

Industry Pulse: What's Hot Now The Season of Specialization: How do you meet a flavour of aspirations?

Dr. Hariharanath,
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We are entering into another busy season. The campus opens on July 22, 2024 for III semester of MBA 2023-25.

This is a crucial stage in an MBA program as you get to register for specializations, which is a significant first step in shaping your career. The students are given an option to complete 2/3rd portion of their summer internship so that they can better understand the nuances of the business world and make an impactful choice. SSN thrives on the dreams of student aspirations, the institution helps students to choose specializations by conducting professional career development workshops. The sole purpose of these workshops, conducted by professional managers, is to enable students arrive at the best possible combination that suits them.

Few tips that will help:

1. Understand the market reality & industry needs and then make a decision. Do not choose specializations based on the fancy nature of courses/ combinations.
2. Identify 4-5 good industries, perform industry analysis, review career opportunities and assess the weight of these opportunities through JDs (both SSN as well as in job portals and other schools). Link your aspirations to a good career graph.
3. Please have good mentors (either from alumni or industry) who are in prominent roles and consult them to identify the potential of the specializations.
4. Marketing is an evergreen specialization. SSN has created two baskets that caters to the different needs of students.

One-third of the courses in the third semester are taught by industry managers to give an edge and thus preparing you for a challenging campus placement season.

Welcome back to campus!

Faculty Corner The New Era of AI- Generated Virtual Influencer Marketing in India



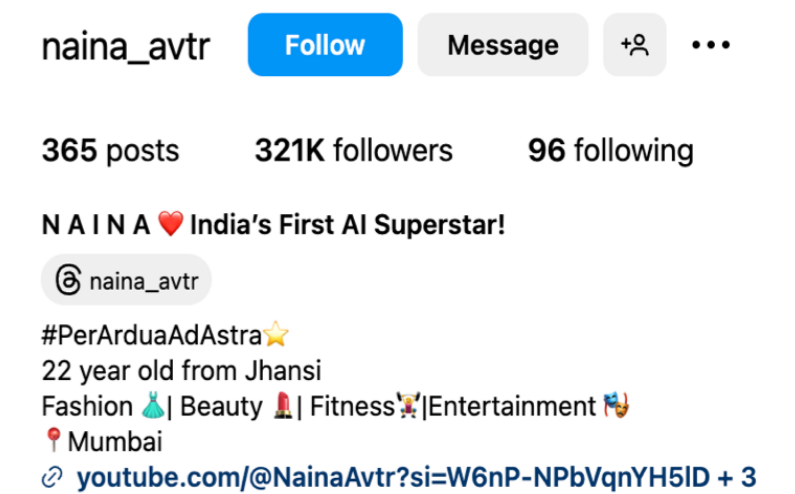
Dr. Sudarsan Jayasingh,
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In the evolving landscape of influencer marketing, emergence of Artificial Intelligence (AI) influencers is making waves and redefining the dynamics of marketing in social media environment. FICCI EY study forecasted that India's influencer marketing industry is expected to increase to ₹34 billion by 2026, from ₹19 billion in 2023. Advent of AI, Augmented Reality (AR) and Virtual Reality (VR), a new form of influencers called as virtual influencers was launched in recent years. An AI influencers or virtual influencers are fictional virtual human created by AI-generated software, who have the realistic characteristics, features and personalities of human. AI influencer is a digital personalities

that are created by 3D artists using computer generated imagery (CGI), motion capture and AI technologies that attract followers on social media platforms.

Virtual AI influencers are becoming popular trend in recent years and transforming the way content is created, consumed and marketed online. Similar to human influencers, these virtual influencers also post photos, videos and stories on social media, interact with followers and collaborate with brands for marketing campaigns. Following the global trends, popular Indian virtual influencers like Kyra, Naina and Maya are launched. Brands, like Boat, Realme, Titan, Fikaa and Myntra uses these virtual influencers to promote their brands. AI created model Naina, with human-like movements and appearances is among the leading virtual influencers and it is revolutionising creator marketing in India.

Despite collaborations with high-profile brands, Indian virtual influencer is reportedly struggling to gain significant popularity in the market. AI able to generate content but lacks the spontaneity and personal stories like human influencers. Many users says these AI influencers lack authenticity and accountability. Research studies by Deloitte shows that emotions connect 60% of consumer loyalty in India, which is found lacking in the AI influencers. The marketers are advocating a hybrid approach to address the gaps by adding human empathy and intuition to the AI virtual influencers. The successful move towards AI influencers still requires huge advancements in the field of artificial intelligence and machine learning. Combinational of technology and human touch will able to redefine the future of AI influencer marketing in India.



