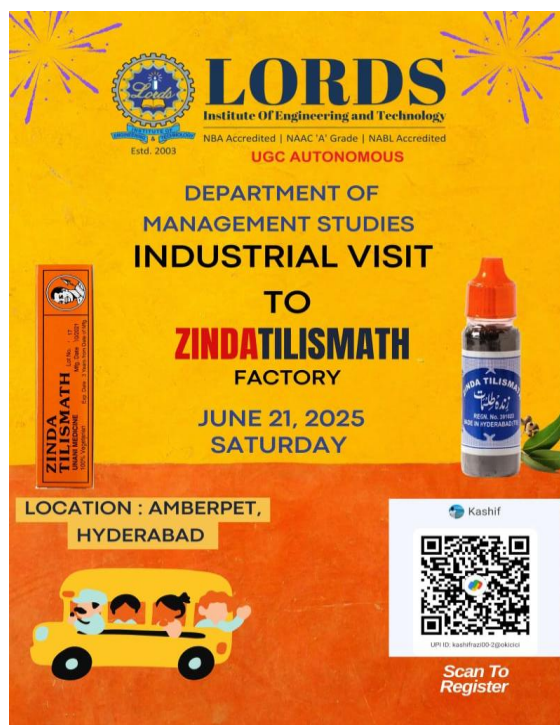
Place of Visit: Road No 6, Amberpet, Hyderabad, Telangana, 500013

Description about the event (50 Words): The visit to the Zinda Tilismath factory that manufactures Unani herbal medicine invented in 1920 by Hakim Mohammed Moizuddin Farooqui in Hyderabad. It is a liquid remedy known for treating various ailments like colds, coughs, and stomach issues, and is based on the Unani system of medicine. This industry trip gave MBA students and faculties of LIET, practical exposure to business operations. We observed the production process, quality checks, and management systems in action. This experience helped us relate our classroom knowledge to actual industry practices. Interacting with professionals also provided useful insights into modern trends and workplace expectations. All the participants overwhelmed with the visit and urged for more such industry visits during the course to gain more real time knowledge and take this as case studies.

Organized by: Department of Management Studies

Date of event: 21st June 2025

No. of students/participants attended: 100





Seminar on Mastering Finance Shaping Futures

Title of the event: Mastering Finance and Shaping Future

Resource Person:

The first session, led by CA P V Ramana Kumar, Founder Partner of M/s Ramana Kumar & Associates, focused on UPI payments.

The second session was expertly moderated by Mr. Nomaan Majeed, Associate Director of TBI and E Cell.

Description about the event (50 Words): At LIET, the Department of Management Studies, organized a seminar on Mastering Finance and Shaping Future. CA Kumar shared his expertise on the growing importance of UPI in India's digital payment landscape, highlighting its benefits, security features, and future prospects. The session was continued by Mr. Nomaan Majeed and was convened by Dr. Ashfaq Hussain, HoD MBA, and co-convened by Mrs. K B Vanitha, Associate HoD MBA, Mrs. Rafathunissa served as the coordinator.

The seminar provided a valuable platform for participants to gain insights into the world of finance, networking opportunities, and expert guidance to shape their future in the field.

Organized by: Department of Management Studies

Date of event: 23rd June 2025 (Fore Noon)

No. of students/participants attended: 60

Career Growth Starts Here: Empower Your MBA Journey

LORD'S SCHOOL OF BUSINESS PRESENTS:
Mastering Finance, Shaping Futures

LORD'S INSTITUTE OF ENGINEERING & TECHNOLOGY, HYDERABAD

Speakers

MR. NOMAAN ABDUL MAJEED
ASSOCIATE DIRECTOR TBI & ASSOCIATE
DIRECTOR TBI & ASSOCIATE
LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY

CA P V Ramana Kumar
FOUNDER PARTNER, M/s. Ramana Kumar & Associates, Hyderabad
UPI PAYMENTS

DR. ASHFAQ HUSSAIN
HEAD DEPARTMENT OF
MANAGEMENT STUDIES
LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY (LIET)

Co-Convenor

Mrs. Vanitha Kokkuri
ASSOCIATE HO D & ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES

AI in Fintech

5 Reasons Why Every Future Manager Must Master Finance

- Learn how to convert your technical knowledge into profitable ventures.
- Finance skills make you more attractive to recruiters in every field.
- Manage budgets, assess risks, and drive smarter business decisions.
- Finance fuels innovation — from pitching to scaling.
- Master money early to build wealth and financial freedom.

DATE: 23/6/25
TIME: 11:30AM

VENUE:
LORD'S INSTITUTE OF ENGINEERING & TECHNOLOGY HYDERABAD

Logos: amazon pay, MP, Paytm, UPI



Seminar on Shelf to Sale: Master the Trade Game

Title of the event: Shelf to Sale: Master the Trade Game

Resource Person: Mr. Dastagir A. Shareef, Global Trade Marketing Consultant, Charter President and District Chairperson Lions Club of Mehdiapatnam, Hyderabad.

