



LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY

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DEPARTMENT OF MANAGEMENT STUDIES

NEWS LETTER – 2025-26

MBA - I and III Semester

September 2025 – March 2026

VOLUME: 17 – ISSUE: 1

Orientation Day- 2025



Graduation Day - 2025



LORDS SCHOOL OF BUSINESS



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

-Dhirubahi 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

**Newsletter edited, printed and published by Newsletter Committee, Department of Management Studies,
Lords Institute of Engineering and Technology, Himayatsagar-500091.**

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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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One Week FDP on Emerging Trends in TLP and OBE

Type of the event: One Week Faculty Development Program

Title of the event: Emerging Trends in Teaching-Learning Process (TLP) and Outcome-Based Education (OBE)

Resource person: Eminent Speakers of LIET

Description about the event (50 Words): The Department of Management Studies, LIET, Hyderabad, organized a one-week FDP from 18th to 23rd August 2025 at Moulana Abul Kalam Azad Seminar Hall. The program was convened by Dr. Ashafaq Hussain, HoD-MBA, with Mrs. K. B. Vanitha and Mr. Akram Pasha as Co-Convenors.

The sessions were delivered by eminent resource persons of LIET who covered diverse themes including OBE Paradigm Shift with AI, Innovative Pedagogy, Goal Setting, Industry 4.0 Skills, Case & Problem-Based Learning, Social Responsibility, Competency-Based Education, 21st Century Teaching Skills, Experiential Learning, Algorithms in OBE, Bridging Academia and Industry, Technology Integration, Quality Education, and Blended & Hybrid Learning.

The FDP concluded with a Valedictory Session, where all speakers and participants were felicitated, marking the successful completion of the program.

Organized by: Department of Management Studies

Date of event: 18th to 23rd August 2025

No. of students/participants attended: 150 +

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Department of Management Studies

One Week Faculty Development Program on
"Emerging Trends in Teaching Learning Process and Outcome Based Education"

Speakers: HODs & DEANS, LIET (A)
Date: 18 - 23 August 2025

Chief Patrons
Mr. CA Basha Mohiuddin (Chairman, LIET(A)) **Mrs. Rizwana Begum** (Secretary, LIET(A)) **Mr. Syed Touseef Ahmed** (Vice Chairman, LIET(A)) **Mr. Syed Tanvir Ahmed** (Joint Secretary, LIET(A))

Patron
Dr. Ravi Kishore Singh (Procppt, LIET(A))

Convener
Dr. Mohammed Ashfaq Hussain (HOD MBA)

Co-Convener
Mrs. Vanitha Kasturi
Mr. Akram Pasha

Venue: Moulana Abul Kalam Azad Seminar Hall, 5th Floor, ECE-LIET(A)



Expert Talk on Integral Learning & Earning

Type of the event: Expert Talk

Title of the event: Integral Learning and Earning

Resource Person: Dr. S. Altaf Hussain, Director, LIET.

Description about the event (50 Words): The Department of Management Studies, Lords Institute of Engineering and Technology, organized an Expert Talk on “Integral Learning and Earning” on 13th September 2025. The session was delivered by Dr. S. Altaf Hussain, who shared insights on aligning academic learning with practical earning opportunities.

Dr. Hussain emphasized lifelong learning, skill development, industry-academia collaboration, and a growth mindset to enhance employability and entrepreneurship. The interactive session saw active participation from students and faculty. The event concluded with a vote of thanks, and participants appreciated the practical insights and motivation shared during the session.

Organized by: Department of Management Studies

Date of event: 13th September 2025

No. of students/participants attended: 50 +

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Department of Management Studies

**Expert Talk on
“INTEGRAL LEARNING AND EARNING”**

Speaker: Dr. S. Altaf Hussain
Date: 13 September 2025

Chief Patrons
Mr. CA Basha Mohiuddin (Chairman, LIET(A)) Mrs. Rizwana Begum (Secretary, LIET(A)) Mr. Syed Touseef Ahmed (Vice Chairman, LIET(A)) Mr. Syed Tanvir Ahmed (Joint Secretary, LIET(A))

Patron
Dr. Ravi Kishore Singh (Principal, LIET(A))

Convener
Dr. Mohammed Ashfaq Hussain (HOD MBA)

Co-Convener
Mrs. Vanitha Kasturi
Mr. Akram Pasha

Venue: Room No. 525, 5th Floor, MBA - LIET(A)





Anti-Ragging Awareness Program

Type of the event: Awareness Program

Title of the event: Anti-Ragging

Description about the event (50 Words): The MBA Department organized an Anti-Ragging Awareness Program to promote a safe, respectful, and inclusive campus environment. The event, held in accordance with UGC and Supreme Court guidelines, sensitized students on discipline, empathy, and the institution's zero-tolerance policy toward ragging.

Organized by: Department of Management Studies

Date of event: 27th September 2025

No. of students/participants attended: 50+



Quiz and Debate Competition on SDC's

Type of the event: Quiz and Debate Competition

Title of the event: “SDG’s-17: Partnerships for the Goals.

Description about the event (50 Words): The MBA Department organized a Quiz and Debate Competition based on the theme “SDG’s-17: Partnerships for the Goals.” The event aimed to enhance students’ awareness and understanding of the United Nations’ Sustainable Development Goals, focusing on collaboration and partnership for achieving global progress.

To ensure active participation, students were divided into four teams, each comprising 4 to 5 members. The teams were formed club-wise, ensuring that every club member participated in the event. Students were given the flexibility to choose their own team members, with faculty assistance provided wherever required.

The competition featured two segments — a Quiz Round, which tested participants’ knowledge of SDG’s-17 and global partnership initiatives, followed by a Debate Round, where students discussed and defended their perspectives on the practical implementation and challenges of achieving the SDG’s-17 targets.

The event witnessed enthusiastic participation from all students, reflecting their analytical thinking, teamwork, and communication skills. The judges appreciated the participants’ preparation and insightful viewpoints.

Overall, the Quiz and Debate Competition on SDG’s-17 Goals was a great success, contributing to students’ understanding of sustainable development and collaborative action in achieving global goals.