Upcoming Events

Python
Workshop

Atharv
Ranbhoom

IIM Case
Competition

Call for articles -
TAPMI

Student Corner Pedaling my way through 1st year!



The first year of my MBA journey can be compared to a hill ride on a bright, breezy day. It had its own uphill and downhill moments. But the one thing that remained constant was my passion for cycling. Being a budding endurance cyclist, I crave opportunities to ride long distances. However, because of the packed curriculum, I could not ride long frequently. But when you love something wholeheartedly, you make time for it, and I was no different. I started cycling around the campus, and that's when I realized that the lush green campus of SSN is a whole lot more serene when you pedal your way around it, listening to nature. It's literally therapeutic. This is something that can only be felt, and I genuinely wish that everyone gets to experience this feeling. Cycling or any physical activity, in fact, secretes feel-good hormones such as dopamine, oxytocin, endorphins, and serotonin, which reduce anxiety, stress, depression, etc. A small ride after a bad day at class/ work immediately improves the mood of a person. "Our mental health plays a major role in our general well-being". Ignoring mental health can lead to various physical health issues. Despite the tight academic schedule/deadlines at work, I sincerely want everyone to prioritize their mental health by involving themselves in any physical activity of their choice for at least 30 minutes a day. Cycling has been my escape mechanism over the past year whenever I felt low, and I hope to continue my cycling journey at SSN in my second year. I look forward to joining many more cycling and fitness enthusiasts. I aspire to achieve more in my passion while balancing my career prospects, just as I balance my bicycle.

- Anand G
MBA 2023 – 25

The Chinar



Standing tall and sturdy,
the Chinar is a 340-year-old beauty!
Looking up, I marvelled at its tenacity.
It is mighty, yet humble.

Having seen life and death,
Good and bad times,
Love and hatred,
Smiles and tears,
Romance and heartbreaks,
War and peace,
Drought and flood,
Sunshine and snowfall,
The rise and fall of empires,
it stands with a stoic silence.
To me, it seemed like a wise sage
Who has witnessed everything.

Standing under its benevolent shade,
Some uttered truths,
While others plotted schemes.
It heard the prayers of the hopeful
And the confessions of the repentant.
It sheltered both the king and the pauper;

It saw new life bloom and old life fade;
It met people of all ages and from faraway lands;
and, I met it too!

Spreading my arms, I felt its girth,
wishing for its resilience.
With one last glance, I said, "Live for 300 more
years. And I know, you will!"
As if it heard me loud and clear,
it ruffled its shimmering leaves.
When it was time to depart,
An inexplicable feeling pervaded my heart.

Krishikaa S
SSN MBA 2023 – 25

[Click Here for Chain it!](#)

THE PATH | A Comprehensive Journey into the Forge of SSN School of Management

Aug 28, 2023



Celebrating the spirit of Onam with joy, tradition, and togetherness!

Aug 23, 2023



The orientation of the 2023-25 batch was enriched by the presence of Spendflo's CEO, Mr. Siddharth Sridharan.

Jan 09, 2024



Harvesting happiness and tradition during our Pongal celebrations!

Nov 08, 2023



Bright lights, joyful smiles, and unforgettable memories with the joy of Diwali!

Mar 30, 2024



Capturing moments from HR Conclave'24: Enhancing Employee Experience, Engagement, and Talent Acquisition in the AI and Digital Era.

Mar 22, 2024



Exploring global insights at the Second International Conference on "Emerging Trends in Business and Management"

Oct 27, 2023



Celebrating the spirit of leadership and success at Daksha'23!

Mar 25, 2024



Vibrant colors, joyful hearts: Students celebrating Holi with boundless enthusiasm!

Apr 27, 2024



Bidding adieu to the 2022-24 batch with cherished memories and boundless opportunities on the horizon.

The Team

Faculty Coordinator
Dr. T. Thiruvankadam

Sumithra Thillaikannu
Beulah Catherin Jayanthi

Pavithran
Sanjana

Divya Barathi
Sabari Manikandan

Krishikaa
Priya Shanthini

Sowmya
Shirly Jim

Nandhini