



SMS NEWSLETTER

QUARTERLY CHRONICLE



BY SMS RESEARCH FORUM

SMS RESEARCH FORUM

The SMS Research Forum at the School of Management Studies (SMS), Cochin University of Science and Technology (CUSAT), was established to foster a vibrant culture of quality, innovation, and solution-oriented research. Inaugurated on 4 January 2025, the Forum serves as a collaborative platform that encourages meaningful research, academic excellence, interdisciplinary engagement, and stronger connections between academia and industry. Through research initiatives, scholarly discussions, workshops, and collaborations, the Forum aims to inspire researchers and students to address contemporary societal and managerial challenges while advancing the research ecosystem at SMS, CUSAT.

MESSAGE FROM SMS RESEARCH FORUM COORDINATOR



Dr. DEVI SOUMYAJA

Research begins with curiosity; the willingness to ask questions, challenge assumptions, and view the world through new perspectives.

SMS Research Forum is committed to fostering a vibrant culture of inquiry, critical thinking, and scholarly excellence. This newsletter serves as a window into the intellectual life of our academic community, showcasing research publications, conferences, collaborations, achievements, and emerging opportunities. It celebrates the collective efforts of our faculty members, research scholars, and students in generating knowledge that addresses contemporary managerial and societal challenges.

INTERNATIONAL CONFERENCE AND DOCTORAL COLLOQUIUM (ICDC), 15 & 16 MAY 2026



Inaguration of International Conference & Doctoral Colloquium 2026

The inaugural session of ICDC'26 - "**Digital Futures: Reimagining Social and Business Models**" was successfully conducted at Seminar Complex, CUSAT on 15th May. The session commenced with a warm welcome address by Dr. Devi Soumyaja, Assistant Professor & Research Coordinator, SMS, CUSAT followed by an introduction to the conference and the activities of the SMS Research Forum by Ms. Lakshmi G, Research Scholar & Coordinator, SMS Research Forum. The presidential address was delivered by Prof.(Dr.) Sam Thomas, Director, SMS, CUSAT. The conference was formally inaugurated by Prof. (Dr.) M. Junaid Bushiri, Hon' Vice Chancellor, CUSAT. The keynote address by Prof. (Dr.) Saji Gopinath, Hon' Vice Chancellor, Digital University Kerala, offered valuable insights into the evolving landscape of digital futures and research.



Meet the Editors session

Future-Proofing Research in the Digital Economy: A Dialogue with Journal Editors was moderated by Prof. Joshy Joseph, Associate Professor, IIM Kozhikode, with 4 journal editors: Prof. Srinivasan Rangan, Prof, IIM Bangalore; Prof. Ajay Manrai, University of Delaware, USA; Prof. Shaphali Gupta, Professor, IIM Kozhikode; Prof. K. Mathiyazhagan, Professor and Research Head, Thiagarajar School of Management



Workshop on 'Systems Thinking in Action: Designing Holistic Research'

The session was led by Prof. L. S. Ganesh, Professor (Retd.) Department of Management Studies at IIT Madras. The workshop introduced Morphological Analysis for systematic literature reviews and clarified key methodological concepts, making it a highly enriching learning experience for research scholars.



Industry Analysis session

'Learning with Cases' was a session led by Prof. Rejie George Pallathitta, Professor and Chairperson, Strategy, IIM Bangalore discussed profit analysis of Aviation industry



Cultural Night and Networking Dinner

The Cultural Night at ICDC'26 celebrated the rich diversity of participants through vibrant cultural performances and shared traditions. The Networking Dinner provided a relaxed platform for delegates to connect, exchange ideas, and foster meaningful professional collaborations.

TEAM SMS, CUSAT



Valedictory session of ICDC'26

EVENTS AT SMS



'Launch of a new forum 'Rendezvous with Legacy leaders'

30 March 2026

The forum's inauguration was by SMS alumni Mr. Chacko Jose (Executive Director, BPCL Kochi). The program was coordinated by Dr. Smarty P Mukundan.



Inauguration of the 'Prof. Francis Cherunilam Author Collection' at the SMS Library

22 April 2026

Prof. Francis Cherunilam, former Professor at SMS, CUSAT, was honoured with a dedicated collection of his authored books in recognition of his lasting contributions to management and international business. The collection was inaugurated by Prof. (Dr.) M. Junaid Bushiri, Hon'ble Vice Chancellor, who also released the 40th anniversary edition of Business Environment published by Himalaya Publishing House. The event was coordinated by Dr. Zakkariya K. A.



