



DEPARTMENT OF MBA

Report Submission: 22/06/2026

Semester: EVEN	Academic Year: 2025-26	Venue: MBA Auditorium, Acharya Institutes
Event Date: 19/06/2026	Time: 11:00 AM to 1:00 PM	Duration: 02:00 Hours

TYPE OF EVENT: CLUB ACTIVITY

EVENT NAME: INAUGURATION OF THE PIONEER FORUM

Target Audience:	MBA Students	Number of Participants:	74
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OBJECTIVES:

- i. To formally inaugurate the Research & Development Club – Pioneer Forum.
- ii. To create awareness among students regarding the importance of research and innovation.
- iii. To encourage students to actively participate in research-oriented activities and academic development.
- iv. To provide insights into the role of Artificial Intelligence in business, marketing, and operations.
- v. To foster a culture of critical thinking, creativity, and continuous learning among MBA students.

PROGRAM INTRODUCTION:

The Department of MBA organized the Inauguration of the Research & Development Club – Pioneer Forum with the objective of promoting research culture and academic excellence among students. The forum has been established to encourage students to engage in research activities, paper presentations, knowledge-sharing sessions, workshops, and innovative projects that contribute to academic and professional growth.

The programme aimed to introduce students to the significance of research and development in today's dynamic business environment and motivate them to develop analytical and problem-solving skills through research-based learning.



THEME OF THE EVENT:

The primary theme of the programme was to foster a culture of research, innovation, and academic excellence among MBA students through the inauguration of the Pioneer Forum – Research & Development Club. The event aimed to highlight the significance of research as a systematic process of generating knowledge, solving real-world problems, and contributing to organizational and societal development. Emphasis was placed on encouraging students to develop analytical thinking, critical inquiry, and evidence-based decision-making skills through active participation in research activities.

The programme also focused on creating awareness about the role of Research and Development in driving innovation, improving business practices, and supporting sustainable growth in organizations. Through the inaugural address, students gained valuable insights into emerging trends and technologies, including Artificial Intelligence, and their relevance in contemporary business environments. Overall, the theme sought to inspire students to embrace research-oriented learning, contribute to knowledge creation, and actively engage in the academic and professional opportunities offered through the Pioneer Forum

RESOURCE PERSON:

The resource person for the inaugural programme was **Dr. V. K. Jayaraghavendra Rao**, Principal Scientist and Head at the Indian Institute of Horticultural Research (IIHR), Bengaluru.

DETAILED REPORT

The program commenced with the welcome of dignitaries and participants by the Master of Ceremonies, Ms. Feba K Philip II SEM MBA .This was followed by the Invocation Prayer rendered by Ms. Jeevitha K.V II SEM MBA , seeking blessings for the successful conduct of the program and the future endeavors of the Pioneer Forum.

The dignitaries then participated in the Lighting of the Lamp Ceremony, symbolizing the pursuit of knowledge, wisdom, and enlightenment. The ceremonial inauguration marked the beginning of a new platform dedicated to promoting research and innovation among students.

Following the lamp-lighting ceremony, **Dr. Benjamin Jones Abraham**, Department of MBA, delivered the Welcome Address. He warmly welcomed the Chief Guest, faculty members, and students and emphasized the importance of research in academic and professional development. He



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highlighted the need for a dedicated platform that would encourage students to engage in research activities, develop analytical skills, and contribute to knowledge creation.

Subsequently, Ms. Anamika Omanakuttan IV SEM MBA, presented an overview of the Pioneer Forum, explaining its Vision, Mission, Objectives, and proposed activities. The presentation highlighted the forum's commitment to fostering a culture of research, innovation, academic excellence, and intellectual curiosity among students. She also explained the various opportunities that the forum would provide, including research projects, paper presentations, workshops, seminars, conferences, and knowledge-sharing sessions.

The official inauguration of the Pioneer Forum was then carried out through the formal slide opening by the Chief Guest Dr. V. K. Jayaraghavendra Rao, marking the launch of the Research & Development Club. This significant occasion reflected the institution's commitment to promoting research-driven learning and innovation.

Thereafter, Ms. Monisha II SEM MBA formally introduced the Chief Guest, Dr. V. K. Jayaraghavendra Rao, Principal Scientist and Head, IIHR, Bengaluru. She highlighted his distinguished academic background, research achievements, and valuable contributions in the fields of research, innovation, and knowledge dissemination.

During his Inaugural Address, Dr. V. K. Jayaraghavendra Rao emphasized the importance of Research and Development as a driving force behind innovation, organizational growth, and societal progress. He encouraged students to cultivate a research-oriented mindset by questioning existing practices, exploring new ideas, and adopting evidence-based approaches to problem-solving. He explained that research is not confined to laboratories or academic publications but is a continuous process of learning, discovery, and improvement that contributes to both personal and professional development.

The Chief Guest also shared valuable insights into the role of Artificial Intelligence (AI) in modern business environments. He discussed how AI is transforming business operations, enhancing efficiency, supporting strategic decision-making, and creating innovative solutions across industries. He further explained the growing influence of AI in marketing through customer behavior analysis, personalized communication, and data-driven marketing strategies. Emphasizing the connection between research and technological advancement, he encouraged students to explore emerging technologies through systematic research and innovation. His address inspired students to remain curious, embrace lifelong learning, and actively contribute to knowledge creation through meaningful research activities.