Organized by: Department of Management Studies

Date of event: 10th October 2025

No. of students/participants attended: 40+





Expert Talk on Exploring Internships & Business Trends in 2025

Type of the event: Expert Talk

Title of the event: Expert talk on Campus to Corporate for MBA Students-Exploring Internships and Business Trends in 2025- With reference to Health Care Management.

Resource Person: Professor Venkat Santosh Ramana, Gandhi Hospital, Secunderabad.

Description about the event (50 Words): The Department of Management Studies, Lords Institute of Engineering and Technology has organized a Guest Lecture for MBA Students on 11th October-2025.

The Guest Faculty emphasised on the importance of Health care in today's rapidly evolving world, healthcare is not just a service—it's a dynamic industry that demands strong leadership and strategic management. Pursuing an MBA with a specialization in **Health Care Management** opens doors to one of the fastest-growing global sectors. It equips students with the skills to manage hospitals, design health policies, optimize healthcare delivery systems, and lead innovations that enhance patient outcomes.

He also focused that Health Care Specialization blends **business acumen with social responsibility**, preparing future leaders to balance profitability with compassion. As technology, data analytics, and patient-cantered care transform the landscape, professionals with managerial expertise in healthcare are in high demand. The event concluded with some interesting questions from the student participants and vote of thanks.

Organized by: Department of Management Studies

Date of event: 11th October 2025

No. of students/participants attended: 50+

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Department of Management Studies
Organizing an
Expert Talk on Campus to Corporate
Exploring Internship and Business Trends In 2025
for MBA Students

Date: 11th October 2025
Time: 10:00 AM to 12:30 PM
Venue: 418 Smart Room

Speaker:
Dr. Chandra Sekhar Azad
OPTOMETRIST
BITS PILANI
L.V.PRASAD EYE INSTITUTE

Coordinator
Dr. MD. Arshad Ur Rahman
Mr. Mohd Arif Hussain

Co-Convener
Mr. Nomaan Majeed
Associate Director

Convener
Dr. Mohammed Ashfaq Hussain
Associate Professor & MBA HOD



Free Eye Checkup Camp 2025 (for Teaching & Non-Teaching Staff)

Type of the event: NSS Activity

Title of the event: Free Eye Checkup Camp

Name of Doctor: Dr. Chandra Sekhar Azad, Optometrist

Description about the event (50 Words): The Department of Management Studies, in association with the NSS of LIET, organized a one-day Free Eye Checkup Camp for teaching and non-teaching staff. The camp aimed to promote health awareness and provide easy access to quality eye care. A team of qualified ophthalmic professionals conducted comprehensive vision screenings, eye examinations, and provided guidance on preventive eye care and common vision issues. Staff members were also advised on the importance of regular eye checkups and maintaining good ocular health.

The camp witnessed enthusiastic participation from employees, who appreciated the initiative for bringing essential healthcare services to the campus. This initiative not only encouraged health consciousness but also strengthened the institution's commitment to staff well-being. Overall, the eye camp was a successful and impactful event, fostering a culture of health, care, and support within the institution.

Organized by: Department of Management Studies

Date of event: 17th October 2025

No. of students/participants attended: 85+

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Department of Management Studies

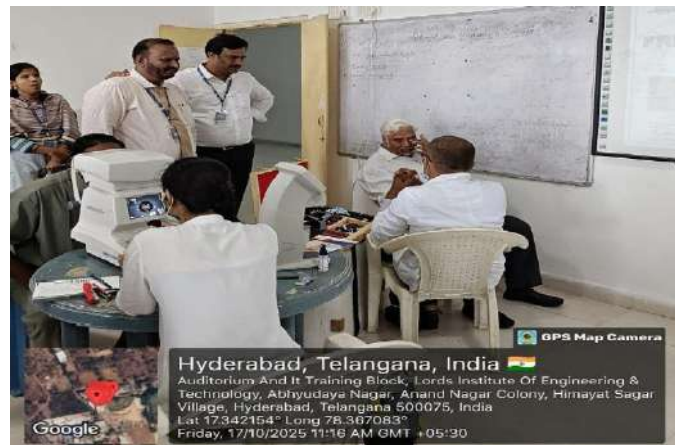
In association with
National Service Scheme, L.I.E.T.
Organizing a

FREE EYE CHECK UP CAMP
for Teaching and Non-Teaching Staff

Date: 17th October 2025
Venue: LIET Campus

Coordinator Mr. Akram Pasha Assistant Professor, MBA	NSS Coordinator Dr. J. Sasi Kiran Dean First Year, LIET	Convener Dr. Mohammed Ashfaq Hussain Associate Professor & MBA HOD
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Free Eye Checkup Camp 2025 (for Community People)

Type of the event: SWC Activity

Title of the event: Free Eye Checkup Camp

Name of Doctor: Dr. Chandra Sekhar Azad, Optometrist

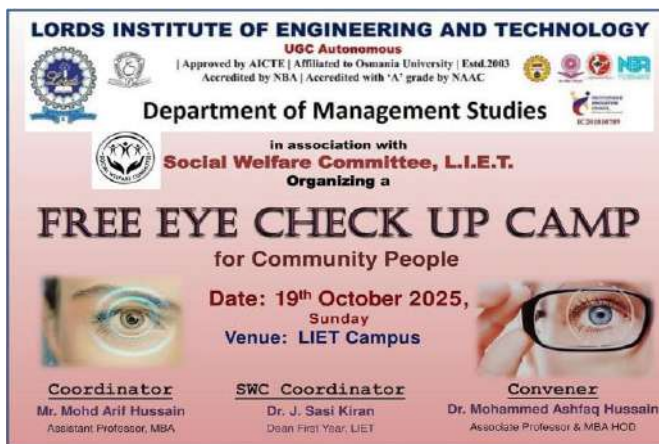
Description about the event (50 Words): The Department of Management Studies, in association with the Social Welfare Committee of Lords Institute of Engineering and Technology (A), organized a one-day Free Eye Checkup Camp for Community people on 19th October 2025 as a part of its CSR initiative. The camp aimed to promote health awareness and provide easy access to quality eye care.

Dr. Chandra Shekhar Azad and his team conducted vision screenings, eye examinations, and provided guidance on preventive eye care. The event received an enthusiastic response from the community, reflecting LIET's commitment to societal well-being. Over 45 participants benefited from the camp.

