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AI IN SPACE RESEARCH

FAZIL AHAMED M A – I MBA

In today's contemporary world, especially in Space Research, AI plays a major role. Even after using many AI tools, there is a gap between technicians and project managers, so it should be sorted out, if not, every task will be time consuming and the gaps will be broadening. This leads to a lot of confusions and chaos.

AI usage in Space Research is very common, but AI should be used in a correct manner. If it is obvious, we can manage time to improve efficiency, productivity, quality and effectiveness in a particular area. Therefore, there will be better understanding between the technicians and project managers, if AI is easily made available to them with prompt command.

Can AI tools be developed by common software engineers? No, it is not possible. On the flip side, if it is made possible, the terms of each and every technician's work will never be defined by the same software engineer.

On the other hand, only the technicians with right knowledge about AI can provide the solution for development of communication with different perspectives. The technicians who have no AI knowledge should be trained by the specific technician who knows AI better or else it will be difficult for them to upgrade themselves with a little knowledge about AI. This will create a win-win situation for all the technicians through the usage of AI.

Most importantly, the senior technicians who have vast experience in space research don't have much knowledge about AI, whereas for this generation's technicians have knowledge in AI but they have less experience. That's the problem which is creating hype in space research now.

For this issue, the solution can only be managing teams and coordinating the team members with proper guidance and assistance by the well-equipped technicians who have profound AI knowledge.

On the contrary, technicians who have no knowledge in AI and also have no experience can majorly be used only in other department which will reduce obfuscation in process. Managing skills are also required in space research to reduce the time in particular research.

Apparently, the respective technicians can gain knowledge of AI as they can also get experience. They can be a part of the team and also can connect as a bridge with the project



managers and also research scientists on new ideas. This novelty using AI can be implemented in Space Research.

As senior technicians have experience, they can manage and also research in both department AI and also in space research respectively. Moreover, they can mainly act as a bridge between technicians and project managers to reduce stress as they are getting old, so we can only use the capability of the person in a normal manner; we cannot push them to the extreme level. As a result, it will make every team member efficient and effective for the space research organization. As a result, these technicians can be used as Bridge Connectors.

In a nutshell, I would like to say that AI is used in every sector but now it's mostly used only for reducing the time and finishing the work fast. Therefore, it should not only be used for quick accomplishments, it should also be used wisely and efficiently because human brains are there for betterment. Above all, no one will deny that AI is a product of human mind. In future, AI will definitely create a new destination for the space research, if it is used sagaciously and intelligently.



EMPLOYEE MOTIVATION AND ITS IMPACT ON PRODUCTIVITY

RUBY AISHWARIA C – I MBA

When discussing about motivation, it is done from the day we born. Motivation is one of the factors which stimulate the individual to perform better. In today’s rapidly changing business environment, employee motivation is essential for organizational success and competitiveness. This article examines the importance of employee motivation in an organization and its impact on productivity. Furthermore, it discusses the impact of motivation and the integration of current trend in existing companies. Through these insights, the article provides a comprehensive framework for organizations seeking to cultivate a motivated workforce ultimately driving productivity, innovation and long-term success.

EMPLOYEE MOTIVATION

Employee motivation refers to the level of energy, commitment and creativity that a company’s workers bring to their jobs. It plays a critical role influencing employee’s performance, job satisfaction and overall organizational effectiveness. It can be done through monetary and non-monetary terms which stimulate the productivity of the employee. The factors influencing employee motivation are intrinsic motivation, extrinsic motivation, work environment, recognition and rewards, professional development, goal setting, leadership style etc.



IMPORTANCE OF EMPLOYEE MOTIVATION AND IT’S PRODUCTIVITY

Employee motivation contributes to a positive work culture and the company’s reputation. They are more likely to engage in positive behaviours such as helping colleagues, showing initiative, and advocating for the organisation.

If a organisation focuses on employee motivation that paves a way for employee alignment with the organizational goals.