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Following the inaugural address, Ms. Anamika delivered a Research Paper Presentation on “Deepfake Artificial Intelligence.” The presentation provided an overview of deepfake technology, its applications, opportunities, and ethical challenges. It highlighted how artificial intelligence can be used to create realistic synthetic media and discussed its impact on communication, cybersecurity, digital trust, and society. The session emphasized the importance of responsible technology usage and encouraged students to explore contemporary research areas related to artificial intelligence and emerging digital technologies.

The programme concluded with enthusiastic participation from students and faculty members, successfully creating awareness about the importance of research, innovation, and academic excellence through the establishment of the Pioneer Forum – Research & Development Club.

VOTE OF THANKS AND FELICITATION

The Vote of Thanks was delivered by Ms. Nandhushree, and the Chief Guest was felicitated by Dr. Bhargav N and Dr. Kiran N Maney, Department of MBA.

PHOTOGRAPHS (WITH CAPTIONS):



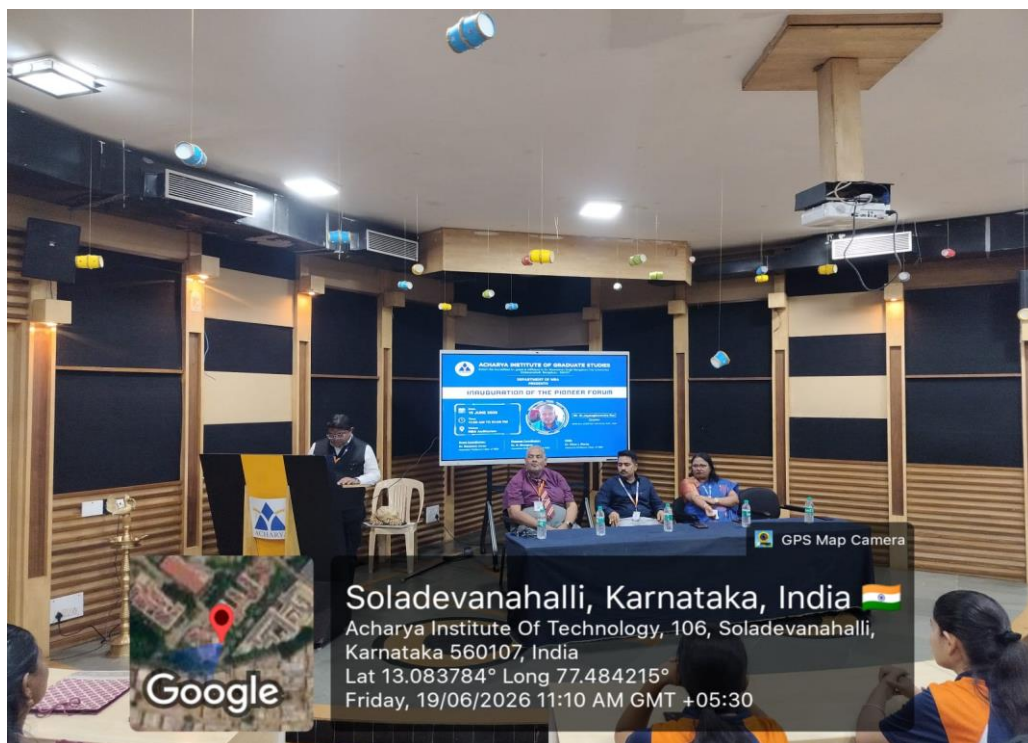
Invocation Prayer & Lamp Lighting by Dignitaries.



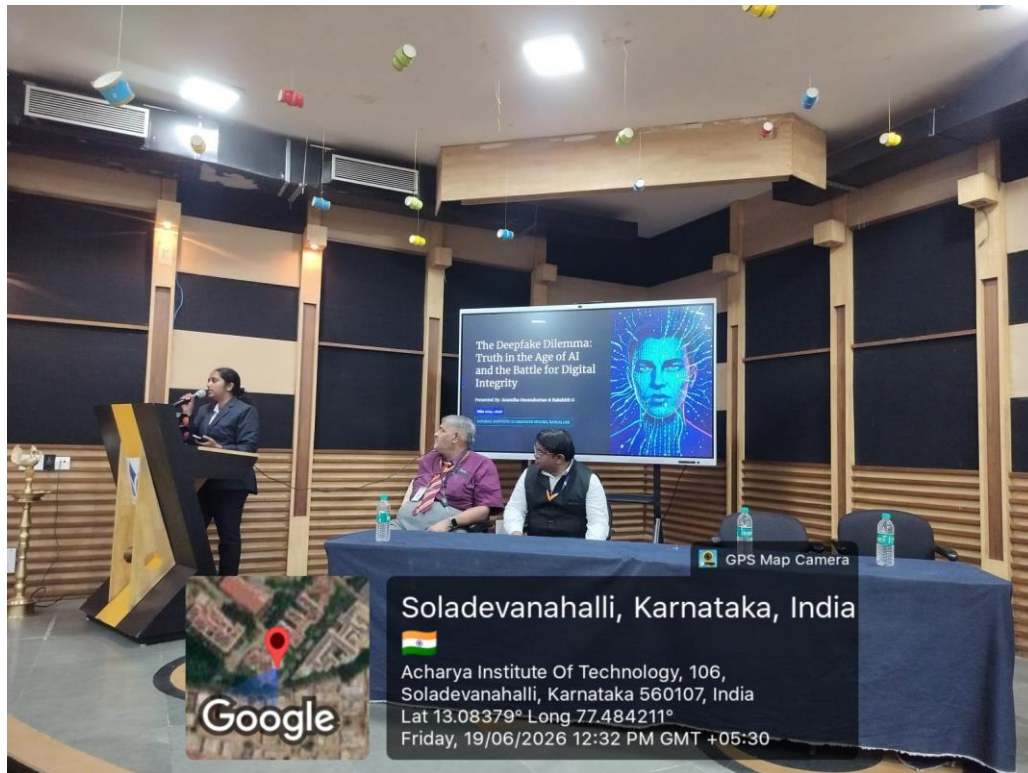
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Ms. Feba K. Philip emceeing the inauguration program