Organized by: Department of Management Studies

Date of event: 19th October 2025

No. of students/participants attended: 45+





PG Orientation Programme 2025

Type of the event: PG Orientation Day 2025-2027

Description about the event (50 Words): The Orientation Day 2025 for PG students of MBA, M.Tech, and M.E programs at Lords Institute of Engineering and Technology (A) was organized on 25th October 2025, warmly welcoming the new batch with great enthusiasm. The event introduced students to the college culture, faculty, and academic programs. Engaging interactive sessions, motivational talks, and ice-breaking activities helped students connect with peers and mentors, fostering a positive learning environment. The program marked the beginning of their academic and professional journey toward leadership and excellence, with a total of 120 participants attending the session.

Organized by: Department of Management Studies & Other PG Programme

Date of event: 25th October 2025

No. of students/participants attended: 120+





PG Graduation Day Celebration 2025

Type of the event: Formal

Title of the event: PG Graduation Day Celebration 2025

Guest of Honour: Chairman LIET - Janab C.A. Basha Mohiuddin, Secretary – Mrs. Rizwana Begum, The Joint Secretary- Mr. C.A. Syed Tanveer Ahmed

Chief Guest: Dr. Ahmed Rimaz Faizabadi, Assistant Manager (AI, Software and Security) and R&D Advisor at Delloyd Industries (M) Sdn Bhd, Malaysia

Description about the event (50 Words): Lords Institute of Engineering and Technology (A) celebrated its Graduation Day 2025 for PG students of MBA, M.Tech, and M.E. programs with great pride and enthusiasm. The ceremony commenced with the arrival of dignitaries and the academic procession led by the Deans and Heads of Departments. Dr. Ahmed Rimaz Faizabadi, Assistant Manager (AI, Software and Security) and R&D Advisor at Delloyd Industries (M) Sdn Bhd, Malaysia, was the Chief Guest of the ceremony and addressed the graduates with inspiring words on innovation and lifelong learning. Degrees were conferred upon MBA and M.Tech graduates, and Gold, Silver, and Bronze medals were awarded to the toppers for their outstanding academic performance. The ceremony witnessed the participation of over 150 attendees, marking a proud and memorable celebration of student success.

Organized by: Department of Management Studies & Other PG Programmes

Date of event: 25th October 2025

No. of students/participants attended: 150





Fresher's Day Celebration 2025-2026

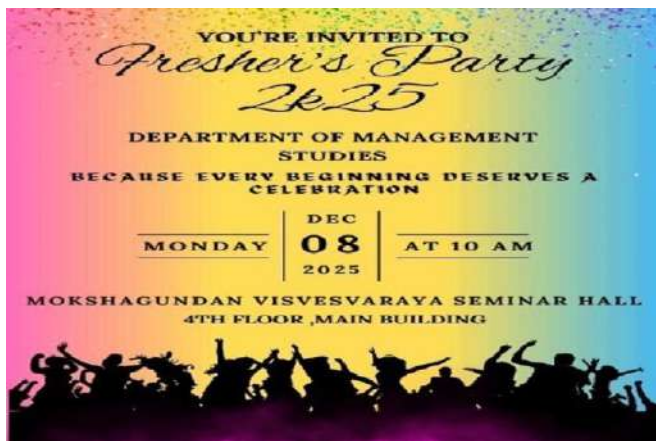
Type of the event: MBA Fresher's Day Celebration

Description about the event (50 Words): The Department of Management Studies hosted a Fresher's Day on 08 December 2025 to warmly welcome the new MBA batch. The event aimed to build confidence, creativity, and team spirit among students. The First Year Club Leaders' election results were announced by the MBA HoD, and the leaders were felicitated by the esteemed guests. MBA II Year students conducted various activities to build rapport with the juniors. The program concluded with a vote of thanks and a grand lunch. A total of 120+ students participated.

Organized by: Department of Management Studies

Date of event: 8th December 2025

No. of students/participants attended: 120+





Certification Course on Beyond the Dashboard

Type of the event: 30 Hours Certification Course

Type of the event: Beyond the Dashboard: Advanced Business & Social Media Analytics for MBA Leaders

Resource person: Mr. A Venkat, Technocraft

Description about the event (50 Words): The Department of Management Studies organized a 30-Hour Certification Course titled “Beyond the Dashboard: Advanced Business & Social Media Analytics for MBA Leaders” for MBA II Year students from 15th to 20th December 2025. The programme aimed to develop advanced analytical skills for interpreting business and social media data for strategic decision-making. Students gained practical exposure through real-time projects, and a total of 40 students participated in the course.

Organized by: Department of Management Studies

Date of event: 15th to 20th December 2025

No. of students/participants attended: 40

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Department of Management Studies
is Organizing
30 HOURS CERTIFICATION COURSE
on
Beyond the Dashboard: Advanced Business & Social Media Analytics for MBA Leaders.
Convenor
Dr. Ashfaq Hussain
HODMBA
Speaker
A. Venkat
TECHNOCRAFT
Coordinator
Mr. Mohd Arif Hussain
Assistant Professor
Date : 15 - 20 Dec 2025
Venue : Smartroom 418





Value Added Course on Health Care, Patient Care Planning Operations Management

Type of the event: Value Added Course

Type of the event: Health Care, Patient Care Planning Operations Management

Resource Person: Mr. Syed Akbar, Department of Hospital Management, Deccan School of Management

Description about the event (50 Words): The Department of Management Studies organized a Health Care, Patient Care Planning, and Operations Management program for the MBA II Year students from 15th to 20th December 2025. The program highlighted the importance of patient care planning through need assessment and personalized treatment strategies, along with operations management for optimizing workflows, resource utilization, and process efficiency. Emphasis was placed on scheduling, staff coordination, and inventory management to enhance service delivery. The initiative aimed to improve patient experience, ensure timely and safe care, and achieve better health outcomes through efficient operational practices.