IMPACT ON EMPLOYEE MOTIVATION AND PRODUCTIVITY

- Results directly in product quality
- Increase in productivity
- Reduction in employee turnover
- Increase in profit
- Reduces absenteeism
- Stimulates innovation and creativity

HOW TO IMPROVE EMPLOYEE MOTIVATION AND PRODUCTIVITY

1. Identify employee achievements, big or small
2. Promote a culture that encourages feedback
3. Create a healthy environment
4. Encourage team building
5. Provide growth and development opportunities
6. Building rapport with employees

CURRENT TRENDS HOW COMPANIES MOTIVATE THEIR EMPLOYEES

Companies have their own motivational plan for their employee. Here are some current trends in employee motivation, along with company examples that illustrate how organization executes these strategies:

- **Spotify:**
Spotify has implanted a “work from anywhere” policy, allowing the employee to work, whether in the office or remotely. This flexibility has increased job satisfaction and productivity, as employee can tailor their work environment to their preference.
- **Valve Corporation:**
Valve, a video game development company, has a flat organizational structure that allows employee choose their projects and work collaboratively without strict hierarchies. This work culture fosters creativity and motivation among employees.
- **HubSpot:**
HubSpot utilizes employee engagement platforms to gather real-time feedback from employees on their job satisfaction and motivation levels. This data helps the company address issues promptly and enhance employee engagement.

- **Google**

Google has a robust recognition program that includes peer-to-peer recognition through a platform called “Thanks.” They celebrate employee achievements publicly, reinforcing a culture of appreciation and motivating employees to excel.

- **Adobe**

Adobe has shifted away from annual performance reviews to a system called “check-in,” which focuses on regular feedback and ongoing discussions about performance career development. This approach keeps employees engaged and motivated throughout the year.



ROLE OF TECHNOLOGY IN THE BUSINESS

NAVANEETH S – I MBA

In today's fast-paced and interconnected world, technology plays a pivotal role in shaping the landscape of business. It influences almost every aspect of operations, from communication and productivity to innovation and customer engagement. This article explores the multifaceted impact of technology on businesses and highlights its transformative potential. In the contemporary business landscape, technology is a driving force behind operational efficiency, innovation, and competitive advantage. This article explores the multifaceted impact of technology on various aspects of business, including communication, productivity, decision-making, customer experience, and supply chain management. It highlights how tools such as automation, big data analytics, and cloud computing enhance efficiency and enable informed decision-making. Additionally, the article discusses the role of technology in fostering innovation, improving customer engagement, and ensuring cybersecurity. The adoption of remote work solutions and sustainability initiatives further exemplifies technology's transformative potential. By embracing technological advancements, businesses can navigate the complexities of the modern market, achieve long-term success, and contribute to environmental sustainability.

1. Enhanced Communication and Collaboration

Technology has revolutionized the way businesses communicate internally and externally. Tools such as email, instant messaging, and video conferencing have made it easier for teams to collaborate, regardless of geographical boundaries. Platforms like Slack, Microsoft Teams, and Zoom enable real-time communication, fostering a more connected and responsive workforce.

2. Increased Efficiency and Productivity

Automation and advanced software solutions streamline routine tasks, allowing employees to focus on more strategic activities. Enterprise Resource Planning (ERP) systems integrate various business processes into a single system, improving efficiency and reducing errors. Additionally, Customer Relationship Management (CRM) software helps manage customer interactions and data, enhancing service delivery and sales processes.



3. Data-Driven Decision Making

The ability to collect, analyze, and interpret vast amounts of data has empowered businesses to make informed decisions. Big data analytics tools provide insights into customer behavior, market trends, and operational efficiency. By leveraging data analytics, companies can identify opportunities for growth, optimize marketing strategies, and improve overall performance.

4. Innovation and Competitive Advantage

Technology fosters innovation by providing tools and platforms for developing new products and services. Research and Development (R&D) can leverage advancements in technology to create innovative solutions that meet emerging market needs. Moreover, adopting cutting-edge technologies like artificial intelligence (AI), machine learning, and blockchain can give businesses a competitive edge.

5. Improved Customer Experience

Digital technologies have transformed the way businesses interact with their customers. E-commerce platforms, mobile apps, and social media channels offer convenient and personalized experiences. AI-powered chatbots provide instant customer support, while data analytics help tailor products and services to individual preferences, enhancing customer satisfaction and loyalty.