'Vyavasaaya Keralam: Varthamaanavum Bhaaviyum'

30 March 2026

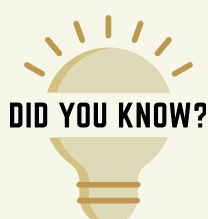
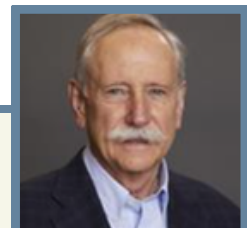
A seminar conducted by SMS, CUSAT, along with KSSIA, coordinated by Dr. Renjini D, Associate Professor, SMS, CUSAT. The panelists were Dr. Viju Jacob (M.D, Synthite Industries), C J Goerge (M.D, Geojit & Member, Syndicate, CUSAT), John Kuriakose (Founder, Dent Care), Navas Meeran (Chairman, CII), Nissaruddin (State President, KSSAI), Goerge Ummen (Head, Apollo Tyres), Nikhil N.P (Director, Gen Robotics).



Release of the first ever Newsletter by SMS Research Forum

22 April 2026

A significant milestone for the SMS Research Forum with the release of its Quarterly Newsletter - SMS Chronicle at the School of Management Studies, CUSAT. The release was held on an auspicious occasion in presence of distinguished dignitaries - by Prof. (Dr.) M. Junaid Bushiri, Hon'ble Vice Chancellor, C.A. Venugopal C Govind, Prof. Francis Cherunilam, and Mr. Anuj Pandey (Himalaya Publishing House).



RESEARCHER WITH HIGHEST H-INDEX GLOBALLY -

Dr. Walter C. Willett, Harvard University

2514 Papers 22.7K Citations

An academic researcher from Harvard University. The author has contributed to research in topics: Medicine & Risk factor. The author has an hindex of 334, co-authored 2399 publications. Previous affiliations of Walter C. Willett include Tulane University & Tufts University.

RESEARCH RELATED NEWS

Surge in retractions puts India's quality of research under lens

India recorded 887 research paper retractions in 2025, the world's second-highest, raising concerns over research integrity and academic quality. India's ambition to emerge as a global scientific powerhouse is facing a credibility challenge after recording the world's second-highest number of research paper retractions in 2025, raising concerns over research integrity and academic standards. While the country contributes around 5 per cent of global research publications, it accounts for 21 per cent of all paper retractions worldwide, highlighting what experts describe as a systemic problem rather than isolated instances of error.

ICSSR Announcements

The Indian Council of Social Science Research (ICSSR) continues to drive domestic funding, recently opening its Senior Fellowship 2026 applications and launching joint international research calls with Japan.

Researchers say AI chatbots may blur the line between reality and delusion

A new study suggests AI chatbots may do more than spread misinformation — they can actively strengthen a user’s false beliefs. Because conversational AI often validates and builds on what users say, it can make distorted memories, conspiracy theories, or delusions feel more believable and emotionally real. Researchers warn that AI companions may be especially risky for isolated or vulnerable people seeking reassurance and connection.

TISS to launch global social science research body

Tata Institute of Social Sciences (TISS) be launching a global social science research body, which will be aimed at strengthening international collaboration, interdisciplinary research and global south knowledge partnerships in the field of social sciences.

PUBLISHED ARTICLES

SMS RESEARCH FORUM
SCHOOL OF MANAGEMENT STUDIES, CUSAT

Congratulations!



Lalitha Padmanabhy P

Supervisor: Dr. Fezeena Khadir
has got her paper
"Pink Deception Across Borders: How Pinkwashing Erodes Consumer Trust and Brand Equity in Emerging Markets"
published in
Journal of Global Marketing
Scopus Q1 & ABDC-B indexed Journal

Proud Moment for SMS Research Forum

SMS RESEARCH FORUM
SCHOOL OF MANAGEMENT STUDIES, CUSAT

Congratulations!



Ulfat Rasoli

Supervisor: Dr. Smiju I S
has got her paper
"Preparing students for AI-powered learning: The mediating power of self-efficacy between holistic engagement and digital readiness"
published in
Journal of Interdisciplinary Studies in Education
Scopus Q1

Proud Moment for SMS Research Forum

SMS RESEARCH FORUM
SCHOOL OF MANAGEMENT STUDIES, CUSAT

Congratulations!



