



# Jaypee Business School

a constituent of JIIT Noida

## Sambandh



**Experience tradition.  
Expect success.**



# Jaypee Business School

a constituent of IIIT Noida

## Sambandh



Jaypee business school (JBS) has been successful in delivering quality education in an online mode and dealt successfully with the disruptions in the education system during the Pandemic in the last two years.

This digital newsletter is an attempt of JBS to communicate and unveil to the external world about various events, industry interactions held in an online mode, research initiatives and faculty achievements during the last one year .It incorporates several interesting and thought provoking articles on contemporary and emerging topics in the area of management.

Hope our coverage and content will be of interest to you and "**Sambandh**" will be successful in its endeavour to illuminate and reflect efforts put in by JBS team to ensure it reaches the league of best B school in the country.

Best Wishes,

Dr. Sujata Kapoor

Jaypee Business School

Editor-in-chief, "Sambandh"

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## Message From Pro-Chancellor

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I am happy to learn that Jaypee Business School has come out with its next newsletter. I congratulate the faculty and students who during the disruptive period of lockdowns and intermittent reopening of the campus, have kept up the zeal for activities beyond the classroom. "Sambandh" is a kaleidoscope of the recent past at JBS. In addition to the routine academic activities, Jaypee group of Educational Institutions are strongly identified with round the year activities and events that help students in broadening their vision and developing their personality which become an asset for them in their careers and enable them to stand out amongst others.

With best wishes

Prof. S.C. Saxena

Pro-Chancellor

Jaypee Institute of Information Technology, Noida

## Message From the Vice-Chancellor

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Jaypee Business School Noida, was established in the year 2007. Since then, JBS is committed to deliver with utmost sincerity an updated and innovative curriculum. We assume responsibility to maintain high academic standards and respect for research integrity. JBS aspires to create the necessary dynamism to meet standards for rigorous academic studies and professional activities. All this is done with an objective of meeting the challenges of the new age of the world.

Nothing is impossible in life for those who have knowledge, reasoning, science, memory, readiness,

and efficiency and JBS attempts to impart these vital characteristics to the students. I would like to congratulate the Department of JBS for publishing the next issue of the newsletter '**Sambandh**'. It gives a platform to students and faculty members to showcase their achievements to the outside world.

I believe that this newsletter be a reflection of all activities at JBS and it will inspire others to do their best.

I extend my best wishes to the entire team of editors and contributors of newsletter.

With best wishes

Prof. Y. R. Sood

Vice-Chancellor

Jaypee Institute of Information Technology, Noida

# Disrupting Marketing with Blockchain Technology

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Dr. Archana Shrivastava



The Blockchain alters the way information is stored and disseminated. The information is stored in such a way that it is difficult to change it. A Blockchain used peer to peer network to record data at different locations and each location is called a node. It does not depend on central system, and it stores a copy of the data right from the genesis block. A blockchain is a decentralized distributed digital ledger of transactions. A digital ledger is repeated and spread across the network present on the blockchain. A Number of transactions are present in the blockchain. Whenever a new transaction takes place on the blockchain, a record of the same is automatically added to every participant's ledger

across the network and after the record verification it gets added to the chain of existing blocks. A verified block can't be changed and immutable.

The blockchain technology is established on peer-to-peer communication that has completely transformed market structures by removing intermediaries and fostering disintermediation. By producing immutable and shared data blocks, blockchain technology can improve data quality and facilitate data access. Blockchain technology has the potential to considerably transform consumer relationships by increasing information transparency, privacy and security. It also facilitates innovative forms of various customer loyalty programs. The technology provides accessibility of monetary and data flows. It can save humongous amounts of money that a marketer spends on digital advertising campaigns. Consumers can control their data and sell directly to advertisers and marketers. The technology is enabling a direct data exchange between consumers and marketers.

Sustainability is an essential marketing agenda for companies. Several companies assert to be sustainable, though it is difficult to prove. Blockchain technology can enhance the brand transparency within the supply chain management process. It can verify that products have been sustainably packaged or transported or whether raw materials have been procured ethically. The entire supply chain and value chain of a company can be traced by customers, manufacturer, shipping agent, and retailer. This

process allow consumers to get the complete data related to the process of product manufacturing, packaging and finally how the product reached to the end consumer. That means consumers can trace product origin and track information.

Some prominent points on how Blockchain can be valuable in marketing.

- ⦿ Blockchain can improve Marketing and Digital Advertising Campaigns
- ⦿ Fraud Prevention
- ⦿ Establishing Trust and Credibility
- ⦿ Boosting Transparency
- ⦿ Strengthens Content Monetization

Blockchain is little understood and there is a low level of awareness. The blockchain technology is also subjected to a lot of hype. This permutation creates an intuitive barrier to entry. As a result, majority of the marketers have adopted a “wait and see” approach. However, as mentioned there are many valid reasons why marketers must invest their time and resources to understand how the technology can benefit them. They must explore its specific applications in an industry. The rewards of blockchain may go to early adopters who commit themselves to innovations.