6. Supply Chain and Logistics Optimization

Technology improves supply chain management by enhancing visibility and coordination. Internet of Things (IoT) devices and RFID tags track inventory in real time, reducing the risk of stockouts and overstocking. Advanced logistics software optimizes routing and delivery schedules, ensuring timely and cost-effective distribution.

7. Remote Work and Flexibility

The COVID-19 pandemic accelerated the adoption of remote work, highlighting the importance of technology in maintaining business continuity. Cloud computing, virtual private networks (VPNs), and collaboration tools enable employees to work from anywhere, providing flexibility and ensuring productivity.



8. Cybersecurity and Risk Management

As businesses become more reliant on technology, the importance of cybersecurity grows. Protecting sensitive data and systems from cyber threats is crucial. Businesses invest in advanced security measures, such as encryption, firewalls, and intrusion detection systems, to safeguard their operations and maintain trust with customers.

9. Sustainability and Environmental Impact

Technology can also drive sustainability initiatives. Digital solutions help monitor and reduce energy consumption, manage waste, and optimize resource use. For example, smart grids and renewable energy technologies contribute to more sustainable business practices, aligning with environmental goals and regulations.

The role of technology in business is undeniable and continually evolving. By embracing technological advancements, businesses can improve efficiency, foster innovation, and enhance customer experiences. However, it's essential to stay informed about emerging technologies and invest strategically to harness their full potential. As technology continues to advance, its impact on business will only grow, making it a critical factor in achieving long-term success and sustainability.



THE IMPORTANCE OF EMOTIONAL INTELLIGENCE IN LEADERSHIP

SAMYUKTHA SRE C V – I MBA

Leadership is extra than just dealing with sports activities and hitting financial desires within the rapid-paced, cutthroat, and dynamic company environment of today. Empathy, interpersonal skills, and the capability to establish a deeper reference to others are all essential for contemporary management. Often called the "tender abilities" of leadership, emotional intelligence (EQ) has turn out to be a important issue of powerful leadership, impacting everything from crew relationships and administrative center subculture to choice-making and dispute resolution. The significance of emotional intelligence in leadership, its effect on organizational performance, and the reasons it's far fast becoming a necessary skill for contemporary leaders will all be included in this article.

What is Emotional Intelligence?

The ability to select out, recognize, and control one's very non-public emotions in addition to come to be aware about and function an effect on those of others is called emotional intelligence.

Self-cognizance: The ability to discover and recognize one's own feelings as well as how they have an effect on different humans.

Self-regulation: The capacity to control or reroute erratic feelings and inclinations.

Motivation: A strong inner feeling of purpose that drives a love for work that transcends status or money.

Empathy: The potential to perceive matters from another character's point of view and comprehend and revel in their emotions.

Social competencies: The capacity to establish rapport and identify common floor, in addition to the potential to manage relationships and create networks.

Emotional Intelligence and Leadership Effectiveness

a) Enhancing Communication

Better communication is one of the main ways that emotional intelligences boost leadership. Emotionally clever leaders are higher capable of alter their messaging to appeal to their target market because they're extra sensitive to the emotional tone of their discussions. They can



communicate simply, empathetically, and persuasively if they may be aware of their group individuals' feelings and concerns.

b) Building Trust and Fostering Collaboration

Trust is the muse of powerful leadership, and emotional intelligence is important to build and maintain that consider. Team members are extra inclined to open up, percentage ideas, and paintings together freely once they see leaders who're self-conscious and sympathetic as being extra honest and approachable. In unique, empathy permits managers to understand the viewpoints, concerns, and using forces in their staff, growing piece surroundings wherein all and sundry feels favored and acknowledged.

Emotional Intelligence's Role in Conflict Resolution

Any administrative centre will continually have confrontation, and the way leaders remedy it is able to have a large influence on group morale and output. Leaders with emotional intelligence are higher able to clear up disputes amicably. Rather than heading off or exacerbating conflicts, emotionally sensible leaders' technique disputes with empathy and know-how, looking for to apprehend both facets and mediate a decision that satisfies all events involved.

- Self-regulation lets in leaders to remain calm and composed throughout heated situations, preventing emotional outbursts or impulsive choices.
- Empathy enables leaders to recognize the basis causes of battle, frequently revealing underlying troubles along with miscommunication or unmet needs.
- Social competencies help leaders navigate the complexities of interpersonal relationships, facilitating negotiations and locating common floor.