Description about the event (50 Words): The Department of Management Studies, at Lords Institute of Engineering and Technology organized an engaging seminar on Trade Marketing and Branding. The event highlighted the vital role of trade marketing in driving product visibility and the power of branding in creating lasting customer value. Industry professionals - Mr. Dastagir A. Shareef, Global Trade Marketing Consultant, Charter President and District Chairperson Lions Club of Mehdiapatnam, Hyderabad and Mr. Nooman Abdul Majeed, Associate Director TBI & Associate Professor shared practical insights on market strategies, brand positioning, and retail execution. The seminar offered MBA students a valuable platform to understand real-world applications and trends, concluding with an interactive session that inspired future marketing leaders.

Organized by: Department of Management Studies

Date of event: 23rd June 2025 (After Noon)

No. of students/participants attended: 60

Career Growth Starts Here: Empower Your MBA Journey

LORD'S SCHOOL OF BUSINESS PRESENTS: From Shelf to Sale – Master the Trade Game

LORD'S INSTITUTE OF ENGINEERING & TECHNOLOGY, HYDERABAD

Key Note Speaker	Key Note Speaker	Convenor	Co-Convenor
 MR. NOMAAN ABDUL MAJEED ASSOCIATE DIRECTOR TBI & ASSOCIATE DEPARTMENT OF MANAGEMENT SCIENCE LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY (LIET)	 Dastagir A. Shareef Global Trade Marketing Consultant Charter President & District Chairperson Lions Club of Mehdiapatnam, Hyderabad TRADE MARKETING IN FMCG INDUSTRY	 DR. ASHEEQ HUSSAIN HOD, DEPARTMENT OF MANAGEMENT SCIENCE LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY (LIET)	 Dr. Mohammed Arshad Ur Rahman PROFESSOR REGISTRATION, MARKETING DEPARTMENT OF BUSINESS STUDIES LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY (LIET)

5 Reasons Why Every Future Manager Must Master TRADE MARKETING

- 📈 Bridges Sales & Marketing
Aligns brand strategy with retail execution.
- 🏪 Channel & Retail Management
Handles distributors, retailers, and supply chains efficiently.
- 📢 Boosts Product Visibility
Improves In-store Presence through displays and promotions.
- 🌐 Expands Market Reach
Ensures timely availability where customers shop.
- 📊 Builds Strategic Skills
Involves planning, budgeting, and ROI analysis.

<https://www.lords.ac.in/mba/>

DATE: 23/6/25
TIME: 1:00PM
VENUE: LORD'S INSTITUTE OF ENGINEERING & TECHNOLOGY HYDERABAD



Seminar on Luxury Leadership & Global Brand Strategy

Title of the event: Luxury Leadership & Global Brand Strategy

Resource Person: Mr. Mohammed Abdul Waheed, Marketing Strategist, Brand Transformer, Co-founder ROI Architects. Brands Managed: Range Rover, Maserati, and Jaguar.

Description about the event (50 Words): The Department of Management Studies, Lords Institute of Engineering and Technology, organized a seminar on “Luxury Leadership & Global Brand Strategy” for MBA students. The sessions offered valuable insights into premium brand positioning, evolving global strategies, and the power of targeted digital marketing. Industry Experts 1. Mr. Mohammed Abdul Waheed, Marketing Strategist, Brand Transformer, Co-founder ROI Architects. Brands Managed: Range Rover, Maserati, and Jaguar. 2. Mr. Nooman Abdul Majeed, Associate Director TBI & Associate Professor, Department of Management Studies, has inspired students with practical perspectives, preparing them for dynamic roles in the global marketing landscape.

Organized by: Department of Management Studies

Date of event: 26th June 2025

No. of students/participants attended: 71

**LORDS**
SKILL ACADEMY

**LORDS**
Institute of Engineering and Technology
BBA Accredited | MBA Accredited | UGC Autonomous
ESTD. 2003

**Career Growth Starts Here:
Empower Your MBA Journey****LORD'S SCHOOL OF BUSINESS PRESENTS:
Luxury Leadership & Global Brand Strategy****LORD'S INSTITUTE OF ENGINEERING & TECHNOLOGY, HYDERABAD**
VENUE:
LORD'S INSTITUTE OF ENGINEERING &
TECHNOLOGY HYDERABAD **DATE: 26/6/25**
 **TIME: 11:30 AM**