## Industry Leader's Speak

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### The EX-Factor

By- Mr. Ajaya Kumar Sahoo  
Founder Director, IRHS.



A harried young mother was hurrying down the airport terminal with a toddler in tow, carrying another young one by her side, while dragging along a heavy suitcase, unaware that her shoelaces had come undone. Suddenly, she was aghast to see a gentleman, in full pilot's uniform, bend down in front her to tie her shoelaces. The pilot pulled up to his full height with a smile and said, "Welcome to Southwest Airlines!" SWA, one of the finest airlines in the world at one point of time, has such inspiring tales of employee commitment galore. So, what of it? Would the lady spread a good word-of-mouth about SWA? You bet! Would she, given an opportunity, join

SWA as an employee or recommend someone else to do so? You can be certain about that. In a world full of insensitive people, such acts of kindness come as a breath of fresh air. It's an experience of a lifetime, fit to recall and savour.

Employee Experience, sometimes shortened to EX, starts even before an employee becomes an employee. EX does not start with a selected candidate joining an organization as an employee. Nor does it end with mere cessation of service. It doesn't even require a person to join an employer for her experience to matter. (Glassdoor is replete with candidate experiences that may dissuade even a selected candidate from joining). Similarly, "Boomerang" employment happens only if the exiting employee had a good experience not only during her tenure but at the time of exit as well.

EX encapsulates what people experience and observe over the course of their tenure at an organization. Any well-designed employee experience strategy needs to address all the seven stages in an employee's life cycle, viz. Recruitment (attract), Selection (hire), On boarding, Employee Engagement, Performance Management, Employee Development and Exit Management.



Organisations must realize that what was true for earlier generations may not necessarily be true for the millennial's and Gen Z joining the workforce in the 21st century. Retention used to be a big-ticket item for the earlier generations. It's not so for the present-day employees. In fact, it is rare for the young generation to stay on in an organization long enough to be eligible for Gratuity (eligibility period minimum five years). Research suggests that this generation is much more vocal than the previous ones. They know their mind and what they want from life. They want to take control of their career and life path instead of leaving it to the organization they join. They treat the succession of work experiences as a journey in search of the missing pieces of their career/life jigsaw puzzle.

They join an organization in the hope that it may be able to provide at least a few pieces of the puzzle and, when they gather these experiences, they move on. But while they are there, there is no compromise on their commitment to the organization or their output. In fact, contrary to popular beliefs, their productivity is much more than that of the life-long employees as they know that their shelf life is limited. The organisations would do well to feel happy that these employees chose to join them, gave their best while they were there, instead of trying to hold on to such employees forever which may be detrimental to both such employees as well as to the organization. Addressing a press conference in New Delhi a few months back, the Indian Finance Minister said that automobile industry was under stress because of "the mind-sets of millennial, who now prefer to have Ola or Uber rather than committing to buying an automobile".

Although she did face a lot of flak in the social media for this, she wasn't totally off the mark. Research and anecdotal evidence corroborate the fact that the present generation is moving away from materialist possessions of previous generations. They prefer amassing bespoke experiences instead of material possessions like car, house etc. So, any strategy to retain employees by giving them car loan, house loan etc. (which they will take a life time to repay) may not work for the present generation.



In a recent webinar, Gallup talked about a new mindset and culture – what the future workplaces want and need:

The Past	Our Future
My Paycheck	My Purpose
My Satisfaction	My Development
My Boss	My Coach
My Annual Review	My On-Going Conversations
My Weaknesses	My Strengths
My Job	My Life
© Gallup, Inc.	

Maya Angelou, an American poet, memoirist, and civil rights activist once said, “I have learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” If only we remember this at every touchpoint that we may have with people – be they our employees, candidates, customers – we’d have taken a giant step forward in our organizational EX-factor!

## 2021: A Blessing in Disguise

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By Ishika Garg, MBA 2nd Year



“Are you in online mode of classroom or in offline?  
Submit your assignment on google classroom.”

I hope you can relate with these statements. From March 2020, the new tradition of “digitally working” began. Attending a lecture or a meeting with boss at comfort of the bed was a distant dream for many but this dream became a reality when Covid-19 spread like a wild fire. Back in 2020 this was considered as “work-as-per-leisure”. A new trend emerged in 2021 where people found leisure in stepping out of their 4 walls. Due to lack of socialisation, especially with young learners, it hampered their social development.

In 2021, as scores of people succumbed to covid-19 in the month of April to June 2021, there were numerous examples of resilience. Many Indian states showed high degree of solidarity and cooperation by supplying adequate amount of oxygen cylinders to their neighbouring states to save human lives. Every individual effort counts in safeguarding the nation. Additionally, it was a moment of celebration for India as it became first country to vaccinate 100 crore population within a span of few months.

