

## Sambandh



Experience tradition. Expect success.

*"Full many a gem of purest ray serene  
The dark unfathomed caves of ocean bear:  
Full many a flower is born to blush unseen  
And waste its sweetness on the desert air"*  
.....Thomas Gray

There are institutions; and then there are INSTITUTIONS.

Once in a while we come across institutions that change the entire educational landscape and the ecosystem of the place. One such institution is Jaypee business school (JBS); which has come a long way since its inception in the year 2007 to the present day. JBS offers MBA, BBA and PhD programs.

Our distinguished alumni are working across the globe with top notch companies like McKinsey, HCL, Reliance, SAP, Hyatt, Asian Paints, Godrej and Boyce, Wipro, Jaypee Greens, Accenture and Hindustan Unilever Limited etc.

JBS newsletter "Sambandh" is the maiden effort of JBS to communicate and unveil to the external world about various events, industry interactions, research initiatives and faculty achievements. Each newsletter shall carry an article from an industry leader under the "Industry Leader's Speak" section.

Hope you will enjoy the content which has been painstakingly crafted and handpicked for you. We also hope "Sambandh" will be successful in its endeavour to reflect the efforts put in by JBS team for making JBS a leading B school in the country.

Best wishes,  
Dr. Sujata Kapoor  
Editor-in-Chief  
Sambandh

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Editor-in-Chief's Note

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# Industry Leader's Speak

## Engaging with the Millennial Workforce

*-By Mr. P. Dwarkanath  
Chairman, GSK Consumer Healthcare Ltd.*



Millennials are the largest segment of the workforce in the industries today. They are at cusp of taking up leadership roles in most organizations.

We come across conflicting views regarding whether or not millennials are different from other generations. Some think millennials are similar to other generations but are simply at a different stage of life, while others think that they are fundamentally different. In reality, both point of views have some elements of truth.

In some respect, Millennials are very similar to other generations. At the same time, it's commonly believed that compared to other generations millennial employees are digital natives, expect a faster career growth, have a low attention span and demand much more flexibility in the way they operate. It could be due to difference in the life experiences and up-bringing of Millennials as compared to employees of other generations. However, these traits/characteristics cannot be generalized for all millennials and one always needs to be sensitive of the fact that 'one size does not fit all'.

Therefore, the organizational approach to engage with millennials should be personalized as per individual need and aspirations. Some of the ways that could be adopted, based on the organization context and employee need are as follows:

### 1) Inclusive Culture and Ongoing Communication

Organizations should focus on building an inclusive and collaborative culture, which fosters risk taking as it tends to strengthen the resolve of the millennial workforce towards the organization's purpose. Trust and values are vital in engaging the millennial workforce.

### 2) Leadership Style

Leaders should shift from the conventional and directive leadership style to a more collaborative and participative leadership style to effectively engage with the millennials. At the same time it needs to be kept in mind that different strokes work for different people.

### 3) Charting Growth Based Career Paths

Changes are now happening much more rapidly than ever, and millennial employees are being affected by these changes more strongly than their elders. Hence companies need to effectively and dynamically manage career paths to ensure millennial employees stay engaged. Employers should focus on growth-based careers, by designing careers around experiences rather than positions and motivating millennials through employability rather than title progression.

The key is to keep the employee growing and engaged, through new experiences, not stagnating as they wait for positions to become available. Switching from traditional, position-based careers to growth-based careers helps companies achieve this positive impact.

### 4) Customized Benefits/Reward

The right rewards could effectively drive satisfaction, and hence engagement. To boost millennial engagement, organizations should identify millennials' most critical needs and ensure their rewards packages address those needs.

### 5) Flexibility at work

Organizations should provide an employee experience and work environment that provides the employees flexibility and autonomy at work.

### 6) Engage and Develop Millennials through Technology

Organizations should leverage technology, social media and collaboration tools to engage with millennials across the organization. Millennials prefer to learn and develop through digital and personalized channels. To engage the millennial workforce, organizations need to focus on providing training that fits their preference via personalized developmental channels such as peer-generated content, experiential learnings etc.

In nutshell, as organizations are working to improve the performance, productivity and retention of millennials, slowly the organizational focus needs to shift from just working on the millennials to driving a cultural change, defining the value ethos of the organization and working with multi-generational leaders/employees to create an inclusive work environment.

# Faculty Achievements

## Panelist at CII



Prof. (Dr.) Renu Luthra (Vice Provost - Jaypee Business School) was a panelist at EDU 2019 Summit on "Heading from Education to Employability" held on 20th September 2019 at Hotel Leela Ambience, Gurugram and organized by CII (Confederation of Indian Industry).

## Invited Expert at Department of Financial Services



Dr. Rahul Sharma, along with his co-author, have regularly been invited in the meetings of group of experts by the Department of Financial Services, Ministry of Finance, Government of India to present the methodology used by them in their paper entitled, "Developing a Financial Inclusion Index for India". This is to highlight that the Government of India is planning to propose an All India Index, as well as State Level Indices very soon.