Industrial Visit

Name of the Company: Masqati Dairy Factory

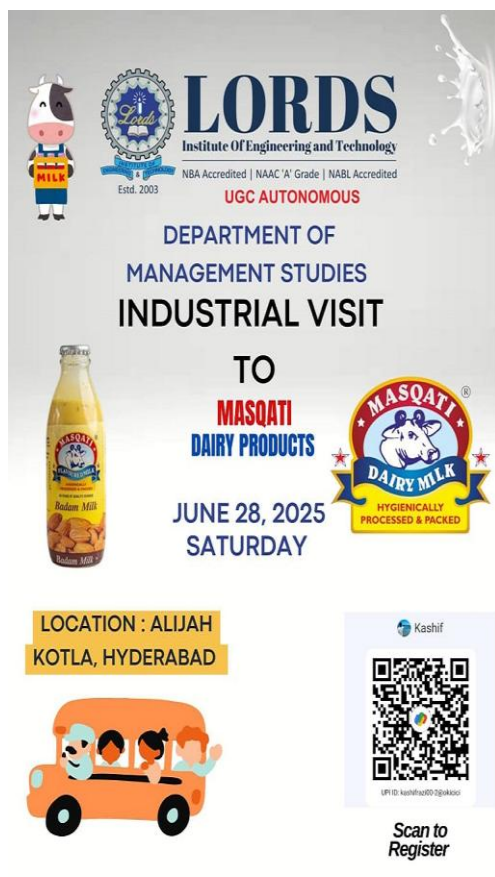
Place of Visit: Nagarjuna Sagar Rd, Hyderabad, Telangana, 501510

Description about the event (50 Words): The industrial visit offered us a practical understanding of how businesses function. We witnessed production activities, quality assurance, and organizational practices. This hands-on experience helped connect academic learning with real-world applications. It was a valuable chance to engage with industry experts and gain insight into current trends and professional standards. The visit left all participants highly enthusiastic, with many requesting more such industrial visits throughout the course to enhance their real-time understanding and utilize the experiences as valuable case studies. Mr. Ali Masqati personally interacted with our students, inspiring them with entrepreneurial wisdom and vision. This session sparked a meaningful conversation around setting up a startup hub at Masqati's flagship outlet under the LORDS WeHub (Women Entrepreneurship Hub)—an exciting step toward industry-academia collaboration. Through these visits, our students didn't just witness operational excellence—they understood branding, STP, the 4Ps in action, and the powerful intersection of heritage and innovation.

Organized by: Department of Management Studies

Date of event: 27th June 2025

No. of students/participants attended: 95





Farewell

Title of the Event: Farewell Party

Description about the event (50 Words): Lords Institute of Engineering and Technology (Autonomous) hosted a memorable farewell party to bid adieu to the graduating batch. The event was filled with joy, nostalgia, and emotional moments as students, faculty, and staff came together to celebrate the achievements and journeys of the outgoing students. Heartfelt speeches, cultural performances, and fun activities added color and warmth to the occasion. Seniors shared their experiences, while juniors expressed their best wishes for their bright futures. The event concluded with group photos, mementoes, and a promise to stay connected, marking a perfect end to an unforgettable chapter.

Organized by: Department of Management Studies

Date of event: 28th June 2025

No. of students/participants attended: 150+





Industrial Visit

Name of the Company: Parle G Manufacturing Factory

Place of Visit: 9G44+QHF, Sayeedabad Colony, Saidabad, Hyderabad, Telangana 500059

Description about the event (50 Words): Our industrial visit provided valuable insights into real-world business operations. We observed manufacturing processes, quality control, and workplace management. The experience enhanced our practical knowledge, bridging the gap between theory and practice. It was an enriching opportunity to interact with professionals and understand industry expectations and innovations firsthand. Finally, all the participants were highly impressed by the visit and expressed a strong desire for more such industrial visits during the course to gain deeper real-time insights and use them as case studies.

Organized by: Department of Management Studies

Date of event: 05th July 2025

No. of students/participants attended: 100



Events Attended (FDP's / Seminars / Workshops / NPTEL)

Title of the Event: FDP by NPTEL - AICTE

Description about the event (50 Words): The Lords College Business Management Department faculty studied various Faculty Development Programmes (FDPs) / Seminars / Certified Courses and submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications.

Date of event: Jul – Oct, 2024

No. of students/participants attended: 4 Faculty

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
PRATIBHA JHA
for successfully completing the course
International Marketing

with a consolidated score of **82 %**

Online Assignments	23.17/25	Proctored Exam	58.5/75
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Total number of candidates certified in this course: 1638

Jan-Mar 2025
(8 week course)

Prof. Haimanti Banerji
Coordinator, NPTEL
IIT Kharagpur

Indian Institute of Technology Kharagpur

Roll No: NPTEL25MG32S547000366 To verify the certificate

No. of credits recommended: 2 or 3

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
HOUREEN KHANAM
for successfully completing the course
Project Management

with a consolidated score of **79 %**

Online Assignments	23.75/25	Proctored Exam	55.1/75
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Total number of candidates certified in this course: 3335

Feb-Apr 2025
(8 week course)

Prof. Kaushik Ghosh,
Professor (Chemistry)
Coordinator CEC

Prof. Ranjana Pathania,
Professor (BSSE)
Coordinator (NPTEL)