Another bright side of 2021 can be seen in the area of education technology or famously known as “EdTech industry”. Students enrolled themselves with online learning platforms to continue their journey of learning. Various acquisitions by major giants of this industry made financial standing of India stronger in front of the world. On similar lines, e-commerce industry made our lives simpler by delivering essential items at our doorsteps. This gave them opportunity to experiment with new possibilities like express delivery mechanisms and same- day delivery mechanisms. This enabled organisations to re-define their buying-selling processes and invest in technology such as Augmented Reality, Virtual Reality and Artificial Intelligence to allow customers to have a feel of brick-and-mortar stores digitally.

There was a moment of glory for India when in the Olympics Indian athletes made the nation proud by bagging gold, silver and bronze medal in their respective sports category. The women athletes stole the spotlight by proving their abilities. PV Sindhu spread the message that one's dreams and aspiration should be as high as a shuttlecock.

In 2021 India was able to make space for itself in the list of "first-ever". The defence ministry inaugurated and labelled National Highway 925 in Baramulla as "Emergency Landing Strip" for Indian Airforce planes. It showed each and every resource is valuable and can be utilised to serve its people.

An episode of missionary zeal was seen among cricket fans when they got the opportunity to experience Indian Premier League twice this year. Additionally, as movie theatres were shut due to Covid-19 obligations, the Over-The-Top platforms served the cinephiles by launching various movies and shows on regular basis. Hence, we saw a "new normal" in our ways of entertainment.

Last but not the least, another proud moment for Indian citizens was the gender representation in newly appointed bench of judges. One-third of women constitute the bench of Supreme Court judges. This highlights the fact that women are ready to fight for justice and want to bring law and order in nation.

At the end I would like to say 2021 has not ended yet. We should be eager to know what comes next and see how it is "A Blessing in Disguise".

**"BE POSITIVE WITH YOUR THOUGHTS, NOT WITH PCR TEST"**

## Alumni Speak

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### Preetesh Singh

Manager, CASE

[Preetesh.singh@nri.com](mailto:Preetesh.singh@nri.com)



After completing his MBA from Jaypee Business School in 2012 Preetesh worked with market research companies. He joined Nomura in 2013 and currently works as Manager, Automotive Industry consulting. Preetesh has been conducting strategy & operational consulting assignments for global Automotive OEMs, Suppliers, R&D organizations and govt.

Preetesh specializes in CASE(Connected, Autonomous, Shared and Electric) and has dedicated 8+ years in studying different themes related to electric vehicles for Indian and global markets. He has been working around EV policy, EV Roadmap,

Engineering and R&D, Supply Chain, Battery value chain, Battery reuse and recycling  
The Electric Mobility Ecosystem in India

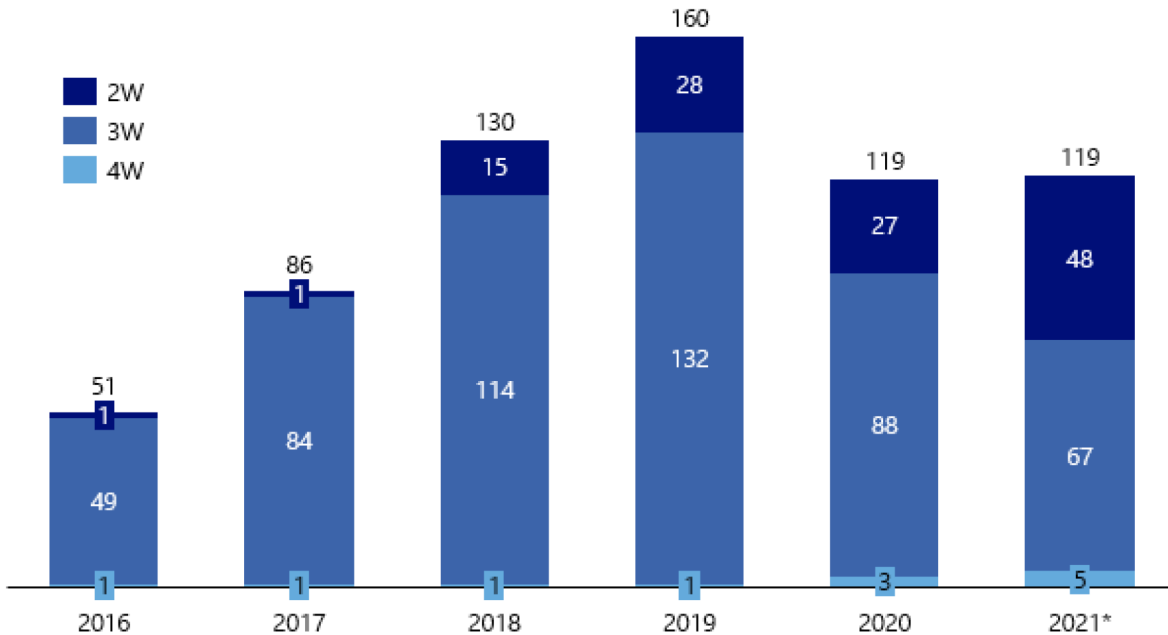
The automotive sector, with a contribution of ~7.5 % of total GDP and ~18.4% of manufacturing GDP, is a key driver of India's Economic growth and an essential medium to accelerate the Make in India program. Sustainability has become a strategic priority for automotive organizations with growing concerns about climate change & environmental degradation.