Improving Decision-Making Through Emotional Intelligence

Leadership often involves making difficult decisions under pressure. While logical reasoning and analytical skills are crucial, emotional intelligence adds an essential layer to the decision-making process. More skilled at managing pressure and stress without letting emotions influence their decision-making are emotionally intelligent leaders.



In order to make more deliberate and sympathetic judgments, they should think about how their choices will affect the team and the company overall. Promoting inclusiveness in decision-making leads to more well-rounded and successful conclusions by taking into account a variety of viewpoints and soliciting feedback from team members.

Motivating and Inspiring Teams

Motivating and inspiring groups to reach their maximum potential is a crucial part of leadership. Knowing what motivates each team member and how to maintain their interest and motivation depend heavily on emotional intelligence. Leaders who are emotionally intelligent can:

- 1. Determine your own motivators:** Every team member has a unique source of inspiration. Some people may be seeking accolades, while others may value opportunities for growth or a feeling of community. Emotionally intelligent leaders may identify these motivators and modify their approach accordingly.
- 2. Provide insightful feedback:** One of the most important tools for development is the ability to provide constructive and motivating feedback, which is possessed by emotionally intelligent leaders. By that specialize in each the substance and the manner it is added, they make certain that remarks foster growth in employees without compromising their power or sense of cost.
- 3. Create nice work surroundings:** By finding a balance between project and guide, emotionally wise leaders create surroundings in which crew members feel valued, understood, and empowered.

Emotional Intelligence and Organizational Culture

Organizational way of life is regularly impacted via the emotional intelligence of leaders. Leaders who show off emotional intelligence set the usual for the way team of workers individuals need to talk with each other. An extra inclusive and satisfied place of work way of life effects from the combination of empathy, active listening, and emotional manage into the organizational fabric. Additionally, leaders who own emotional intelligence are higher capable of manipulate the problems that include exchange. Change may additionally reason severe emotions in a group, whether it's a merger, restructuring, or the adoption of recent technology. Leaders are higher capable of lead their teams through these modifications with little



disturbance if they're able to control their very own feelings and apprehend the emotional responses of others

Developing Emotional Intelligence in Leadership

Emotional intelligence is an expertise that can be obtained over time with planned attempt and exercise, while a few people may inherently have more stages. The following tactics can assist leaders who need to enhance their emotional intelligence:

Self-Reflection: Consider your emotional reactions to various occasions on a everyday foundation. Determine tendencies, triggers, and locations in need of improvement.

Emotional Regulation and Mindfulness: To efficaciously control feelings and remain within the present, practice mindfulness. Leaders may additionally continue to be composed under strain by using strategies like deep respiration and meditation.

Active Listening: Make a planned attempt to pay near interest to what other humans are saying, in addition to their frame language and feelings.

Empathy: Develop empathy by means of placing yourself in different people's shoes and making an effort to recognize their viewpoints. This exercise will increase empathy and improves your potential to emotionally hook up with humans.

Feedback: Get input in your emotional intelligence from peers, coworkers, and subordinates. This can provide insightful information and point out areas in need of development.

In summary, emotional intelligence has evolved from a "satisfactory-to-have" ability for leaders to an important detail of a success management in the contemporary place of work. Emotionally clever leaders are more capable of inspiring their colleagues, resolving problems, communicating, establishing believe, and making sensible judgments. It is turning into obvious that emotional intelligence encompasses extra than in reality paintings management; it additionally includes handling relationships, feelings, and the team's widespread well-being, as corporations come to realize its importance. Through the development of emotional intelligence in leaders, agencies can also set up a productive and upbeat administrative centre that promotes lengthy-term fulfilment.



THE POWER OF MENTORSHIP AND COACHING IN MANAGEMENT

NIVETAA SUBRAMANIYAN – I MBA

Management serves as a cornerstone for any organization striving to reach its goals. Whether seeking new job opportunities or launching a business, navigating the landscape can be daunting. In an era where businesses prioritize people over products, mentorship and coaching emerge as vital practices that help managers cultivate the knowledge and skills needed to lead their teams effectively.