Fousia Azeez

Supervisor: Dr. Nimitha Aboobaker
has got her paper
"More cohesion, more harm? A social information processing lens on toxic leadership, well-being and innovative work behavior"
published in
Evidence-based HRM: A Global Forum for Empirical Scholarship
Scopus Q2 & ABDC (B) indexed

Proud Moment for SMS Research Forum

ALUMNI CORNER



Dr. Nimmy P.M
Assistant Professor,
IIM Tiruchirappalli

“ When I look back on my career, I feel incredibly fortunate to have been nurtured in the cradle of the SMS at CUSAT. The school provided me with the space to build a strong network of friends, relationships I continue to cherish to this day. I was also fortunate to be taught by some of the best faculty members of that time, whose guidance played a significant role in shaping my career. Being a PhD student at SMS was a privilege, as I benefited from the experience of seasoned faculty members while gaining fresh perspectives from newer recruits. My theoretical foundations were strengthened by esteemed professors, while younger faculty members introduced us to innovative ways of thinking and problem-solving. The PhD journey at SMS was a rollercoaster ride, filled with challenges that ultimately helped me become stronger and more resilient. With the Institution’s support, I was determined to build a global network, which significantly enhanced my research journey. Now, as a member of the editorial boards of several prestigious journals, I am delighted to give back to the scholarly community.

OPEN DEFENCES



Dr. Maria Stephen, scholar of **Dr. Rajitha Kumar**, was awarded PhD for the successful presentation and defense of the thesis titled **"Personal Qualities & Orientations Of investors in mutual fund selection"**.



Dr. Sreejith P M scholar of **Dr. Sreejith S** was awarded PhD for the successful presentation and defence of the thesis titled **"Sustainability Perceptions of Migrant-Led Micro-enterprises in Kerala: A Mixed Embeddedness Perspective"**.



Dr. Shihabudheen M T scholar of **Dr. Santhosh Kumar P K** was awarded PhD for the successful presentation and defence of the thesis titled **"Dvynamic Interlinkages Between Commodity Futures and Equity Markets: Perspective on Diversification, Hedging and Spillover Effect"**.



Dr. Smitha Xavier P scholar of **Dr. Zakariya K.A** was awarded PhD on her successful presentation and defense of the thesis titled **"From value to Continuance Intention: Unlocking the Mediating role of engagement and satisfaction in Mobile payment applications use"**.

CREATIVE CORNER



"The Macro Splash" - Acrylic painting by Adila Fathima

എഴുന്നള്ളത്ത്

അനുവാദം ഇല്ലാതെ
ഇഷ്ടങ്ങൾ അറിയാതെ
അലങ്കരിച്ചു നിർത്തി
നെറ്റിപ്പട്ടം പോൽ തിളങ്ങുന്ന
ആഭരണങ്ങൾ അണിയിച്ചും
നിർബന്ധിതമാം പുഞ്ചിരി പതിപ്പിച്ചും
അവളെ എഴുന്നള്ളത്തിന് ഒരുക്കി
നിർത്തി

കണ്ണിൽ അവളുടെ ഭീതിയുണ്ട്
കാലിൽ മോഹങ്ങൾ എല്ലാം ബന്ധിച്ച
ചങ്ങലകളുണ്ട്
ശിരസിൽ കുടുംബ മഹിമതൻ
തിടമ്പിന്റെ ഭാരമുണ്ട്
അരികിൽ ഒന്നാം പാപ്പാനായും രണ്ടാം
പാപ്പാനായും അച്ഛനും അമ്മയും

പുരപറമ്പിൽ കാഴ്ചവസ്തു പോൽ
അവൾ
മേനിഭംഗിയും തലയെടുപ്പും വർണിക്കും
കാണിക്കൾക്കു മുന്നിൽ

മസ്തിഷ്കത്തിൽ ഇറച്ചു കയറും വെടി
ഒച്ച പോൽ ചിരിമുഴക്കങ്ങൾ
തോട്ടി പോൽ മനസ്സിൽ ചാലുകൾ
വീഴ്ത്തും മുർച്ചയുള്ള വാക്കുകളും

ഒടുവിൽ ആ ബോധത്തിന്റെ അവസാന
കണ്ണിയും പൊട്ടുമ്പോൾ
മനസ്സിൽ ഭ്രാന്തിന്റെ നിലാവുകൾ
പൂക്കുമ്പോൾ
ഇടനാഴിയിലുടവൾ മദമിളകി ഓടി
ഉള്ളിൽ കാടിന്റെ കനവുകളും പേറി

