

Guest talk on Emotional Branding by

Dr. Sivakumar Bellan

Sivakumar Bellan is a **Brand Strategist** and **Brand Storyteller** who weaves a **beautiful story** in every **Brand** which **etches into your heart, mind, and memory**. He is a **Business Mentor, Professional Trainer Orator, and Career Coach**. His company provides **'Simple and Smart' Business Solutions**.



The Department of Health System Management Studies has organized a special guest lecture from Dr. Sivakumar Bellam on 'Emotional Branding' for the students of 1st year MBA Hospital Administration, MBA Pharmacy Administration and MBA Information Technology on 25th May 2026

The guest talk covered various aspects of emotional intelligence and its role for administrators and emotional branding, its impact in this era of dynamic markets. The talk was followed by a interactive session with students.

Following the guest talk, there was a faculty interaction session and Dr. Mamatha H.K., Professor & Head, thanked Dr. Sivakumar Bellan for this knowledge building session.







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