In India, energy security, import dependency, and carbon emissions are the key issues driving the shift towards alternate powertrains. ~85% of oil is imported with an import bill ~\$101.4 Bn in 2019-20. The transport sector consumes 40% of the oil. A large part of this oil is imported, which adversely impacts "Energy Security". India is the 4th largest CO2 emitter and the transportation sector contributes ~10% of CO2 emission in India, the shift to electric vehicles could cut down the overall lifetime greenhouse (GHG) significantly. The emissions could go down further when renewable sources power the electric vehicles.

## Current Market Understanding of EV

### Electric Vehicle Sales Growth

EV Sales in India (in '000 units)



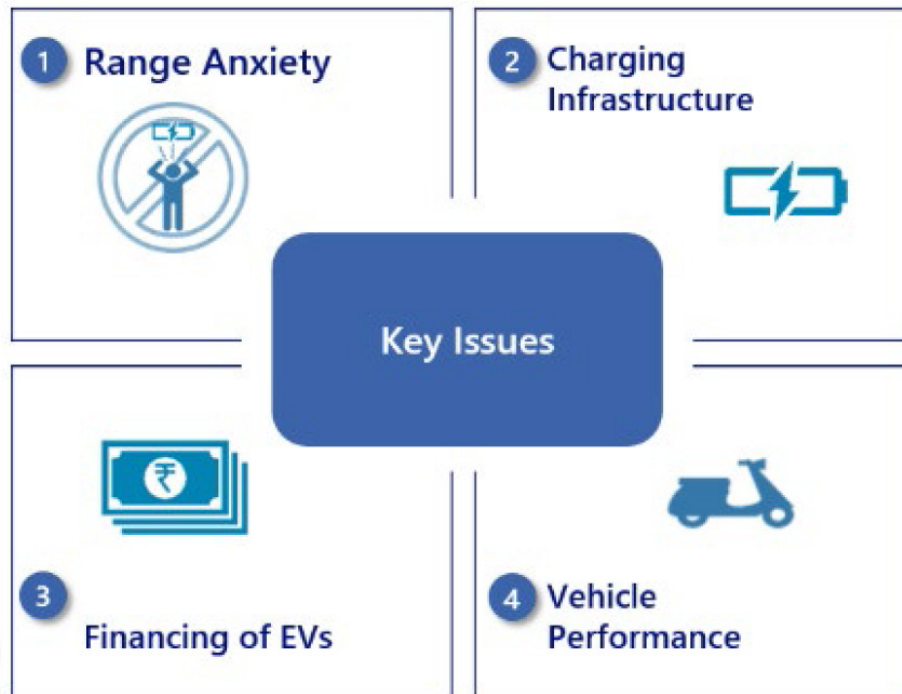
\* Data for 2021 as of 31<sup>st</sup> July

**Source:** Vahan Dashboard, Ministry of Road Transport and Highways

EV sales had started growing substantially since 2016 until COVID-19 impacted the automotive sales overall. The highest EV sales segment is that of 3W (Three-wheeler). This is on account of rapid proliferation of e-rickshaws which is inexpensive and serves as a cheap option for last-mile connectivity. The segment is gradually moving from lead-acid batteries to lithium-ion batteries. Most of the large and established OEMs are also launching e-rickshaw products in a market hitherto dominated by small OEMs. The sales are yet to pick up for e-auto category of vehicles but this sector is being hailed as a good potential market for EV considering the recent surge in E-commerce and logistics industry and focus on Total Cost of Ownership.

### Challenges to Adoption

Despite having scaled significant heights, the EV industry in India faces some challenges with regard to EV adoption which are both supply and demand related. Demand-side



## Demand-side challenges

**Awareness:** While a particular segment of users is aware and environmentally conscious, another significant chunk is not.

**Lack of effectiveness of government schemes:** Government scheme, Faster Adoption and Manufacturing of Hybrid and Electric vehicle (FAME) aims to generate high demand for adoption of Electric Vehicle. Though, indicative of the low demand from the user it has failed to utilise the allocated budget.

## Supply-side challenges

**Charging Infrastructure:** The charging stations in India are projected at ~1500, which are significantly lower for a country like India. Unavailability of charging infrastructure induces range anxiety to the end users.

**Lack of manufacturing capacity:** Conventional OEMs that facilitate the highest production capacity lead to continuous focus on an internal combustion engine (ICE) vehicles production. It is expected that production plants of EV to take time to be up and running.

**Lack of bank finance:** EVs being new in the market and does not have sufficient demand, financiers are cautious in offering loans for the same. In India, Vehicle Financing is much common and hence this lack of bank finance is a detrimental to adoption.