Indian Institute of Technology Roorkee

Roll No: NPTEL25MG71S447000210 To verify the certificate

No. of credits recommended: 2 or 3

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
N DURGA RANI
for successfully completing the course
Retail Management

with a consolidated score of **77 %**

Online Assignments	22.92/25	Proctored Exam	54/75
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Total number of candidates certified in this course: 2144

Jan-Mar 2025
(8 week course)

Prof. Haimanti Banerji
Coordinator, NPTEL
IIT Kharagpur

Indian Institute of Technology Kharagpur

Roll No: NPTEL25MG56S4470005094 To verify the certificate

No. of credits recommended: 2 or 3

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
DR MOHAMMED ARSHAD UR RAHMAN
for successfully completing the course
AI in Marketing

with a consolidated score of **67 %**

Online Assignments	23.44/25	Proctored Exam	43.5/75
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Total number of candidates certified in this course: 2975

Jan-Apr 2025
(12 week course)

Prof. Kaushik Ghosh,
Professor (Chemistry)
Coordinator CEC

Prof. Ranjana Pathania,
Professor (BSSE)
Coordinator (NPTEL)

Indian Institute of Technology Roorkee

Roll No: NPTEL25MG06S1147000191 To verify the certificate

No. of credits recommended: 3 or 4

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
MOHD ARIF HUSSAIN
for successfully completing the course
Business Intelligence & Analytics

with a consolidated score of **66 %**

Online Assignments	24.35/25	Proctored Exam	42/75
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Total number of candidates certified in this course: 2631

Jan-Apr 2025
(12 week course)

Prof. Vignesh Muthuvijayan
NPTEL Coordinator
IIT Madras

Prof. Andrew Thangaraj
Chair
Centre for Outreach and Digital Education, IITM

Indian Institute of Technology Madras

Roll No: NPTEL25C806S547000285 To verify the certificate

No. of credits recommended: 3 or 4

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
DAWOOD HUSSAIN SYED
for successfully completing the course
Project Management

with a consolidated score of **65 %**

Online Assignments	23.29/25	Proctored Exam	41.33/75
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Total number of candidates certified in this course: 3335

Feb-Apr 2025
(8 week course)

Prof. Kaushik Ghosh,
Professor (Chemistry)
Coordinator CEC

Prof. Ranjana Pathania,
Professor (BSSE)
Coordinator (NPTEL)

Indian Institute of Technology Roorkee

Roll No: NPTEL25MG71S450300908 To verify the certificate

No. of credits recommended: 2 or 3



S.No.	Name of the Faculty	Title of the Program / Course	Dates / Period	Duration
1	Pratibha Jha	NPTEL – FDP on International Marketing	Jan-Mar 2025	8 Weeks
2	Houreen Khanam	NPTEL – FDP on Project Management	Feb-Apr 2025	8 Weeks
3	N. Durga Rani	NPTEL – FDP on Retail Management	Jan-Mar 2025	8 Weeks
4	Dr. Mohammed Arshad Ur Rahman	NPTEL – FDP on AI in Marketing	Jan-Apr 2025	12 Weeks
5	Mohd Arif Hussain	NPTEL – FDP on Business Intelligence & Analysis	Jan-Apr 2025	12 Weeks
6	Dawood Hussain Syed	NPTEL – FDP on Project Management	Feb-Apr 2025	8 Weeks
7	Mohammad Azmath Pasha	NPTEL – FDP on Foundation Course in Managerial Economics	Jan-Mar 2025	8 Weeks
8	K. B. Vanitha	2 days Nation Seminar on Empowering Rural Women – Policies, Strategies and Outcomes	28 th Feb – 1 st Mar 2025	2 days
9	N.Durga Rani	2 days Nation Seminar on Empowering Rural Women – Policies, Strategies and Outcomes	28 th Feb – 1 st Mar 2025	2 days
10	Houreen Khanam	2 days Nation Seminar on Empowering Rural Women – Policies, Strategies and Outcomes	28 th Feb – 1 st Mar 2025	2 days
11	Pratibha Jha	2 days Nation Seminar on Empowering Rural Women – Policies, Strategies and Outcomes	28 th Feb – 1 st Mar 2025	2 days

Faculty Achievements

Title of the event: Research Article

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculties **Dr. Mohammed Arshad Ur Rahman** Published a Research Article with the title “**Artificial Intelligence in Marketing: From Algorithms to Consumer Insights**” with **Journal of Marketing & Social Research**, indexed in ABDC (C) database, ISSN No: 3008-0711.