# Faculty Achievements

## Dr. Sujata Kapoor's Book Launch



Delhi Metropolitan Education, Noida organised a Book launch event on 15th May '19 for the book titled " Behavioural Finance" published by Sage publications. Dr. Sujata Kapoor from Jaypee Business School is the author of this book. She is currently serving as Area chair (Finance) at JBS.

## Student's Spotlight



I, Shekiba Mohammadi from Afghanistan, am pursuing my MBA from Jaypee Business School, a constituent of IIIT University, Noida. I still remember the day and was thrilled when I received my admission letter from JBS, Noida and my heart was full of mixed emotions. Studying at JBS is a life changing experience for me. While living in India can be a challenging affair for foreign students, it is often a rewarding and an affordable experience.

The country is well known for its vibrant traditions, packed cities and enormously growing economy. The country has much more to offer students apart from dazzling cultures to natural beauty to diverse history. India being the second largest populous country in the world has undergone expeditious expansion in diverse fields, education being one of them. Studying in India, for any foreign student can be an unforgettable experience, because it isn't just a land of numerous languages, but also of people from different backgrounds and traditions.

Campus life at JBS is one of the top reasons to study in India, where international students receive ample opportunities to interact and socialize with different students from diverse background in extracurricular activities. The infrastructure, students, highly qualified and experienced professors and globally accepted curriculum provide full exposure to the students for exploring different horizons. The quality and standard of education at JBS is comparable to the best to meet international standards.

# Alumni Speak

## Vrinda Chaudhary

**Batch:** 2015-17

I am currently working with HCL as a senior associate-office of strategy management.

From managing the intensive curriculum, to meeting different personalities, learning from their experiences, making lifelong friends and becoming a confident professional. Life at JBS has been breath-taking and enriching.

I'll always remember my roots and facilitators who helped me grow. I'm a proud alumna and would reminisce these memories for lifetime.



## Samrat Sharma

**Batch:** 2015-17

I am currently working with the Indian Express group. The idea of the world before I joined JBS was carved as I moved towards the end of the course. MBA in JBS is a very well-structured course with highly talented facilitators.

They prepared me step by step for the rough road which was waiting ahead. Students think of ROI even before joining the course but I believe, ROI depends mostly on your labour, not on the college or the facilitator.

The same facilitators teach several students where some cross the bridge and some walk a little slower. I am glad to have chosen JBS for MBA in marketing & business analytics. I am a proud alumnus of 2015-17 batch.



## Events@JBS

### Staff Development Program 25th September' 19

It is the supreme art of the teacher to awake the joy in creative expression and knowledge and to intensify this art, JIIT organised "Staff Development Program" for non teaching staff of the university. Vice Provost Prof. (Dr.) Renu Luthra and Prof. Rajnish Misra were invited to address the program. This SDF program was conducted on 25th September 2019. The Staff Development Program was directed towards the best practices in management. This session covered various important dimensions of the management which are essential for the better understanding and knowledge of staff members.



### Trends in HR 26th September' 19

Mr. P Dwarkanath, a senior HR veteran who is a Non-Executive Chairman at Glaxo SmithKline (GSK) Consumer Healthcare Ltd addressed the students and faculty at JBS, Noida under the Leadership Connect Series Initiative. The topic for the interactive session was "How Ecosystem is Influencing HR ". He shared his rich experiences of four decades in the areas of engineering, chemical, pharma, and consumer goods industry in the core functional areas of Legal, Employee Relations, Management Development, Leadership Development and HR Management.





## Understanding Financial Statements

30th September '19

On 30th September 2019, a guest lecture on “Understanding the financial statements” was organized to guide the MBA students at JBS. It was an interactive session where students had a direct discussion with the guest speaker Dr. Barnali Chaklader, Professor of Finance and Accounting at IMT(Ghaziabad) to find out answers to their queries on various dimensions of financial statements.

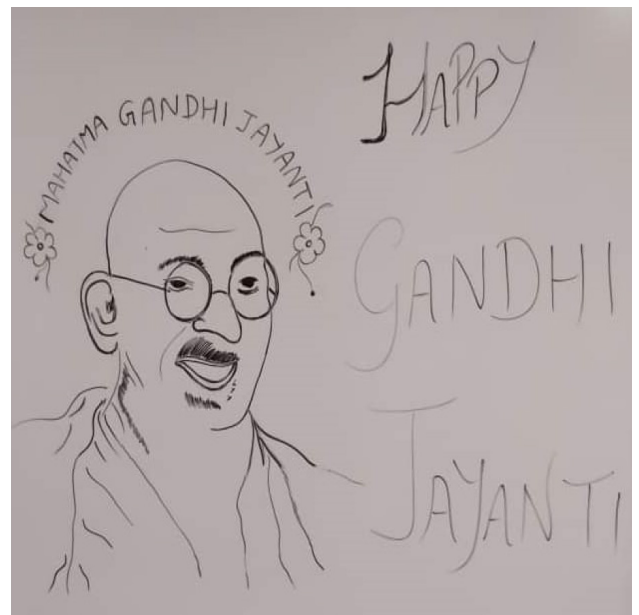


## Gandhi Jayanti Celebrations

1st October' 19

JBS, Noida students held a wonderful ceremony in the memory of the 150th birth anniversary of Mahatma Gandhi Ji. Mohandas Karamchand Gandhi; a freedom fighter, a politician, a philosopher, a lawyer and most importantly, a man of high principles.