At their core, mentorship and coaching foster both personal and career growth, equipping managers with valuable insights to tackle challenges, build meaningful relationships, and make sound decisions. Mentorship is all about building relationships. It involves a more experienced person guiding someone less experienced, offering support, advice, and constructive feedback. This dynamic not only helps reduce training costs but also fosters a sense of belonging. Organizations that prioritize mentorship typically see happier employees and lower turnover rates, creating a workplace where everyone feels valued.

Moreover, mentorship is crucial for developing leadership skills and boosting self-confidence. With encouragement from their mentors, managers learn to lead by example, make difficult decisions, and mediate conflicts. This nurturing environment instills confidence, empowering managers to embrace complex roles with assurance. Mentees gain valuable experience and broaden their skill sets much faster by learning through practice. One of the key advantages of mentorship is its ability to improve decision-making and problem-solving skills. Mentees who receive fresh perspectives from their mentors are more inclined to seek guidance in challenging situations, and this relationship opens doors to networking opportunities, allowing mentees to connect with their mentors' professional circles, leading to new career possibilities and resources.

On the other hand, coaching takes a more structured approach to development. A coach collaborates closely with individuals to define goals, assess progress, and cultivate specific skills tailored to their needs. Coaching can manifest in various forms, each catering to different developmental goals, such as executive coaching, which focuses on enhancing strategic thinking and leadership capabilities among senior leaders; leadership coaching, which helps



managers improve their team management and conflict resolution skills; and career coaching, which assists individuals in setting and achieving career aspirations. Performance coaching targets job performance, while team coaching enhances collaboration and communication within groups. Life coaching addresses work-life balance and stress management, helping professionals avoid burnout, while skills coaching hones specific abilities like public speaking or mastering new software. Each coaching type is designed to foster growth and efficiency in the workplace, addressing specific developmental needs.

Coaching doesn't just enhance skills; it also boosts productivity. Coaches help managers identify ways to optimize workflows, delegate tasks effectively, and manage their time efficiently. By honing in on specific performance objectives, coaching can lead to measurable improvements in output. Additionally, coaches assist managers in setting clear, attainable goals, ensuring that motivation and focus are aligned with achieving these objectives. Mentorship and coaching are not just buzzwords; they are essential for developing effective managers and leaders. They provide the guidance and support needed to foster personal and professional growth. Mentorship helps aspiring managers learn from seasoned professionals, refining their decision-making skills in complex business environments. At the same time, coaching enhances specific skills like communication and emotional intelligence through personalized feedback.

Organizations that invest in mentorship and coaching create a culture of support, leading to increased job satisfaction and higher employee retention rates. When managers feel appreciated and supported, they're more likely to remain engaged and committed to their organization. A growing trend in mentorship is reverse mentorship, where junior employees' mentor senior leaders. This innovative approach allows senior managers to gain fresh insights into emerging trends, technological advancements, and evolving workforce dynamics. It creates a dynamic two-way learning process that benefits everyone involved.

To make mentorship and coaching initiatives effective, organizations should adopt best practices like setting clear goals for mentors and coaches and establishing regular feedback mechanisms to track progress. Building strong relationships based on open communication and trust is crucial for the success of these programs.



Flexibility is key; programs should adapt as individuals grow and encounter new challenges. Ultimately, mentorship and coaching are about more than just skill development; they nurture individuals and support their holistic growth, both personally and professionally.

When organizations invest in understanding the needs of their employees and leaders while fostering programs rooted in trust and encouragement, the benefits extend far beyond performance metrics. These relationships empower individuals to discover their talents, overcome limitations, and create meaningful connections that drive progress. Through effective mentorship and coaching practices, leaders not only become more effective but also more empathetic. The impact of these practices transcends the workplace, cultivating a culture of continuous learning and mutual respect.

By committing to mentorship and coaching, organizations foster an environment where everyone can thrive, paving the way for a future where individual success contributes to the collective success of the organization.



TOURISM AND DIGITAL MARKETING

JAHNABI BISWAS – I MBA

Continuous involvement in technology indeed leads to better opportunities, especially when it comes to travel and tourism. The new technology helps developers and users fetch and retrieve relevant information. Through this article, we will discuss how digital marketing is escalating the opportunity in terms of revenue generation and global-based recognition.