Publisher: Journal of Marketing & Social Research

Date of Publication: Jan-Jun 2025

Journal of Marketing & Social Research
ISSN(Online): 3008-0711
Vol. 2, Issue 1 (Jan-Jun 2025)
<https://jmsr-online.com/>



Artificial Intelligence in Marketing: From Algorithms to Consumer Insights

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ABSTRACT

Marketing strategies together with their practices experience significant changes because of the accelerated development of artificial intelligence (AI). The market has embraced three key AI technologies including data analytics, natural language processing and machine learning to reengineer the customer relationship and service customization procedures. This paper follows AI marketing evolution through computer science stages leading to its present usage as analysis for human behavior studies and social sciences. The introduction of AI in the marketing field boosts both operational effectiveness and leads to better understanding of customer behavior and delivers enhanced social engagements. The paper examines new advancements and interdisciplinary modeling methods which describe AI marketing applications while evaluating its immediate and projected impact on marketing domains.

Title of the event: Research Article

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculties **Mohd Arif Hussain, Dr. Ashfaq Hussain, Dr. Mohammed Arshad Ur Rahman, Mohammed Irfan, Syed Dawood Hussain**, Published a Research Article with the title “**The effect of AI in fostering customer loyalty through efficiency and satisfaction**” with **Advances in Consumer Research Journal** indexed in **ABDC (B) & SCOPUS (Q4)** database, ISSN No: 0098-9258.

Publisher: Association for Consumer Research (Sheridan Books)

Date of Publication: 28th Feb. 2025

Research Article | Volume 2 Issue 1 (ACR, 2025) | Pages 331 - 340

The effect of AI in fostering customer loyalty through efficiency and satisfaction

Mohd Arif Hussain ¹ ✉, Ashfaq Hussain ², Mohammed Arshad Ur Rahman ³, Mohammed Irfan ¹, Syed Dawood Hussain ¹

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Abstract

As the customer service sector progresses quickly, AI-powered solutions have shown to be revolutionary. This study investigates the complex relationship between AI-powered customer service and customer loyalty, emphasizing the intermediaries of customer satisfaction and perceived efficiency. The research was a cross-sectional survey with 378 participants. Respondents who have recently (within the previous four months) interacted with AI-powered customer care filled out a standardized electronic questionnaire. The results showed that AI-powered customer service had a favorable effect on customer satisfaction and perceived efficiency, with path coefficients of 0.92 and 0.94, respectively. The study also found a significant relationship between Customer

Title of the event: Research Article

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculties **N. Durga Rani, Houreen Khanam, Pratibha Jha, Rafat Unnisa Begum, Md. Azmath Pasha**, Published a Research Article with the title **“From Classroom to Corporate: Engaging Management Graduates Employability through OBE”** with **International Research Journal on Advanced Engineering and Management** indexed in UGC CARE database, ISSN No: 2584-2854.

Publisher: International Research Journal on Advanced Engineering and Management

Date of Publication: 03rd March 2025



**International Research Journal on Advanced Engineering
and Management**

<https://goldnclooudpublications.com>
<https://doi.org/10.47392/IRJAEM.2025.0138>

e ISSN: 2584-2854
Volume: 03
Issue: 03 March 2025
Page No: 849-854

From Classroom to Corporate: Enhancing Management Graduates Employability through OBE

N. Durga Rani¹, Houreen Khanam², Pratibha Jha³, Rafat Unnisa Begum⁴, Md. Azmath Pasha⁵

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Abstract

Outcome-Based Education (OBE) is critical to the development and growth of a nation since it equips youth with the skills and technological competence they require. Conversely, OBE ensures that education is goal-oriented, fostering innovation, competency, and flexibility—all of which are critical to driving the country's progress. OBE lays a strong focus on learning outcomes that closely relate to real-life applications, unlike the conventional teaching methods, which are often teacher-centred, curriculum-focused, and lecture-based. Information is largely transferred from teacher to student in conventional learning, which conveys knowledge

Title of the event: Research Article

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculties **Mohd Arif Hussain, Dr. Mohammed Arshad Ur Rahman, Dr. Asfaq Hussain, Md. Azmath Pasha**, Published a Research Article with the title “**Adoption Dynamics and Environmental Impact of AI-Enabled Drones in Precision Agriculture – A Theoretical Approach**” with **International Journal of Environmental Sciences** indexed in SCOPUS (Q3) database, ISSN No: 2229-7359.

Publisher: International Journal of Environmental Sciences

Date of Publication: 23rd May 2025

International Journal of Environmental Sciences

ISSN: 2229-7359

Vol. 11 No. 6s, 2025

<https://www.theaspd.com/ijes.php>

Adoption Dynamics and Environmental Impact of AI-Enabled Drones in Precision Agriculture – A Theoretical Approach

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⁴MOHAMMAD AZMATH PASHA

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● ORCID ID: 0009-0005-8935-5514

Abstract

The adoption of AI-powered agricultural drones presents transformative potential for sustainable farming. This study examines the potential benefits of AI-powered agricultural drones, focusing on farmer perceptions, behavioral intentions, and sustainable usage aligned with the Sustainable Development Goals (SDGs). A comprehensive review (2018–2024) reveals a significant increase in global research post-2018, particularly from China, India, the U.S., and Brazil. This study develops an integrated conceptual framework combining the Technology Acceptance Model (TAM) and the Diffusion of Innovation (DOI) theory to investigate the behavioral factors influencing farmers' adoption of drone technology. Key constructs from TAM—Perceived Usefulness (PU) and Perceived Ease of Use (PEOU)—are combined with DOI variables such as Relative Advantage, Compatibility, and Complexity to examine their influence on Behavioral Intention (BI) and actual Drone Usage.