Financing is one of the key barriers for EV transition in India. EV buyers face variety of challenges including

- ⦿ High interest rates
- ⦿ Low loan to Value ratio (LTV)
- ⦿ Limited availability of specialized finance options
- ⦿ High insurance rates

High financing cost and uncertainty around long-term economics, including resale value, remain a big issue for financial institutions (FIs). This might encourage end consumers to go for unsecured loans from the unorganised sector even on higher interest rates. This requires the urgent need for government, industry and financial institutions to collaborate to address the EV financial challenges.

### **The way forward**

Electric Mobility and other alternate fuels present a promising case for India to tackle rising emissions and import dependency to meet its oil and energy needs. Significant policy mileage was witnessed last few years both by the Central and State governments through interventions like Faster Adoption and Manufacturing of Hybrid and Electric vehicle (FAME), Phased Manufacturing Programme (PMP), Production linked incentive (PLI) and State Electric vehicles(EV)policies.

However, the shift to EVs also throws certain challenges. The supply chain of EVs in India is at a nascent stage and completely dependent on imports. The Indian automotive consumers have evolved and are not ready to compromise quality and settle for compromised products. At the same time, it is a cost-conscious market and hence the value price equation needs to be achieved through unique business models.

In the context of the above, a few key focus areas for building a sustainable ecosystem for electric mobility are market creation and local supply chain development.



## Market Creation

- ⦿ Long term policies with clearly defined quantitative targets are needed
- ⦿ Incentive utilization to be monitored and tweaked in case of low uptake
- ⦿ Charging Infrastructure expansion needs to be fast-tracked
- ⦿ Schemes to promote financing and leasing of EVs are needed
- ⦿ EV awareness campaign at national level is needed

## Local Supply Chain Development

- ⦿ PLI is a welcome step and inclusion of Small & medium enterprise(SMEs) and incumbent players can be considered
- ⦿ Policies to encourage investments in core materials and/or policies for battery recycling are needed early on

Rise of duty under PMP can be given some more time considering the low scale.

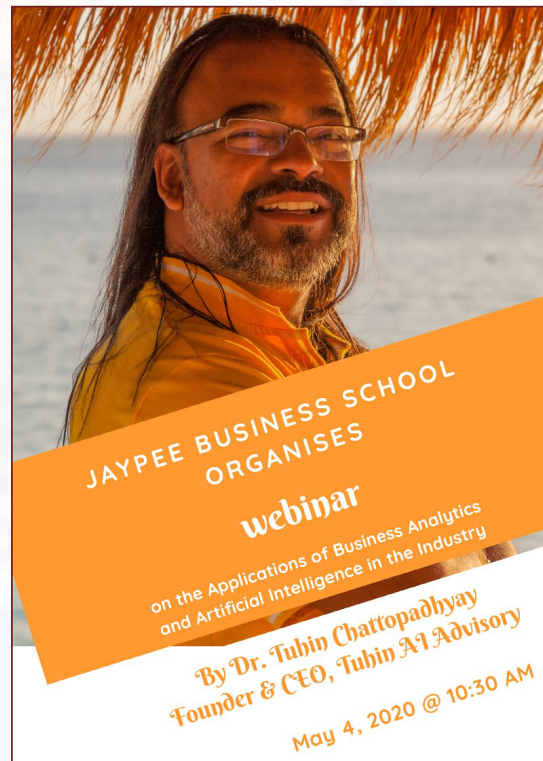
## Webinars@JBS

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### Webinar: Applications of Business Analytics and Artificial Intelligence in the Industry

JBS organized a webinar on applications of business analytics and artificial intelligence in the industry which was held on May 4, 2021. Speaker was Dr.TuhinChattopadhyay, Founder CEO of Tuhin AI Advisory. He briefed about the transformation of business scenarios in organizations and business firms around the world through which they are harnessing the power of data. The quantity of data being generated and collated is increasing every minute. However, merely accumulating data cannot benefit an organization.

Considering the high demand of business analytics jobs in India, Jaypee Business School (JBS) Noida organized a webinar on Applications of Business Analytics and Artificial Intelligence in the Industry. The Guest speaker, Dr.Tuhin Chattopadhyay, Founder CEO Tuhin AI Advisory, discussed the various dimensions of this topic. He mentioned that when valuable asset is changed in the form of data then companies can add value to their core platform. He concluded the webinar by stating that *“the key to success lies in converting the massive amount of data into actionable information that can drive profitability, scale-up revenue, and boost the overall efficiency of an organization.”*



## Webinar: Impact of COVID-19 on Small and Medium Businesses

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COVID-19 pandemic hit the world, causing illness, death, and widespread economic devastation. Social distancing restrictions, health and economic-driven demand led to the closure of many small businesses and entrepreneurial ventures. JBS Noida organized a webinar on May 12, 2020. The Guest speaker was Mr. Mayank Gupta, Founder & CEO of "To Be Honest". He discussed the various impacts of pandemic on small entrepreneurial ventures and also highlighted various techniques for entrepreneurs to survive during this pandemic.