Decision Making:

Want to visit a new destination? But clueless about budget?

Here comes the phenomenal advantage of digital marketing which helps visitors fetch relevant information regarding location, feasible hotels, and food destinations.

Influencers and vloggers who have a good number of followers can easily circulate information by hitting a single click. The advanced algorithm indeed refers the relevant travel posts to the right user leveraging the data from n number of hash tags and posts.

Visitors now can make decisions within a second with just a swipe and “ok”.

Content-driven inbound marketing:

A proven strategy that tourism companies employ to attract customers is through well-crafted content, and this isn't expected to change anytime soon. Content always plays a significant role in digital marketing strategy, by expanding website pages. Blogs are a great way to have new content regularly.

Social networks

Social media platforms are vital for tourism, used pre-, during, and post-travel. Diverse platform preferences among audiences by focusing on 3-4 platforms and keeping them regularly updated can maintain user engagement.

E-commerce for tours and experiences

E-commerce for tours and experiences streamlines the booking process, improves accessibility, and enables customers to conveniently compare and select options online, thereby enhancing their overall experience.

Facebook Messenger and chatbots

The increasing demand for quick responses on social networks is met with tools like Facebook Messenger and chatbots. Many customers book tours with the first company providing clear



information. Therefore, it's crucial to have comprehensive details on all digital platforms e.g.: website, Google My Business, Facebook, etc.

How digital marketing really works in tourism?

With the help of digital marketing indeed tourism is generating a huge amount of revenue but the entire system follows some structured procedures.

- a. Leveraging Data**
- b. Implementation of Data-Driven Strategies**
- c. Marketing Efforts optimization**
- d. Enhancement of Customer Experience**
- e. Expansion of Content Marketing**
- f. Utilization of Advanced Technologies**
- g. Foster Partnerships and collaborations**
- h. Continuous Improvement**

Right information to right person – Digital Marketing

Targeted Advertising

- **Fetching Data based on Demography:** The advance technology of Machine learning fetches information such as age, gender, income, and location help marketers create targeted campaigns.

Let's take an example, people often love to visit tropic regions for its natural beauty, cultural appeal, health benefits and soothing climate. So, countries having tropical climate generates more tourism revenue, this analysis can be detected by fetching demographic data.

- **Behavioral Data:** The analyzed data related to online behaviour (e.g., browsing history, past purchases) allows personalizing ad targeting.
- **Data collection based on preferences:** Data from social media algorithms, search queries, and interactions helps identify tourist interests and preferences.

Personalization of segregated data

- **Email Marketing:** Personalized email campaigns based on previous interactions and preferences can increase engagement. **Let's understand with an example, "Makemytrip" customizes the email content based on the previous check-ins and inquiries.**

- **Website Customization:** Dynamic content on websites that changes based on user data to match interests.

For example, goibibo.com website provides traveller booking service for Domestic and International Flight Tickets

- **Recommendation Engines:** Suggesting destinations, activities, and packages based on past behaviour and preferences (e.g.: Instagram posts based on recommendation and search history)

Predictive Analytics:

- **Travel Trends and booking Patterns:** Based on different events and by analyzing historical data now it became much easier to predict the future in terms of travel trends and demands. By understanding the booking windows and peak travel times to optimize marketing campaigns. For example, the travelling tendency in various chilling places like Sikkim, Ladakh increases during summer throughout the country.

The takeaway

By effectively leveraging data, digital marketers in the tourism industry can enhance targeting, personalization, and customer engagement, ultimately driving more bookings and improving the overall travel experience for tourists.

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The holistic development of Management and Innovation through education and partnering with Industries, Provide thought leadership that is contextual for a positive impact on the business, government and society.

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1. Foster advancement of knowledge through education and research in technology and management
2. Provide thought leadership that is contextually relevant for Business, Government and Society through practical exposure and simulated models
3. Pursue excellence in education and thought leadership without bias

About Salad

SALAD is a Quarterly magazine published by the students of KV Institute of Management and Information Studies, Coimbatore. SALAD aims at serving the Management student community in impacting knowledge about the Current events in management Science. Just like salad which is a mixture of cold and hot food which is arranged and served, our SALAD provides a variety of information to readers.

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