Organized by: Department of Management Studies

Date of event: 15th to 20th December 2025

No. of students/participants attended: 13

The banner is for the Department of Management Studies at Lords Institute of Engineering and Technology. It features the university's name at the top, followed by accreditation logos (UGC Autonomous, AICTE, Government of Telangana, NBA, NAAC, Osmania University). The course title is prominently displayed in the center. Below the title, it lists the date (15 Dec - 20 Dec 2025) and venue (4th Floor Smartroom # 418). The speaker is Prof. Syed Akbar, and the coordinator is Mr. Azmath Pasha. The banner also includes the name of the convener, Dr. Ashfaq Hussain.





Industrial Visit – 85th Numaish Exhibition

Type of event: Industrial Visit

Place of Visit: 85th Numaish Exhibition, Nampally

Description about the event (50 Words): The Department of MBA, LORDS Institute of Engineering and Technology, organized an Industrial Visit to the Exhibition Society with the objective of providing students with hands-on exposure to real-time organizational and management practices. During the visit, MBA students interacted with the Office Bearers of the Society and gained valuable insights into exhibition and event management.

On behalf of the LORDS Management, the Office Bearers—Mr. R. Sukesh Reddy, Vice-President; Mr. B. N. Rajeshwar, Honorary Secretary; and Mr. N. Sanjeev Kumar, Honorary Treasurer - were felicitated with a LORDS memento and diary. The Society Committee members appreciated the active participation of MBA students in conducting the annual survey and acknowledged the submission of a comprehensive analytical report as part of their experiential learning.

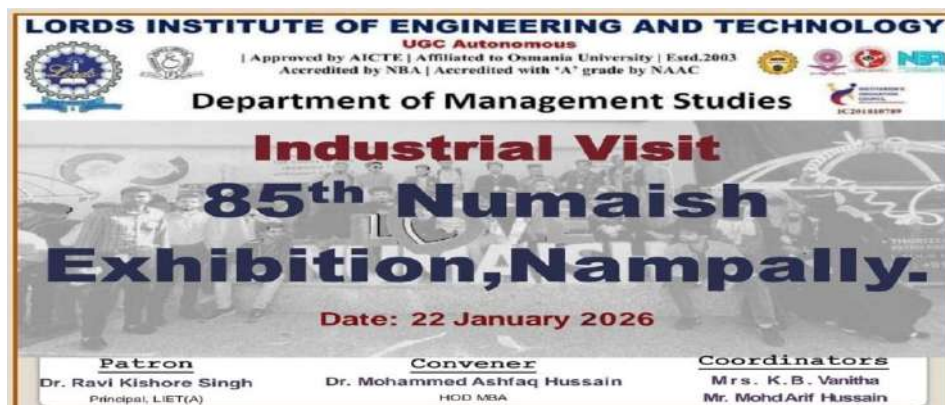
The industrial visit enriched the students' practical knowledge, enhanced their research and communication skills, and reinforced the significance of industry–academia collaboration.

Organized by: Department of Management Studies

Date of Visit: 22nd January 2026

Type of Company: Private

No. of participants Visited: 40+





Industrial Visit – Study on 50 Brands in Market Visit

Type of event: Industrial Visit

Place of Visit: 50 Brands in Market Visit, Sarath City Mall, Kondapur

Description about the event (50 Words): On 7 February 2026, MBA students of Lords Institute of Engineering and Technology, Hyderabad visited Sarath City Capital Mall for an industrial visit and market study of 50 brands including Zara, H&M, Marks & Spencer, Shoppers Stop, Lifestyle, Allen Solly, Reebok, Nike, Adidas, Puma, Fila, Wildcraft, Skechers, Bata, Metro, Hush Puppies, Crocs, Centro, Miniso, Lenskart, Titan Eyeplus, Vision Express, SPAR, Danube Home, American Eagle, Bluestone, Body Shop, Calvin Klein, Celio, Da Milano, Forest Essentials, Forever New, Giordano, Levi's, Mango, Nykaa, Orra, Rado, Sephora, Simon Carter, Tommy Hilfiger, United Colors of Benetton, US Polo Denim, Daniel Wellington, Fastrack, Swatch, Project Eve, Splash, Latt Liv, and La Martina. The visit enhanced students' practical understanding of consumer behavior, marketing, and retail management.

Organized by: Department of Management Studies

Date of Visit: 07th February 2026

Type of Company: Private

No. of participants Visited: 50+





Student Training Program titled Management Skills for Young Leaders

Type of the event: Student Training Program

Title of the event: Management Skills for Young Leaders

Description about the event (50 Words): The Department of Management Studies organized a six-day Student Training Program titled “Management Skills for Young Leaders” from 11th to 16th February 2026 at Room No. 526, 5th Floor, MBA Department. The program aimed to enhance managerial competencies, leadership qualities, and practical business skills among MBA students while bridging the gap between theoretical knowledge and real-world management practices.

MBA students participated actively with great enthusiasm, and the involvement of Ruby Club, Topaz Club, Emerald Club, and Sapphire Club ensured smooth coordination and successful conduct of the program.

Organized by: Department of Management Studies

Date of event: 11th – 16th February 2026

No. of students/participants attended: 45



Lords Richie Rich 2.0

Type of the event: Lords Year End Bonanza for Students & Faculty

Title of the event: LORDS Richie Rich 2.0

Chief Guest: Mr. Nomaan Abdul Majeed – CMO Lords College, Associate Director E Cell/TBI, Faculty MBA Startup Professional

Description about the event (50 Words): Department of Management Studies (MBA) at Lords Institute of Engineering & Technology(A) organized Richie Rich 2.0, a gamified KBC-style quiz, on 7 March 2026, celebrating knowledge, innovation, and the spirit of giving. A total of 110 students registered, with 50 finalists qualifying through the Fastest Finger First round, while 250+ students and faculty attended the event.

Hot Seat Winners

Round 1: Butool Fatima (MBA) – ₹9,000

Round 2: Mohammed Akbar Ali (MBA) – ₹5,000

Round 3: Syed Safiullah Hussaini (MBA) – ₹5,000

Round 4: Md Khaja Sabeehuddin (CSE – 1st Year) – ₹5,000

Round 5: Mohammed Mudassir (MBA) – Participated, won NIL

The quiz platform was developed by Syed Saad (CSM 2nd Year) using Java, and event creatives were designed by Mohammed Najeeb Murtaza (CSE 4th Year) using JavaScript. In the spirit of Ramadan, 100% of the registration fee will be donated to Terminate Hunger Welfare Organization for Iftar packs and water distribution at Makkah Masjid.