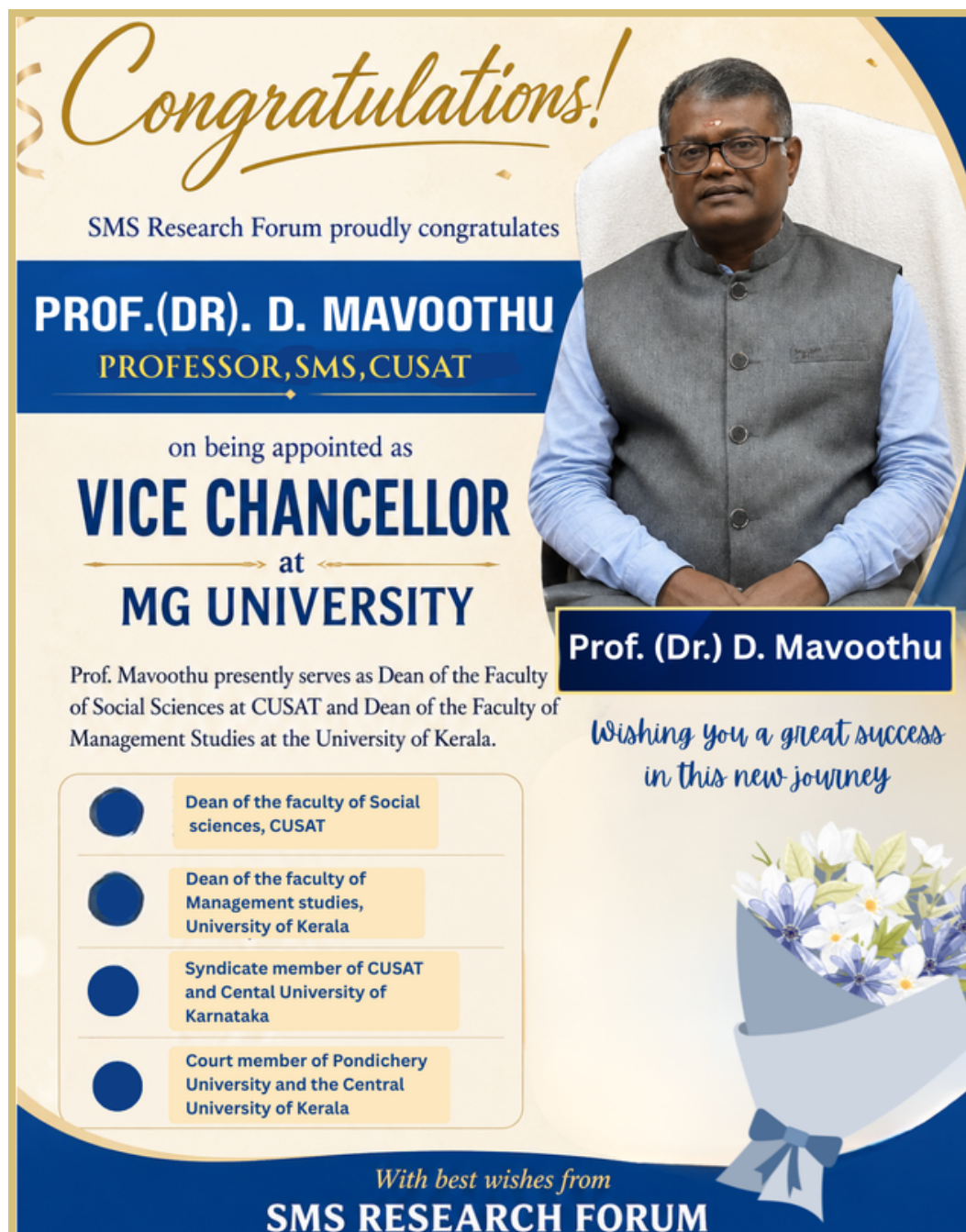
പൊടുന്നനെ ഒരു വെടി ഒച്ച കേട്ടു
അവൾ നിലതെറ്റി വീണു
ഒരു പടുകുഴിയിലേക്കെന്നപോൽ
കൺപീലികൾ പതിയെ അടഞ്ഞു
കാടകന് അകന്ന് പോയി
ചെവിയിൽ ആരോ മുളി
ഒറ്റയാൻ അല്ല നീ വെറും താപ്പാന
തളച്ചിട്ട താപ്പാന
നാളെ വീണ്ടും നിനക്ക് എഴുന്നള്ളത്ത്

"Ezhunnallath" by Ambili.S

BEST PAPER AWARDS



ACHIEVEMENTS



Congratulations!

