



## EDITORIAL

Dear Readers,

With the turning of these virtual pages, we step into the third edition of our shared literary odyssey—an ever-evolving symphony of thought, imagination, and intellect. Like the gentle ripples of a quill upon parchment, this edition unfurls with the cadence of voices that dare to dream, to question, and to create.

Each article, each verse, each brushstroke of creativity woven into this issue stands as a testament to the boundless potential within our student community. This magazine is not merely a collection of words; it is an echo of aspirations, a sanctuary of self-expression, and a confluence where artistry meets acumen.

To our contributors, you are the architects of this narrative, sculpting meaning from the abstract and beauty from the mundane. To our readers, may these pages stir your curiosity, ignite your passion, and inspire you to be part of this ever-growing mosaic of ideas.

Let us continue to illuminate minds and enrich souls through the power of the written word. Together, we craft not just a magazine, but a timeless chronicle of creativity and vision.

Happy Reading,  
Ms. Kessia Joseph  
Assistant Professor  
KICMA



## CHAIRMAN'S MESSAGE



Dear Readers,

It fills me with immense pride to share the incredible journey of KICMA B-School and the strategies we have embraced to shape it into a premier institution for management education. Our commitment has always been to provide a learning experience that is both enriching and student-friendly.

Discipline is the backbone of success, especially in the world of management education. At KICMA, we emphasize punctuality, integrity, and responsibility—values that mold our students into future leaders.

Excellence in education is at the heart of our institution. We believe in equipping our students with both theoretical knowledge and practical exposure, ensuring they are industry-ready. With a passionate and dedicated faculty, we strive to provide an education that empowers students to thrive in an increasingly competitive world. As we look ahead, our goal is to expand our horizons and offer even more opportunities for learning and growth.

I extend my heartfelt gratitude to our faculty, students, and well-wishers who continue to contribute to the success of KICMA. Let us move forward together, embracing innovation and excellence in everything we do.

Warm regards,  
Sri. Koliyakode N. Krishnan Nair  
Chairman, State Co-operative Union, Kerala

# DIRECTOR'S MESSAGE



**Dear Readers,**

It brings me immense joy to welcome you to the latest edition of our KICMA E-Magazine! This initiative reflects the vibrant spirit, creativity, and intellectual curiosity of our students, and I couldn't be prouder of their efforts.

As the Director, I have had the privilege to witness the hard work, passion, and dedication that have gone into making this magazine a reality. Beyond academics, our students are shaping ideas, sharing perspectives, and weaving together a beautiful narrative of learning, growth, and innovation. This magazine is not just a collection of articles—it is a platform for expression, collaboration, and inspiration.

A heartfelt thank you to our talented contributors and the editorial team for their commitment in bringing this vision to life. Your efforts truly showcase the essence of KICMA—a place where knowledge meets creativity.

**Happy reading!**

**Dr. Rajesh S. Pyngavil**  
**Professor & Director, KICMA**

## *AI-POWERED DECISION MAKING: A NEW ERA FOR MANAGERS*

*This article, "AI-Powered Decision Making: A New Era for Managers," offers a timely and insightful look into how Artificial Intelligence is transforming business leadership. With real-world examples like Netflix and practical applications across Marketing, HR, and Operations, it bridges the gap between theory and practice.*

---

### **AI-Powered Decision Making: A New Era for Managers**

#### **Introduction**

The future of business management is being reshaped by Artificial Intelligence (AI). No longer a tool confined to tech giants, AI is now actively transforming how decisions are made across industries. From marketing to finance, supply chain to HR, AI's role in enhancing managerial effectiveness is rapidly growing. In 2025, the question is no longer if managers will adopt AI, but how fast they can integrate it into their decision-making frameworks.



*"AI will not replace managers. But managers who can work with AI will replace those who cannot.."*

– THOMAS H. DAVENPORT, D  
EXPERT ON AI IN BUSINESS

### **AI in Managerial Decision Making**

Modern managers are expected to handle complex data, make faster decisions, and deliver higher efficiency—all in real time. AI tools like predictive analytics, machine learning algorithms, and natural language processing offer support by analyzing massive datasets, identifying trends, and recommending actions. For instance:

- Marketing Managers now use AI tools to predict consumer behavior, personalize campaigns, and optimize spending.
- HR Managers rely on AI for talent acquisition, employee engagement, and even sentiment analysis within teams.
- Operations Managers deploy AI to forecast demand, reduce waste, and automate routine tasks.

### **Case in Point: Netflix's AI Strategy**

Netflix offers a perfect example of AI in action. Its recommendation engine, powered by machine learning, not only increases viewer satisfaction but also significantly influences content creation and acquisition. Management teams at Netflix depend heavily on AI-driven insights for strategic decisions, reinforcing the value of data-led leadership.