Organized by: Department of Management Studies

Date of event: 07-03-2026

No.of students/participants attended: 200+





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

Title of the Event: FDP by NPTEL - AICTE

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) faculty studied various Faculty Development Programs (FDPs) and submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications.

Date of event: July 2025 – October 2025

No. of Faculty/participants attended: 07 Faculty



NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)




This certificate is awarded to
PRATIBHA JHA
for successfully completing the course
Innovation, Business Models and Entrepreneurship
with a consolidated score of **60 %**




Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras





(Aug-Oct 2025)

Roll No: NPTEL25MG955458206711 Duration of NPTEL course - 8 Weeks


The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 18th Nov, 2023, similar to other seminar / orientation courses. (File No. AICTE / RFD / FDP through MOOCs / 2023)




NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)

This certificate is awarded to
N DURGA RANI
for successfully completing the course
Innovation, Business Models and Entrepreneurship
with a consolidated score of **53 %**




Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras




(Aug-Oct 2025)

Roll No: NPTEL25MG955458206591 Duration of NPTEL course - 8 Weeks


The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 18th Nov, 2023, similar to other seminar / orientation courses. (File No. AICTE / RFD / FDP through MOOCs / 2023)




NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)

This certificate is awarded to
DR MD ARSHAD UR RAHMAN
for successfully completing the course
Marketing Research and Analysis
with a consolidated score of **85 %**



Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras





(Jul-Oct 2025)

Roll No: NPTEL25MG895458208478 Duration of NPTEL course - 12 Weeks


The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 18th Nov, 2023, similar to other seminar / orientation courses. (File No. AICTE / RFD / FDP through MOOCs / 2023)



NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)

This certificate is awarded to
DR MD ARSHAD UR RAHMAN
for successfully completing the course
Marketing Management - I
with a consolidated score of **99 %**



Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras



(Aug-Oct 2025)

Roll No: NPTEL25MG1155558204545 Duration of NPTEL course - 8 Weeks

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 18th Nov, 2023, similar to other seminar / orientation courses. (File No. AICTE / RFD / FDP through MOOCs / 2023)



NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)




This certificate is awarded to
MOHD ARIF HUSSAIN
for successfully completing the course
Logistics & Supply Chain Management
with a consolidated score of **94 %**



Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras



(Jul-Oct 2025)

Roll No: NPTEL25HS20551258205162 Duration of NPTEL course - 12 Weeks

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 18th Nov, 2023, similar to other seminar / orientation courses. (File No. AICTE / RFD / FDP through MOOCs / 2023)



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




This certificate is awarded to
DAWOOD HUSSAIN SYED
for successfully completing the course
Gender Justice and Workplace Security
with a consolidated score of **47 %**

Online Assignments	16.87/25	Proctored Exam	30/75
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Total number of candidates certified in this course: **350**

Aug-Sep 2025
(4 week course)



Prof. Rajmurti Banerji
Coordinator
IIT Madras



Indian Institute of Technology Kharagpur

Roll No: NPTEL25M01313901001278 To verify the certificate  No. of copies recommended: 1 or 2



S.No.	Name of the Faculty	Title of the Program / Course	Dates / Period	Duration
1	Pratibha Jha	NPTEL – FDP on Innovation, Business Models and Entrepreneurship	Aug-Oct 2025	8 Weeks
2	N. Durga Rani	NPTEL – FDP on Innovation, Business Models and Entrepreneurship	Aug-Oct 2025	8 Weeks
3	Dr. Mohammed Arshad Ur Rahman	NPTEL – FDP on Marketing Research and Analysis	Jul-Oct 2025	12 Weeks
4	Dr. Mohammed Arshad Ur Rahman	NPTEL – FDP on Marketing Management - I	Aug-Oct 2025	8 Weeks
5	Mohd Arif Hussain	NPTEL – FDP on Logistics & Supply Chain Management	Jul-Oct 2025	12 Weeks
6	Dawood Hussain Syed	NPTEL – FDP on Gender Justice and Workplace Security	Aug-Sep 2025	4 Weeks
7	Mohammad Azmath Pasha	NPTEL – FDP on Managing Services	Jul-Sep 2025	8 Weeks

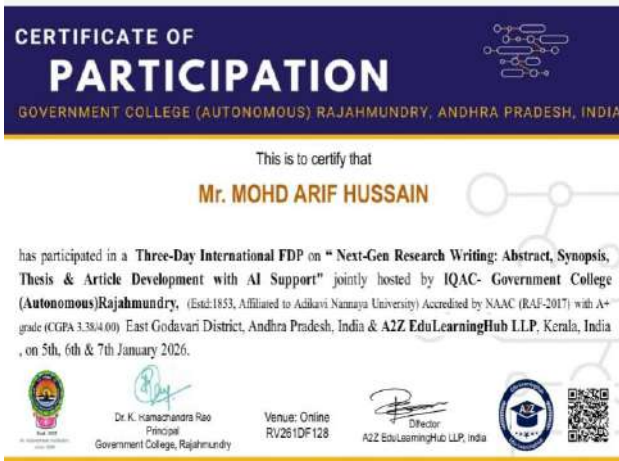
Title of the Event: FDP by Other Institutions

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) faculty participated in various Faculty Development Programs (FDPs) / Seminars / Certified Courses organized by various reputed institutions and are recognized for their participation. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications.