Title of the event: Research Article

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculties **Mohd Arif Hussain, Dr. Asfaq Hussain, Dr. Mohammed Arshad Ur Rahman, Apeksha Garg, Md. Azmath Pasha**, Published a Research Article with the title “**A Comprehensive Review of Global Research Trends in Artificial Intelligence for Sustainable Banking**” with **International Journal of Engineering Trends and Technology** indexed in SCOPUS (Q4) database, ISSN No: 2231-5381.

Publisher: International Journal of Engineering Trends and Technology

Date of Publication: 30th July 2025

International Journal of Engineering Trends and Technology
ISSN: 2231-5381 / <https://doi.org/10.14445/22315381/IJETT-V73I7P141>

Volume 73 Issue 7, 531-542, July 2025
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Review Article

A Comprehensive Review of Global Research Trends in Artificial Intelligence for Sustainable Banking

Mohd Arif Hussain^{1*}, Ashfaq Hussain², Md Arshad Ur Rahman³,
Apeksha Garg⁴, Mohammad Azmath Pasha⁵

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Published: 30 July 2025

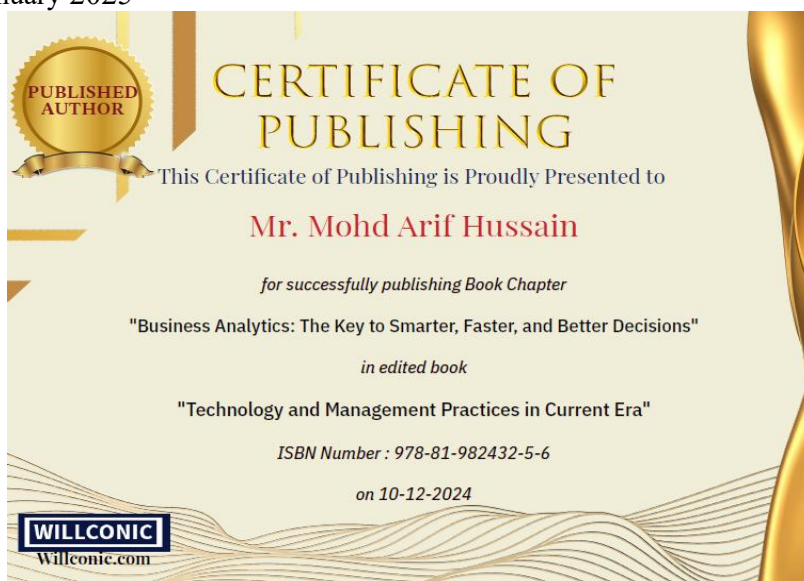
Abstract - In recent years, scholarly interest in the role of Artificial Intelligence (AI) within sustainable banking and finance has grown significantly. This study examines the global research landscape on AI applications in banking through a qualitative approach, highlighting major developments and trends. A total of 368 research articles published between 2014 and 2024 were extracted from the Scopus database. Analysis was conducted using VOSviewer (v1.6.19) and Biblioshiny, focusing on coauthorship networks, keyword co-occurrence, and citation patterns. The highest publication output came from China (Q1).

Title of the event: Book Chapter Publication

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculty **Mohd Arif Hussain** Published a Book Chapter with the title “**Business Analytics: The Key to Smarter, Faster, and Better Decisions**” with WILLCONIC, ISBN No: 978-81-982432-5-6.

Publisher: WILLCONIC

Date of Publication: January 2025



Title of the event: Book Publication

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculty **Dr. Mohammed Arshad Ur Rahman** Published a Book with the title “**Marketing Management**” with Sri Bharani Publication, ISBN No: 978-81-984384-2-3.