**Jaypee Business School**  
Presents **Fifth Webinar**  
**Under Leadership Connect Series**



**Mr. Mayank Gupta**  
**Founder & CEO, To Be Honest**

**A Session on Impact of COVID - 19 on Small and Medium Businesses**

**Date: May 12, 2020 @ 5:00 PM**

## Webinar

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### **A session on Getting Aspired and Creating Inspirations**

On May 16, 2020 under "The Leadership Connect" Series, JBS Noida organized a webinar on "Getting Aspired and Creating Inspirations". The Guest speaker was Mr. Himanshu Jaisinghani, alumnus from batch 2011. He is currently working at Mercedes Benz. He discussed his journey of how to make it as a marketing manager at Mercedes Benz. He spoke about the various challenges faced by him and how he leveraged his strengths and worked upon his weakness to make it big in his career.

## Jaypee Business School Presents Sixth Webinar Under Leadership Connect Series



**Mr. Himanshu Jaisinghani**  
**Mercedes Benz**  
**(JBS Alumnus-2011 Batch)**

**A Session on “Getting Aspired!  
and Creating Inspirations”**

**Date: May 16, 2020 @ 10:45 AM**

## National Conference on Sustainability in Business Practices, 2020:

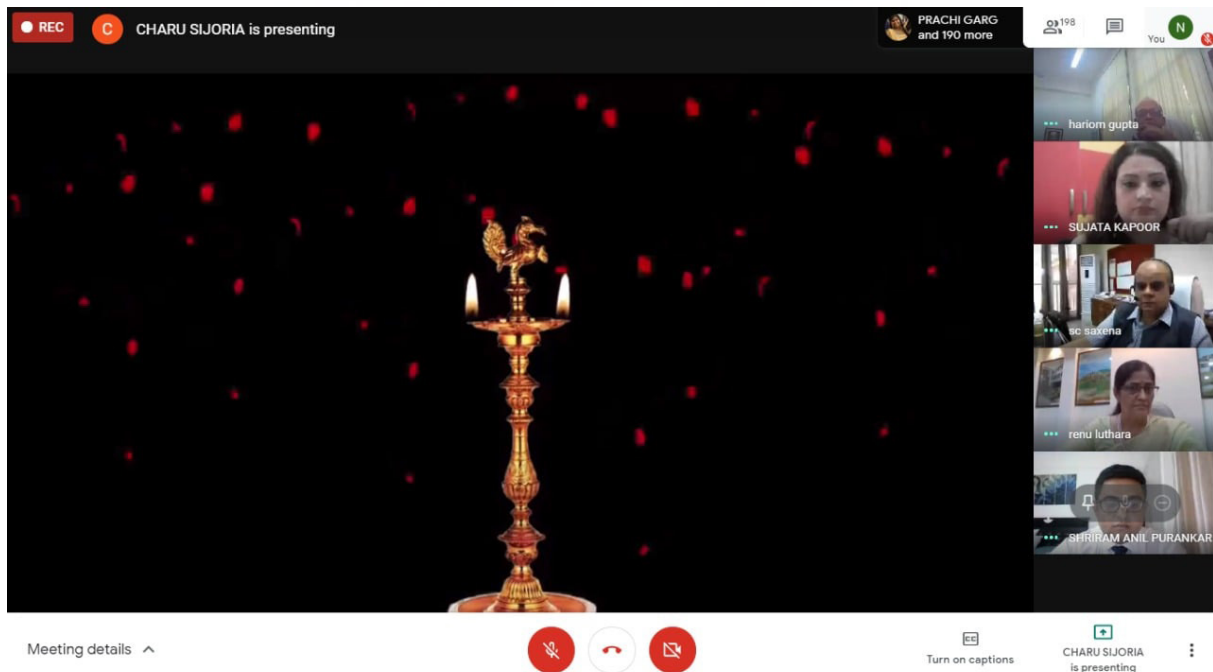
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Business organizations nowadays are integrating sustainability into their business so they can do well by doing good. The sustainability practices help in maximizing the opportunities and minimizing the negative impact of their business operations on the environment, communities and economies in places. The increasing concern for environment and society has led to sustainable practices which will ensure a liveable future. Considering long-term prosperity of global companies, JBS Noida organized a National conference on Sustainability in business practices on 25th -26th September 2020, with an objective to provide a platform to business managers and academic researchers to share and update their knowledge for sustainable business and keep pace with the sustainable environment.

In “Sustainability in Business Practices -2020” conference, we witnessed the conceptual, theoretical, and/or empirical quality research papers in the broad areas of Sustainable Business Management. There were also prominent speakers from the industry who shared their key experiences and words of wisdom.