Date of event: October 2025 – January 2026

No. of Faculty/participants attended: 08 Faculty







S.No.	Name of the Faculty	Title of the Program / Course	Dates	Duration
1	K.B. Vanitha	FDP on “The Gen Z Effect: Innovation, Impact and the Future of Industry” organized by Star International Foundation for Research and Education	2-8 Oct 2025	1 Week
2	Mohammad Azmath Pasha	National Level PDP on Quantum Computing organized by VNR Vignana Jyothi Institute of Engineering and Technology, Hyderabad	21-25 Oct 2025	5 Days
3	K.B. Vanitha	One Day FDP on “AI for Educators: Academic Innovations” organized by Department of Management Studies, St. Lourdes Engineering College	14 Nov 2025	1 Day
4	Mohd Arif Hussain	Online FDP on “Mastering Research Writing: High-Impact Publications and Winning Proposals” organized by CBIT – R&D	17-21 Nov 2025	5 Days
5	Mohd Arif Hussain	Attended Navigating Research Landscape: A Scholar’s Guide to Scopus	26 Nov 2025	1 Day
6	Dr. Nomaan Majeed	FDP on AGENTIC AI (Building Autonomous Intelligence System)	22-27 Dec 2025	1 Week
7	Mohd Arif Hussain	International FDP on “Next-Gen Research Writing: Abstract, Synopsis, Thesis & Article Development with AI Support”	5-7 Jan 2026	3 Days
8	Dr. Nomaan Majeed	National Conclave on “Shaping the Future: Curriculum Transformation for Enhanced Employability in Higher Education Institutions”	8 Jan 2026	1 Day
9	Mohammad Azmath Pasha	National Level Virtual FDP on ‘Strategic Research Proposal Development and Grant Acquisition’ organized by Department of ECE, LIET.	5-9 Jan 2026	1 Week
10	Mohammad Azmath Pasha	ATAL Academy FDP on Recent Trends in Artificial Intelligence and Data Science at College of Engineering	12-17 Jan 2026	1 Week
11	K.B. Vanitha	Virtual FDP on AI Skills for Today’s Educators organized by Pendekanti Institute of Management	10-14 March 2026	1 Week

12	Pratibha Jha	Virtual FDP on AI Skills for Today's Educators organized by Pendekanti Institute of Management	10-14 March 2026	1 Week
13	N. Durga Rani	Virtual FDP on AI Skills for Today's Educators organized by Pendekanti Institute of Management	10-14 March 2026	1 Week

Title of the Event: FDP by LORDS

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) organized the one-week Faculty Development Program (FDP) on “Emerging Trends in Teaching Learning Process and Outcome Based Education”. The sessions were delivered by eminent resource persons of LIET who covered diverse themes, concluded with a Valedictory Session, where all speakers and participants were felicitated and certificates were distributed, marking the successful completion of the program.

Date of event: 18th – 23rd August 2025

No. of Faculty/participants attended: 150+ Faculty



Faculty Achievements

Title of the event: Patent Publication

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) faculty **Mr. Akram Pasha** Published a Patent with the title **“Digitizing Healthcare workflow through Emanager Application”** with application number 202541110351, it streamlines patient management, appointments, and records. This national-level innovation enhances efficiency, reduces manual errors, and improves accessibility, supporting the modernization and digital transformation of healthcare systems across the country.

Publisher: Intellectual Property Office, India

Date of Publication: 28 November 2025



Office of the Controller General of Patents, Designs & Trade Marks
Department for Promotion of Industry and Internal Trade
Ministry of Commerce & Industry,
Government of India



Application Details

APPLICATION NUMBER	202541110351
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	12/11/2025
APPLICANT NAME	1 . Akram Pasha 2 . Dr.R.Subha 3 . V.T.Kruthika 4 . Dr. J. Rajeswari 5 . Dr M. Srisankar 6 . Dr Anju Pavithran 7 . Mr.M.Sivasankar 8 . Dr. Baby Shalini Vijaya Kumar 9 . Dr. N.Revathi 10 . S.Nandhini
TITLE OF INVENTION	Digitizing Healthcare workflow through Emanager Application
FIELD OF INVENTION	COMMUNICATION
E-MAIL (As Per Record)	senanipindia@gmail.com
ADDITIONAL-EMAIL (As Per Record)	editorsippublisher@gmail.com
E-MAIL (UPDATED Online)	
PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	--
PUBLICATION DATE (U/S 11A)	28/11/2025

Title of the event: Grant Patent

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) faculty **Mr. Mohd Arif Hussain** Published a Patent with the title “**Computer Kiosk for Business Automation**” highlights an innovative system designed to streamline business operations through automated kiosks. Filed under application number 6489941 on 15/12/2025, this international-level invention enhances efficiency, reduces manual intervention, and improves customer service across various industries globally.

Publisher: UK Design Patent - Grant

Date of Publication: 15th December 2025



Certificate of Registration for a UK Design

Design number: 6489941

Grant date: 15 December 2025

Registration date: 04 December 2025

This is to certify that,

in pursuance of and subject to the provision of Registered Designs Act 1949, the design of which a representation or specimen is attached, had been registered as of the date of registration shown above in the name of

Mohd. Arif Hussain, Eliyas. J. Ajay Acharya, Dr. R. Chawngsangpuii, Dr.

Nitamoni Bardaloi, Sehrish Javaid, Sumit Sanjay Potdar, Anjan Kumar Bordoloi

in respect of the application of such design to:

Computer kiosk for business automation

International Design Classification:

Version: 15-2025

Class: 14 RECORDING, TELECOMMUNICATION OR DATA PROCESSING EQUIPMENT

Subclass: 02 DATA PROCESSING EQUIPMENT AS WELL AS PERIPHERAL APPARATUS AND DEVICES

A handwritten signature in black ink that reads 'Adam Williams'.

Adam Williams

Comptroller-General of Patents, Designs and Trade Marks
Intellectual Property Office

The attention of the Proprietor(s) is drawn to the important notes overleaf.

Intellectual Property Office is an operating name of the Patent Office

www.gov.uk/ipo

Title of the event: Patent Publication

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) faculty **Mr. Mohammad Azmath Pasha** Published a Patent with the title “**AI powered Ethical decision frameworks for Revolutionizing Corporate Governance in Volatile Markets**”. Filed under application number 202641018546 in February 2026, this national-level innovation enhances transparency, supports responsible decision-making, mitigates risks, and strengthens organizational accountability in dynamic economic environments across industries.