### **Challenges and Ethical Considerations**

While AI enables efficiency, it also brings challenges. There's a growing concern around data privacy, algorithmic bias, and the potential erosion of human judgment. Managers must balance machine-generated insights with ethical thinking and emotional intelligence.

Moreover, the fear that AI will replace human roles is exaggerated. Instead, AI is emerging as a collaborative tool, enhancing human capabilities rather than eliminating them.

– MR. ASIM AHAMMED S  
MBA S4



# *Innovative Business Ideas*

---

## **1. Personalised Skincare made by AI**

This advanced AI-driven model not only makes skincare highly personalized but also reduces waste through on-demand manufacturing. The result is a new era of sustainable, effective skincare solutions that address individual skin concerns with laser precision.

## **2. Tech tutoring for seniors**

Tech tutoring for seniors typically involves personalized instruction and support to help older adults become more comfortable and confident using technology. This can include learning how to use smartphones, computers, tablets, and various online platforms and applications, with a focus on practical skills like communication, online safety, and accessing online services.

## **3. Sustainable Packaging Solutions**

**Problem:** Businesses are under pressure to reduce plastic waste.

**Idea:** Provide biodegradable or reusable packaging for e-commerce, food delivery, or retail. Add smart labels with QR codes for recycling instructions.

## **4. Microlearning Platforms for Professionals**

**Problem:** Time-constrained professionals want quick learning formats.

**Idea:** Offer 5-10 minute daily lessons (video + quiz) for skill development in sales, coding, leadership, or finance.

## Word Puzzle

S	M	A	I	E	C	B	X
G	A	S	C	D	Z	R	V
A	R	L	Z	A	Q	A	T
T	K	O	E	R	P	N	I
E	E	P	W	T	H	D	F
D	T	U	I	T	B	I	O
E	S	B	L	K	H	N	R
L	D	A	N	U	S	G	P

1. What do you call the money a business earns after all expenses are paid ?
2. what is the term for a place or system where goods and services are bought and sold?
3. what is the increase in the companies size , sales , or profits called ?
4. what is the process of creating a unique identity and image for a product or company ?
5. what is the term for the exchange of a product or service for money ?

# Funny Articles



-MR. BENSAL BENNY  
MBA S2



-MS. SUHANA S  
MBA S2



**Respect Drives Results – Not Rage**  
Let's talk about emotional intelligence in the workplace  
**Managing Without Yelling – Building Positive Leadership**

-MS. SHILPA SS  
MBA S2



## Jargons

---

1. Trying to solve too many problems at once; an overly ambitious or impractical approach.
2. A highly skilled group brought together to solve a specific critical issue.
3. Smart, cost-effective techniques used for rapid business or user growth.
4. When a company uses its own product to test its quality or showcase confidence.
5. A startup valued at over \$1 billion, often in the tech industry.
6. A business model offering basic services for free, while charging for premium features.

### Answers of Previous Issue Jargons

1. FlexiFlow
2. Swift Shift
3. SyncSprint
4. Growth Grid
5. Clarity Curve
6. Pulse Check
7. Team Torque
8. Adapt Edge
9. Pivot Point
10. Vision Vibe

– Ms. AYISHA FIROS  
MBA S2



## Business Quiz

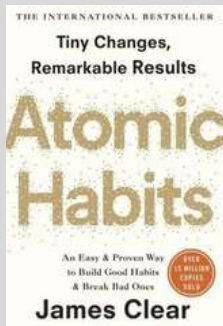
---

1. Which city a National level business meet was organized by CPWD?
2. Which company has launched a program of training 5000 Government employees?
3. Which among the below companies is the biggest snacks company in India?
4. Which company launched a Military Veterans Employment Program in partnership with DGR and AWPO?
5. Who is the CEO of the Federation of Indian Export Organization?
6. Which among these is not a subsidiary of RBI?
7. TATA NANO's project was shifted from Kolkata to which place?
8. Which Airline has banned the use of single-use plastic on the flight since October 2019?