Mr. Anand Raja Ganesan, Principal Consultant & Advisor- HCL Technologies, discussed about sustainable development goals and how we can consider balance scorecard as framework to balance present and future. Dr. Radha Sharma, Chair Professor of Raman Munjal (Hero MotoCorp) highlighted the role of gender equality and gender equity in sustainable growth and Mr. Sushil Sharma, General Manager at NTPC, talked about sustainability from a global perspective. Dr.B.Chandra – former professor (Department of Maths) IIT Delhi, emphasized

on the uses of AI in businesses. Prof. V.K Kaul, Professor of Business Economics-University of Delhi, highlighted the economic, social and financial crisis. Prof. C.P. Gupta, Professor of Finance (Department of Financial Studies) – University of Delhi, explained how finance will be relevant for sustainable development. How designing sustainable HRM will be a good strategy was discussed by Dr.V.P. Singh – Professor, Jaipuria Institute of Management, Lucknow. Dr. D.V. Shastry, Executive Director of GAIL India, expressed his thoughts on the significance of VUCA environment. Dr.Subir Verma and Mr. Sanjay Chaturvedi talked about the HR challenges in sustainable development growth. Overall, it was a great learning experience for everyone who was associated with NCSBP'20.



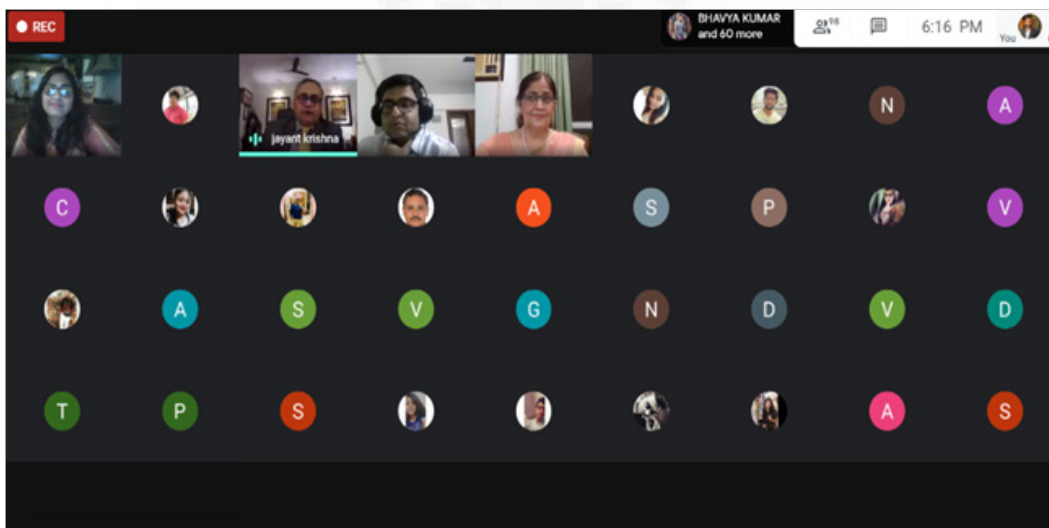
# Seminar: Disruptive Marketing:

JBS organized a 2-day Online Seminar on Disruptive Marketing on the 23rd and 24th of October 2020.

**Day 1:** Prof. Dr. Ram Singh, Professor, IIFT spoke about “Disruptions in international Trade: Implications for India” The talk highlighted the changes brought about by the pandemic to the International Trade scenario and its impact on India’s Foreign Trade. Certain macro-level issues were discussed and a way forward was proposed.

**Day 2:** Mr. Jayant Krishna, Group Chief Executive Officer of the UK India Business Council (UKIBC), briefed on the topic “Disruptive Ways to strengthen UK-India Bilateral Economic Corridor”. He highlighted the important role played by the organization he is heading, which brings businesses, policymakers, think-tanks and all the other relevant stakeholders of the UK-India Economic relationship together to have dialogues, discussions and events in this regard.

JAYPEE BUSINESS SCHOOL	SPEAKERS	SEMINAR DETAILS
 <b>PRESENTS</b> <b>SEMINAR ON</b> <b>"DISRUPTIVE MARKETING"</b>  <b>ABOUT THE SEMINAR</b> This immersive seminar focuses on key conversations envisioned to drive businesses forward and influence the future of marketing. The seminar promises participants a greater understanding in the breadth of marketing technologies and how businesses can effectively assimilate them into their marketing strategy and operations. Attending this workshop will give participants insights into how managers and strategists successfully gain customer trust and seize the opportunities during these extraordinary times.	<b>DR. RAM SINGH</b>  PROFESSOR, IIFT DELHI <b>TOPIC- DISRUPTIONS IN WORLD TRADE: IMPLICATIONS FOR INDIA</b>  <b>MR. JAYANT KRISHNA</b>  GROUP CHIEF EXECUTIVE OFFICER UK-INDIA BUSINESS COUNCIL <b>TOPIC- DISRUPTIVE WAYS TO STRENGTHEN UK-INDIA BILATERAL ECONOMIC CORRIDOR</b>	<b>DATE AND TIME:</b> Dr. Ram Singh- October 23, 2020 @ 6:00 PM Mr. Jayant Krishna- October 24, 2020 @ 6:00 PM  <b>REGISTER YOURSELF AT:</b> <a href="https://docs.google.com/forms/d/e/1FAIpQLSdT-qFCwoPZzP3f1i7klwNjywxwLdLcPbxxcfS3iqbWtA/viewform?usp=sf_link">https://docs.google.com/forms/d/e/1FAIpQLSdT-qFCwoPZzP3f1i7klwNjywxwLdLcPbxxcfS3iqbWtA/viewform?usp=sf_link</a> <b>Certificates will be given to first 100 registered participants.</b>  <b>JOIN US USING GOOGLE MEET AT:</b> <a href="https://meet.google.com/vbr-mxdj-sms">https://meet.google.com/vbr-mxdj-sms</a>  <b>LIVE STREAMING AT:</b> <a href="https://stream.meet.google.com/stream/3b8db0f9-051d-4f7d-8c88-cef88648efff">https://stream.meet.google.com/stream/3b8db0f9-051d-4f7d-8c88-cef88648efff</a>  <b>CONTACT US:</b> Dr. Shiram Purankar <a href="mailto:shriramanil.purankar@mail.jiit.ac.in">shriramanil.purankar@mail.jiit.ac.in</a>