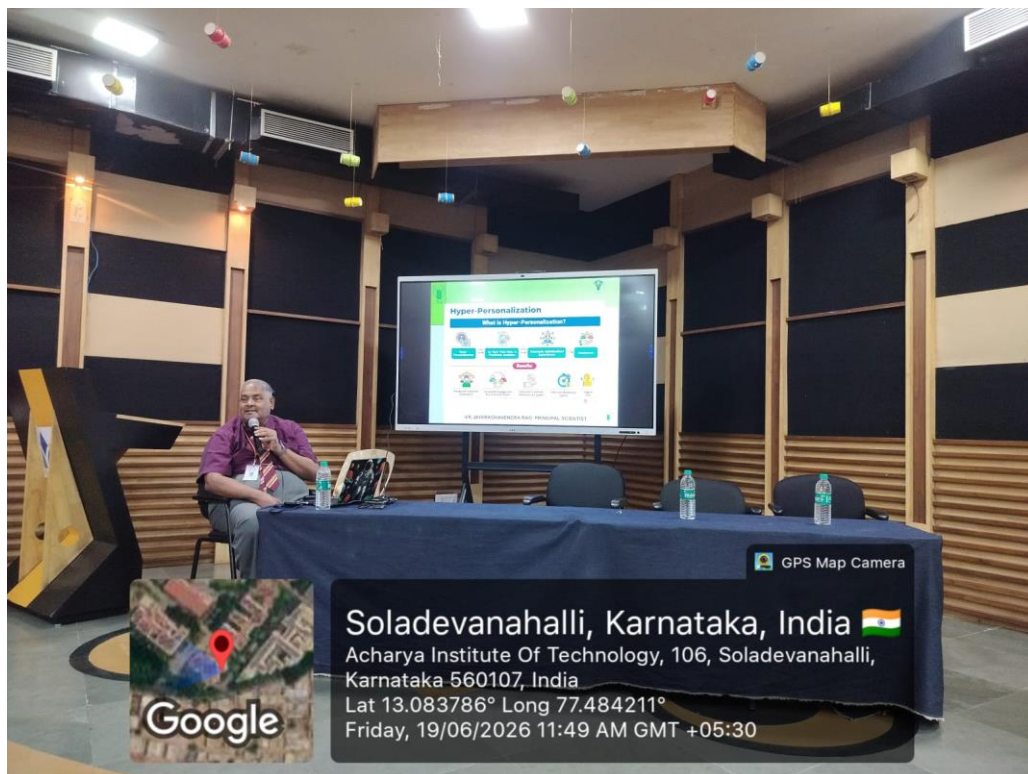
Dr. Benjamin Jones delivering the Welcome Address.



Research Paper Presentation on “Deepfake Artificial Intelligence” by Ms. Anamika.



Felicitation of the Chief Guest by Faculty of Department of MBA



Chief Guest addressing the students on Research, Innovation, and Artificial Intelligence.



Chief Guest unveiling the Pioneer Forum Logo



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The audience listening to the Chief guest's address



Group Photograph with the Chief Guest and Students

OUTCOMES:

The program enhanced students' understanding of the importance of Research and Development and strengthened their awareness of research culture in higher education. Participants gained valuable insights into innovation, knowledge creation, and the role of Artificial Intelligence in contemporary



business environments. The session helped inspire a research-oriented mindset among students and encouraged active participation in academic, research, and innovation-driven activities through the Pioneer Forum

CONCLUSION

The inauguration of The Pioneer Forum – Research & Development Club was informative and inspiring in promoting awareness about research, innovation, and academic excellence among students. The program enhanced students' understanding of the importance of Research and Development, emerging technologies, and research-oriented learning. Overall, the event successfully encouraged a culture of inquiry, innovation, and knowledge creation while providing a strong foundation for future research activities through the Pioneer Forum.

FEEDBACK