### Answers of Previous Issue Business Quiz

1. Sustainability
2. Penetration Pricing
3. Economies of Scale
4. Monopoly
5. Income Statement
6. Freemium Model
7. Market Crash
8. Target Market
9. Crowdsourcing
10. Diversification

– Ms. HRIDYA D  
MBA S2



## Book Review

PAGE No. 08 of 10

# ATOMIC HABITS (JAMES CLEAR)

## Introduction

In a world where we often search for quick fixes and big changes, Atomic Habits by James Clear brings a refreshing perspective: true success comes from small, consistent improvements. Published in 2018, this bestselling self-help book explores the science of habits and personal transformation. James Clear emphasizes that by making tiny adjustments to our daily routines—what he calls “atomic habits”—we can build a life of success, health, and happiness. With a clear, practical approach, the book guides readers on how to break bad habits, form good ones, and sustain long-term growth

## Summary

Atomic Habits by James Clear explains how small, consistent habits can lead to remarkable results over time. The central idea is that habits are the compound interest of self-improvement—tiny changes add up to big differences if done regularly

**Clear introduces the 4 Laws of Behavior Change to build good habits and break bad ones:**

1. Make it Obvious
2. Make it Attractive
3. Make it Easy
4. Make it Satisfying

## Analysis

### **Strengths:**

1. Focus on Identity Change:  
One of the book’s most powerful insights is that lasting change happens when you shift your identity, not just your behavior.

### **Weaknesses**

1. Focuses more on individual change rather than social or systemic change.

## **Opportunities**

### 1. Wide Applicability:

The concept of small habit changes applies to students, professionals, entrepreneurs, fitness enthusiasts—basically everyone.

### 2. Growing Interest in Personal Development:

In today’s world, people are increasingly focused on self-improvement and mental health, providing a large market for books like Atomic Habits.

## **Threats**

### Misinterpretation:

Some readers may expect instant results, misunderstanding that habits take time to show meaningful impact.

## **Evaluation**

Atomic Habits stands out as one of the most practical and actionable books in the self-help genre. James Clear successfully bridges the gap between theory and practice, making it easy for readers to not only understand habit formation but also apply it to their daily lives.

However, for readers well-versed in productivity literature, some parts may feel familiar or repetitive.

## **Conclusion**

In conclusion, Atomic Habits is an essential read for anyone who wants to improve their habits, break bad ones, or understand how lasting change happens. It reminds us that big success is often the result of small, consistent actions done over time. Whether you are a student, professional, or entrepreneur, the book offers practical strategies to build a better version of yourself, one habit at a time.

– MS. NIKETHA C  
MBA S2

## Do's and Don'ts for an Interview



- |                               |                                     |
|-------------------------------|-------------------------------------|
| 1. Understand the Employer    | 1. Don't Arrive Late                |
| 2. Dress to Match the Role    | 2. Avoid Casual Talk                |
| 3. Carry All Essentials       | 3. Don't Criticize Former Employers |
| 4. Rehearse Likely Questions  | 4. Steer Clear of False Claims      |
| 5. Show Positive Body Cues    | 5. Don't Interrupt                  |
| 6. Be Early, Not Just on Time | 6. Avoid Acting Overly Proud        |
| 7. Pay Close Attention        | 7. Keep Phones Away                 |
| 8. Speak with Sincerity       | 8. Don't Show Up Unready            |
| 9. Engage with Curiosity      | 9. Don't Mumble or Rush             |
| 10. Say Thanks Afterward      | 10. Avoid a Blank Expression        |

# TAGLINES

*Identify the Personalities from the given taglines*

1. Innovation distinguishes between a leader and a follower
2. I don't believe in taking right decisions. I take decisions and then make them right
3. Our brand is what other people say about you when you're not in the room
4. When something is important enough, you do it even if the odds are not in your favor
5. You don't have to be born into greatness. You can manifest it
6. Think big, think fast, think ahead. Ideas are no one's monopoly
7. Opportunities lie in the place where the complaints are.
8. Don't worry about being successful, but work toward being significant and the success will naturally follow.
9. Entrepreneurship is about being able to face failure, manage failure and succeed after failing
10. Price is what you pay. Value is what you get

– Ms. NANDANA K.M.  
MBA S2



**Patron**  
Sri. Koliyakode N. Krishnan Nair  
Chairman  
State Co-operative Union, Kerala



**Chief Editor**  
Dr. Rajesh S. Pyngavil  
Professor & Director  
KICMA



**Managing Editor**  
Dr. Rakesh Kumar S  
Associate Professor  
KICMA



**Editor**  
Ms. Kessia Joseph  
Assistant Professor  
KICMA

## Student Editors



Ms. Aparna Suresh  
MBA S2



Mr. Adhul S. Rajesh  
MBA S2



Mr. Daniel Francis  
MBA S2



Mr. Asim Ahammed S.  
MBA S4



Ms. Timna S. Pereira  
MBA S4



Mr. Akshay Babu  
MBA S4



Kerala Institute of Co-operative Management, State Co-operative Union, Government of Kerala,  
Neyyattur, Thiruvananthapuram-695572

[www.kicma.ac.in](http://www.kicma.ac.in)