The Gandhian values of Ahinsa, Satya, compassion for fellow humans, cleanliness and corporate social responsibility laid the foundation for a quintessential civilization.



## Decoding GST 3rd October '19

A guest lecture was organized for MBA and BBA students on 'Goods and Service Tax' by Chartered Accountant Gaurav Raj Mittal. He shared the importance of and reasons for implementing GST by the Government of India. He gave an in-depth view of GST which is considered as a major reform in the Indian Taxation System. In an exciting and interactive session, he decoded the GST for the benefit of the students who responded enthusiastically.



## Vivel Workshop 4th October '19

An expert lecture was organized on the theme "Legal Rights and Gender Equality" for MBA and BBA students at JBS, Noida.

Ms Avni Bhatia was the resource person. She is the Campaign Manager at Josh Talks for the #AbSamjhautaNahin Campaign with ITC Vivel. The students of JBS Noida were so lucky to have a resourceful person like her imparting wisdom on the gender stereotypes prevailing in the society. Her views on Legal Rights and Gender Equality were exemplary and inspiring to all and her presence and experience gave more meaning to it.



## Social Initiative @JBS – Visit to Government School 10th October'19

Under the Institution Innovation Council (IIC) of IIIT Noida, students of JBS, Noida visited a Government School "Prathmik evam Uchch Prathmik Vidyalaya, Parthala, Khanjarpur Sector 122, Noida. The purpose of the visit was to identify real-time problems being faced by the school and to provide them with possible solutions.



## Chief Guest @ Cultural Event 10th October'19

Prof. (Dr.) Renu Luthra (Vice Provost- JBS, Noida ) was invited at "State Postgraduate University, Noida" for their cultural fest 2019 organized by Literature and Cultural Council as Chief Guest. The enthusiastic students of the university showcased their talents through various performances. The address to the faculties and students by Prof. (Dr.) Renu Luthra was well received and was very enriching.



## Workshop on Case Study Methodology 12th October'19

A workshop on Case Study Methodology was conducted in JBS, Noida by Prof S. Rangnekar, IIT Roorkee, who is an expert in OB and HRM. He discussed how case study analysis can be performed effectively in a classroom environment. He gave hands on experience by discussing several case studies with the JBS faculty members.



## E- Governance and emerging technologies - A career perspective 12th October'19

JBS Noida organized an expert lecture on the emerging areas of ICT to provide holistic development and exposure to its MBA and BBA students. In an interactive session, Mr. Sudhakar Yadav, AVP E-Governance, Cyfuture India Pvt. Ltd, provided the industry insight and perspective. The main objective of the lecture was to make the students aware of the opportunities in the area of IT, specifically related to government projects and policies. The topics covered were E-governance, its role in managing our vast range of services administered to a large population, and its effectiveness using technological advancements. In his talk, he emphasized the importance of e-governance for the development of India with specific examples. The increasing use of big data analytics, artificial intelligence and natural language processing was also highlighted for students interested in making a career in this field.



## Ethnic Night @ JBS 12th October'19

Alluring colourful lights, unstoppable music and savouring foods. JBS, Noida bends itself into hunches of huge crowds and cultural diversities which indeed gifts a massive package of memories. Ethnic Night gives the opportunity to students for showcasing themselves in wonderfully colourful Indian Ethnic clothes as they dance away to foot tapping Bollywood numbers.



## Business Quiz @ JBS 18th October'19

The quest for knowledge, like everything else of value, is not to be obtained easily. It must be worked for, studied for, thought for, and more than that must be prayed for. To encourage the students to widen their knowledge Economic and Business Hub had organized Business Quiz Competition held on 18th October 2019. The rounds held were Entertainment round, Current Affairs round, Guess the famous personality round, Guess the taglines round and an Audio-visual round. Our winners were awarded with a cash prize and certificates. The audience for the competition was highly enthusiastic and created a great environment for our teams!



## Managing Enterprise Systems - ERP & SCM 21st October'19

Under the "Leadership Connect Series", Jaypee Business School organized a Special Session on "Managing Enterprise Systems - ERP & SCM" for all MBA students. The session was conducted by Mr. Abhishek Jain, Digital Transformation Leader at a French IT major company. Mr. Jain apprised the students about ERP market scenario and the career opportunities available in the field. He gave a brief on the major ERP players and the roles of functional and technical consultants during an ERP project implementation. The students had a good interactive and learning session with the expert and they are looking forward to more such interactions.



## Diwali Celebration @ JBS 25th October'19

Diwali is the major festival celebrated in India. Candle lights, earthen lamps, homes filled with a sweet smell of delightful sweets, the warmth of families & friends, and the chill of the upcoming winter season, that's how we'd like to paint picture perfect Diwali celebrations. The JBS students put up a small cultural program along with a Diwali Quiz that put people in the mood for a joyous festival.