Publisher: Intellectual Property Office, India

Date of Publication: 18th February 2026

(10) Publication No: **IN202641018546 A1**
(22) Date of Filing: 18-02-2026



(43) Publication Date: 27-02-2026
Journal No: 09/2026

(19) Intellectual Property Office, India

(12) INDIAN PATENT APPLICATION

(54) Title: **AI-powered ethical decision frameworks for revolutionizing corporate governance in volatile markets**

(51) International Classification:
**G06Q 10/06, G06Q 30/02, G06Q 30/00, G06Q 40/00
G06Q 40/06**

(21) Application No: **202641018546**

(31) Priority Document No: --

(32) Priority Date: --

(86) International Application No: --
Filing Date: --

(87) International Publication No: --

(61) Patent of Addition to Application No: --
Filing Date: --

(62) Divisional to Application No: --
Filing Date: --

(71) Name of Applicant(s):
**1. Andhra Loyola Institute Of Engineering And
Technology (autonomous),
2. Dr. Korapu Satti Babu,**

(72) Name of Inventor(s):
**1. Dr. Korapu Satti Babu
2. Dr. medisetty Indira
3. Dr, D. Ajay Rathan
4. Mohammad Azmath Pasha
5. Dr.sujata Chattumala**

(57) Abstract:

ABSTRACT [0014] The invention introduces an AI-Powered Ethical Decision Framework that helps companies make smart, fair choices during times when markets change quickly and unpredictably. Traditional ways of running companies often struggle with sudden shifts like economic crises, supply problems, or fast technology changes, leading to decisions that may harm people, the environment, or the company's long-term success. This new system uses artificial intelligence to analyze real-time data, weigh ethical principles, and suggest balanced options that protect profits while respecting stakeholders such as employees, customers, communities, and shareholders. It stands out by adjusting ethical priorities based on how volatile the market is and by simulating future outcomes for all affected groups. As a result, companies gain clearer guidance, reduce risks of scandals or lawsuits, build stronger trust, and perform better even in tough conditions. The framework is easy to use through simple dashboards and continuously learns from real decisions to improve over time.

Title of the event: Journal Publication

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) faculty **Dr. Mohammed Arshad Ur Rahman** Published a Journal with the title “**Cultural Influence on Neuromarketing: A Comparison of Emotional and Cognitive Responses to Advertisements in India**”. Published in the Business and Economics Research Journal in September 2025, this ABDC-listed study provides insights into consumer behavior, helping marketers design culturally relevant and effective advertising strategies.

Publisher: ABDC (Australian Business Deans Council)

Date of Publication: September 2025

BUSINESS AND ECONOMICS RESEARCH JOURNAL

ISSN: 1309-2448

DOI: 10.5281/zenodo.16759914

CULTURAL INFLUENCE ON NEUROMARKETING: COMPARING EMOTIONAL AND COGNITIVE RESPONSES TO ADVERTISEMENTS IN INDIA

Dr. D. Thiruvengala Chary¹,

¹Associate Professor & Centre Head, Centre for Management and Behavioural Studies, Dr. MCR HRD Institute of Telangana, Hyderabad, India.

Dr Mohammed Arshad UR Rahman²,

²Professor, Department of Management Studies, Lords Institute of Engineering and Technology, Telangana.

Dr Mohmed Ali³,

³Associate Professor, Department of Business Management, Vaagdevi Institute of Management

Dr. Shathaboina Raju⁴,

⁴Associate Professor, REVA Business School, REVA University, Bangalore, India.

ABSTRACT

Neuromarketing, an interdisciplinary field combining neuroscience and marketing, has gained significant attention for its ability to uncover subconscious consumer responses to advertisements. This study explores the impact of cultural factors on emotional and cognitive responses to advertisements in India, a culturally diverse and complex market. Using a mixed-method approach, the research investigates how cultural elements such as family values, festivals, and regional diversity influence consumer behavior. Data collected from 173 respondents across various demographics reveal that while cultural references enhance emotional engagement and brand recall for many, a significant portion of consumers remain indifferent or skeptical. The findings suggest that advertisers must balance traditional cultural values with modern themes to effectively engage India's diverse audience. The study also highlights the importance of social media as a persuasive medium and the need for culturally sensitive neuromarketing strategies. This research contributes to the growing body of literature on neuromarketing in non-Western contexts, offering practical insights for marketers aiming to optimize advertising campaigns in culturally rich markets like India.

Title of the event: Journal Publication

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) faculty **Mr. Mohd Arif Hussain, Dr. Ashfaq Hussain, Dr. Md. Arshad Ur Rahman, Mrs. K. B. Vanitha** Published an International Review of Management and Marketing Journal with the title “**An Analytical Study on the Role of Satisfaction in Mediating Customer Loyalty and AI-Powered Digital Banking**”, analyzes how customer satisfaction mediates loyalty in AI-powered digital banking. This Scopus-indexed study offers insights for enhancing customer retention and digital banking experiences.

Publisher: Scopus-indexed

Date of Publication: February 2026



International Review of Management and Marketing

ISSN: 2146-4405

available at <http://www.econjournals.com>

International Review of Management and Marketing, 2026, 16(2), 406-417.



An Analytical Study on the Role of Satisfaction in Mediating Customer Loyalty and AI-Powered Digital Banking

Mohd Arif Hussain^{1*}, Md Arshad Ur Rahman¹, Mohammed Ashfaq Hussain¹, Kasturi Bangla Vanitha¹, Prakash Kumar², Amrutha Kuril³

¹Lords Institute of Engineering and Technology, Hyderabad, Telangana, India, ²Dhruva College of Management, Hyderabad, Telangana, India, ³Shadan College of Engineering and Technology, Hyderabad, Telangana, India. *Email: arifhussain@lords.ac.in

Received: 03 September 2025

Accepted: 05 January 2026

DOI: <https://doi.org/10.32479/irmm.22326>

ABSTRACT

In modern digitech world, Artificial Intelligence (AI) technology that is acknowledged to have received the most impact on the global economy. AI is expected to benefit the world economy nearly \$ 15.7 trillion by 2030 due to its reach, scope, application and environmental protection. Achieving sustainable development goals relies on long-term customer loyalty, which has a huge impact on the circular economy and social responsibility. The study aims to use satisfaction as a mediator to better understand how the changed AI technology acceptance factors connect to customer loyalty for digital banking services. This study used a cross-sectional survey in Hyderabad, India to get valid responses from 380 participants. A measurement model was created utilising a survey questionnaire and partial least squares path modeling to validate the measured items, test hypotheses, and assess the relationship between the various constructs. In terms of digital banking services, satisfaction totally mediates the modified AI Technology Acceptance Model (TAM) factors (perceived usefulness, perceived ease of use, perceived risk, perceived trust, and perceived benefit), as well as customer loyalty. Subsequently, the findings indicate that satisfaction plays a partial role in mediating AI acceptance factors and customer loyalty for digital banking services. Gender does not alter the association between AI acceptance criteria, customer loyalty, or satisfaction. In contrast, age serves as a moderator in the relationship between satisfaction, loyalty, and AI acceptance. According to the study's findings, the employment of AI technology in sustainable financial services is critical for offering excellent customer experiences, which improves customer satisfaction and loyalty and hence pulls people to those services. The study shows how marketing managers can use modified AI acceptance factors to their advantage while promoting digital banking services in order to promote positive client loyalty.