Publisher: Sri Bharani Publications

Date of Publication: Feb 2025

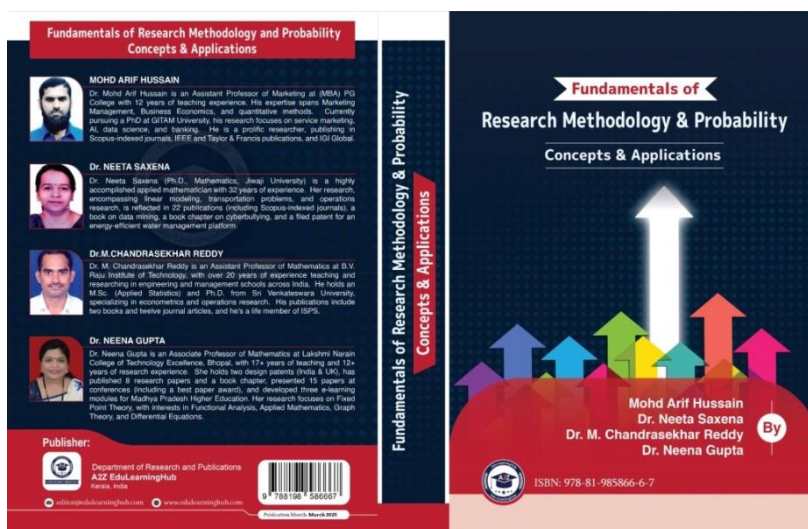


Title of the event: Book Publication

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculty **Mohd Arif Hussain** Published a Book with the title “**Fundamentals of Research Methodology and Probability Concepts and Application**” with **A2Z EduLearningHub**, ISBN No: 978-81-985866-6-7.

Publisher: A2Z EduLearningHub

Date of Publication: Feb 2025



Title of the event: Book Chapter Publication

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculty **Noman Abdul Majeed** Published a Book Chapter with the title “**Start-Up’s and Entrepreneurship for Generation Z**” with **Innovation Online Training Academy**, ISBN No: 978-93-48990-60-0

Publisher: Innovation Online Training Academy

Date of Publication: March 2025



Title of the event: Book Chapter Publication

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculty **Noman Abdul Majeed** Published a Chapter with the title “**The Role of SDGS in Business Administration and Digital Transformation in Industry 5.0**” in the Book **Advanced Trends in Commerce and Management** with IOT Academy Publishers.

Publisher: IOT Academy Publishers

Date of Publication: June 2025



Title of the event: Conference / Editorial Board Member / Others

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculty **Dr. Mohammed Arshad Ur Rahman** Paper Presenter / Awardee has participated in the international conference on Intellectual Property Rights, Research & Development, and awards Ceremony 2025 (ICIPRRDAC '25), for Paper with the title “**Effectiveness of Advertising on Consumers – A Comparative Study of Print and Electronic Media**” organized by NSKD Techno Research & Innovation Solutions, in association with RAALTECH Publications.

Publisher: RAALTECH Publications

Date of Publication: 26th April 2025

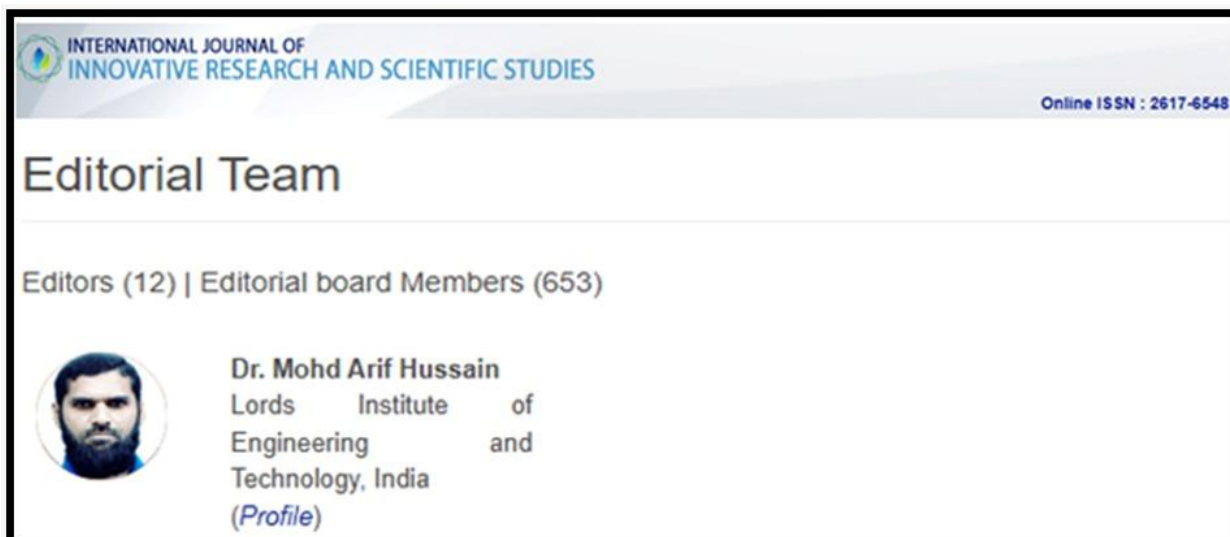


Title of the event: Conference / Editorial Board Member / Others

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculty **Mohd Arif Hussain** has been invited as Editorial Board Member of International Journal of Innovative Research and Scientific Studies, ISSN no: 2617-6548

Publisher: Innovative Research Publishing

Date of Publication: 3rd June 2025



Title of the event: Conference / Editorial Board Member / Others

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculty **Noman Abdul Majeed** received International Award from Lions International on 9th District Annual Awards ceremony for Lions Club Services and Commitment as GS

Organiser: Lions International

Date of Publication: 29th June 2025



Title of the event: Conference / Editorial Board Member / Others

Description about the event (50 Words): The Lords School of Business, Department of Management Studies faculty **Dr. Mohammed Arshad Ur Rahman** has actively participated in the **National Seminar on Empowering India's Research Future** at Engineering Staff College of India (ESCI), Hyderabad, organized by Research Heights Foundation.