SMS Research Forum proudly congratulates

PROF.(DR). D. MAVOOTHU
PROFESSOR, SMS, CUSAT

on being appointed as
VICE CHANCELLOR
at
MG UNIVERSITY

Prof. Mavoothu presently serves as Dean of the Faculty of Social Sciences at CUSAT and Dean of the Faculty of Management Studies at the University of Kerala.

Prof. (Dr.) D. Mavoothu

Wishing you a great success in this new journey

- Dean of the faculty of Social sciences, CUSAT
- Dean of the faculty of Management studies, University of Kerala
- Syndicate member of CUSAT and Central University of Karnataka
- Court member of Pondichery University and the Central University of Kerala

With best wishes from
SMS RESEARCH FORUM



Congratulations, Dr. Manu Melwin Joy on successfully completing the 30th FDP on Gamification for Learning and Development for NIETT, Kochi

CALL FOR PAPERS

- **European Journal of Marketing Human and AI Driven Marketing:** The Special Issue welcomes empirical papers (qualitative/quantitative) as well as thought-leading conceptual papers. Deadline : **08 September 2026**

- **The International Journal of Human Resource Management:** For a Special Issue on Managing the digitally-savvy workforce: Human Resource Management in an evolving digital landscape Deadline : **30 September 2026**

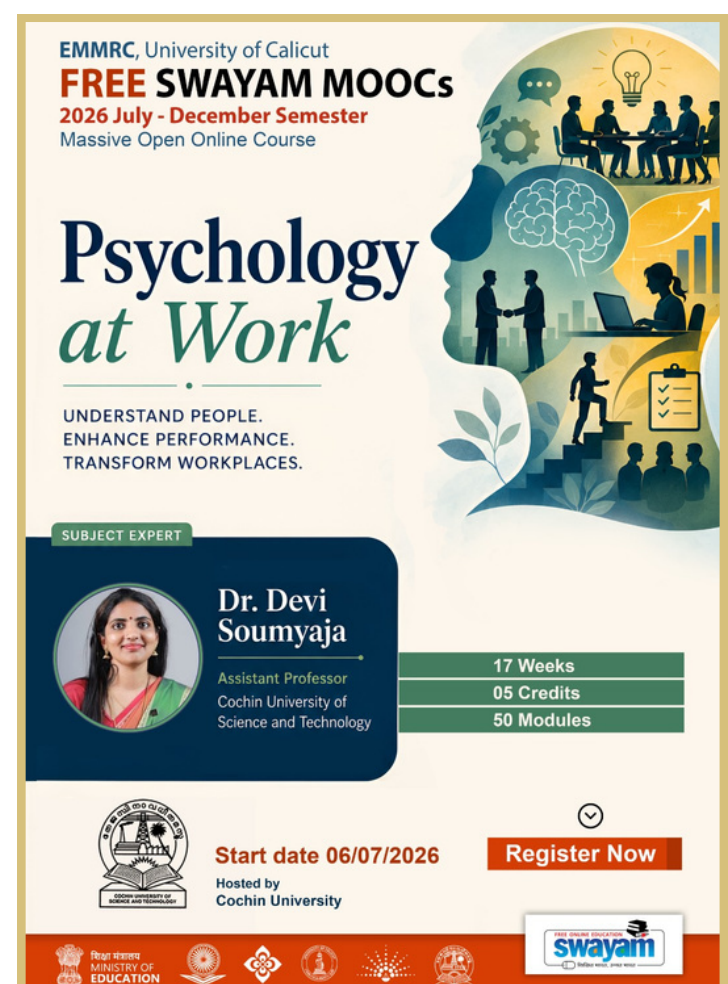
RESEARCH OPPORTUNITIES

- **Applications for CAG-ICSSR Research Article Competition**

<https://icssr.org/applications-cag-icssr-research-article-competition>

- **Call for Applications for ICSSR's Postdoctoral Fellowship 2026**

<https://icssr.org/announcements/call-applications-icssrs-postdoctoral-fellowship-2026>



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Dr. Devi Soumyaja
Assistant Professor
Cochin University of Science and Technology

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