Title of the event: Conference Publication

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) faculty **Dr. Md. Arshad Ur Rahman & Mr. Mohd Arif Hussain** focuses on **Enhancing Customer Loyalty through AI in Digital Banking using Scale Development and Model Validation**. Presented at the **International Conference on Green Technology for Sustainability: Financial Inclusivity, Innovation and Challenges in Society 6.0**. This Scopus-indexed work highlights innovative approaches for financial inclusivity and digital transformation.

Publisher: Scopus-indexed

Date of Publication: November 2025



Title of the event: Conference Publication

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) faculty **Dr. Md. Arshad Ur Rahman** explores sustainable business models powered by AI and blockchain technologies. Presented at the 13th International Conference on Intelligent Embedded, Micro Electronics, Communication and Optical Networks (IEMECON), this international study highlights innovative, technology-driven approaches to sustainability, efficiency, and transparent business operations.

Publisher: IEEE

Date of Publication: February 2026

Conferences > 2025 13th International Confe...

Sustainable Business Models Powered by AI and Blockchain

Publisher: IEEE Cite This PDF

Md. Arshad Ur Rahman ; Praveen Singh ; Karthik Kovuri ; Prateek Negi ; Kirti Udayal ; Yasim Ahmad All Authors

24 Full Text Views

Abstract

Document Sections

Introduction

Abstract:
The purpose of sustainable business models is to make the same money but do less damage. In order to create an effective sustainable business model; you need to have reliable data, know what is happening operationally and understand how to comply with regulatory requirements on a consistent basis. Many of these issues may be resolved through blockchain technology and AI. AI can help facilitate data driven

Title of the event: Professional Membership

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) faculty **Dr. Md. Arshad Ur Rahman & Mr. Mohd Arif Hussain** hold professional membership with IFERP, reflecting their commitment to academic excellence and global research collaboration. Their membership validates their contributions to education, innovation, and scholarly activities. It also provides opportunities for networking, knowledge exchange, and participation in international conferences, enhancing their professional growth and institutional reputation.

Publisher: IFERP

Date of Publication: 11-12-2025



Student Achievements

Title of the Event: Management Fest “Zesta 2025”

Description about the event (50 Words): Congratulations to the 2nd Year students of Management Studies for participating in the Annual Management Fest “Zesta 2025,” organized by the Department of Business Management (PG), St. Ann’s College for Women. The students were certified for securing the First Prize in the “Brain Bosses” activity.

Team Members:

- 1) Syed Safiullah Hussaini
- 2) Mohammed Owais Ahmed
- 3) Mohammed Saifullah

Date of Event: 03-11-2025



Title of the event: Journal Publication

Description about the event (50 Words): The Lords Institute of Engineering and Technology (A), Department of Management Studies (MBA) Students **Ms. Farhat Naaz, Mr. Mohammed Junaid Ahmed, Ms. Mariya Fatima** Published International Journals.

S.No.	Name of the Author	Title	Journal	Date of Publication	Publisher
1	Ms. Farhat Naaz	Impact of Artificial Intelligence on Health Care Decision Making – A Bibliometric Analysis	International Journal of Advanced Scientific Research	29 th Nov., 2025	Peer Review Journal
2	Mr. Mohammed Junaid Ahmed	The Impact of Digital Media on Public Opinion: A Review Study	International Journal of Multidisciplinary Research and Development	1 st Dec., 2025	Peer Review Journal
3	Ms. Mariya Fatima	ESG Driven Decision Making with Predictive Analytics – A Scientometric Study	International Journal of Environmental and Ecology Research	1 st Dec., 2025	Peer Review Journal



International Journal of Advanced Scientific Research

Indexed Journal, Refereed Journal, Peer Reviewed Journal
ISSN: 2456-0421

Publication Certificate

This certificate confirms that **Farhat Naaz** has published article titled **Impact of artificial intelligence on healthcare decision-making: a bibliometric analysis**.

Details of Published Article as follows:

Volume : 10
Issue : 4
Year : 2025
Page Number : 115-121
Reference No. : 10133
Published Date : 29 Nov, 2025
Impact Factor : RJIF-0



Regards
International Journal of Advanced Scientific Research
www.ajsr.in
ijar.anc@gmail.com
+91-9990388671



International Journal of Multidisciplinary Research and Development


Indexed Journal, Refereed Journal, Peer Reviewed Journal
ISSN Online: 2349-4182, ISSN Print: 2349-5979

Publication Certificate


This certificate confirms that **Mohammed Junaid Ahmed** has published article titled **The impact of digital media on public opinion: A review study**.

Details of Published Article as follows:

Volume : 12
Issue : 12
Year : 2025
Page Number : 1-8
Reference No. : 12547
Published Date : 1 Dec, 2025
Impact Factor : RJIF-0



Regards
International Journal of Multidisciplinary Research and Development
www.ajmr.in
ijmr.research@gmail.com
+91-9990388671



International Journal of Environmental and Ecology Research


Indexed Journal, Refereed Journal, Peer Reviewed Journal
Online ISSN: 2664-7117, Print ISSN: 2664-7108

Publication Certificate

This certificate confirms that **Mariya Fatima** has published article titled **ESG driven decision making with predictive analytics - A scientometric study**.

Details of Published Article as follows:

Volume : 7
Issue : 2
Year : 2025
Page Number : 90-98
Reference No. : 7027
Published Date : 1 Dec, 2025
Impact Factor : RJIF-8



Regards
International Journal of Environmental and Ecology Research
www.environmentaljournal.in
article.enr@gmail.com
+91-9990388671