Organiser: Engineering Staff College of India (ESCI)

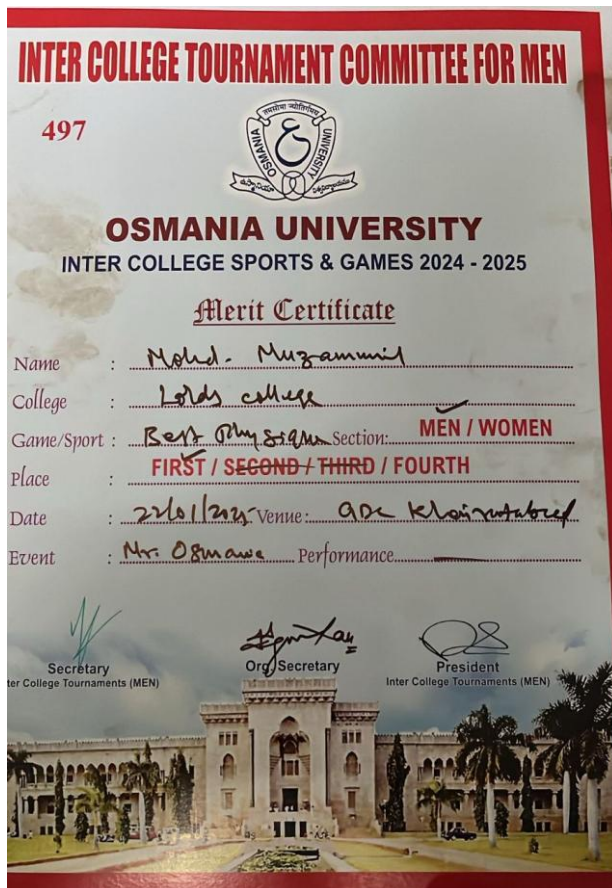
Date of Publication: 9th & 10th July 2025



Student Achievements

Title of the Event: Body Building

Description about the event (50 Words): Congratulations to Mr Mohammad Muzammil, student of MBA department at Lords Institute of Engineering and Technology for securing Mr. OSMANIA in Inter College Sports & Games 2024 – 2025 for his Best Physiques on 22nd January 2025.



Title of the Event: Cultural and Management Fest

Description about the event (50 Words): Congratulations to Mr Mohammed Owais Quadri, student of MBA department at Lords Institute of Engineering and Technology for securing

- 1st Prize as part of the PINNACLE '25 a State Level Intercollegiate Management and Cultural Fest organized by ASCI-PGDM in the event AARAMBH at Administrative Staff College of India (ASCI) on 27th and 28th March 2025.
- 2nd Prize in the Ecopreneurship event at the prestigious National Fest Blitzkrieg organized by Osmania University on 12th & 13th April 2025.



Title of the Event: Journal Publication

Description about the event (50 Words): Congratulations to Mr. Mohammed Mudassir, student of MBA department at Lords Institute of Engineering and Technology on publishing an International Journal of Multidisciplinary Research with a paper titled “Strategic Customer Retention in Quick-Commerce: A Comprehensive Analysis of Blinkit and Industry Peers”, Volume 3, Issue 6, June 2025, ISSN: 2583-973X.

Published by: The Academic Publisher

Duration of event: June 2025



An Online Peer Reviewed / Refereed Journal
Volume 3 | Issue 6 | June 2025
ISSN: 2583-973X (Online)
Website: www.theacademic.in

Strategic Customer Retention in Quick-Commerce: A Comprehensive Analysis of Blinkit and Industry Peers

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Email: Mohdmudassir76@gmail.com

DOI : <https://doi.org/10.5281/zenodo.15861157>

ARTICLE DETAILS

Research Paper

Accepted: 28-06-2025

Published: 10-07-2025

Keywords:

Last-mile delivery, quick-commerce, customer retention, dark stores, behavioral economics, service ecosystems, instant gratification, value co-creation, and platform economics

ABSTRACT

The research presented here looks at the important variables that affect customer retention in India's fast-commerce market, paying special attention to Blinkit's industry-high 47.35% churn rate. Three main churn drivers are identified by means of operational data analysis, customer behavior patterns, and comparative benchmarking with Zepto and Swiggy Instamart. These are: (1) inconsistent delivery reliability; (2) insufficient customer support systems; and (3) misaligned premium offerings. Our suggested 7-point retention framework has the potential to increase customer lifetime value by 22% and decrease churn by 31.7%, as confirmed by a six-month pilot program. The study advances