# National Webinar: "Strategies for Managing Personal Finance including Mutual Funds"

Jaypee Business School, Noida in association with Securities and Exchange Board of India & Association of Mutual Funds in India organized a National Webinar on "Strategies for Managing Personal Finance including Mutual Funds during & after COVID-19" on November 9, 2020. The webinar gave insights to numerous participants about personal financial planning with specific focus on mutual funds as an investment avenue.



**Jaypee Business School (A constituent of JIIT), Noida**  
in association with  
Securities and Exchange Board of India (SEBI)  
&  
Association of Mutual Funds in India (AMFI)  
Announces  
**National Webinar**  
on  
**"STRATEGIES FOR MANAGING PERSONAL FINANCE INCLUDING  
MUTUAL FUNDS DURING & AFTER COVID-19"**



**Mr. Dev Bhattacharjee**  
AGM, SEBI  
(Guest Speaker)



**Mr. Suryakant Sharma**  
Sr Consultant, AMFI  
(Keynote Speaker)



**Mr. Nitin Joshi**  
VP, NSDL  
(Invited Speaker)



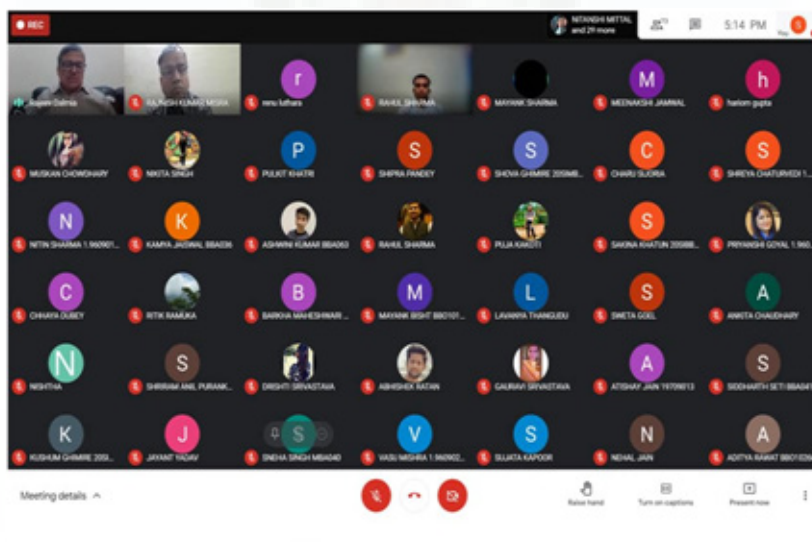
**Dr. Rahul Sharma**  
Associate Professor, JBS  
(Webinar Convener)



**Dr. Ankur Bhatnagar**  
Resource Person, NCFE  
(Webinar Coordinator)

# Webinar Finance Conclave on Contemporary Issues

Jaypee Business School, Noida organized a 3 days Finance Conclave on Contemporary Issues on 7th – 9th, December 2020. The speaker, Mr. Rajeev K Dalmia CFO of Dish TV India, briefed about the challenges in the finance sector, what measures can be taken to avoid the cash flow debt trap, and the possible moves and scenarios which can affect the business growth and expansion. Mr. Dalmia gave an insight on the importance of risk assessment for adjustment and growth. Another speaker was Dr. Niti Nandini Chatnani, Associate Professor of IIFT Delhi. She succinctly expressed her views about Financial Sector and recent growth in financial markets. The discussion was focused on Financial Markets i.e., Capital Markets, Money Markets, Foreign Exchange Markets, Commodity Markets. Another esteemed speaker Mr. S Balasubramanian, Executive Vice President & CFO of Zensar Technologies, briefly expressed his views on Artificial Intelligence, its stages and areas where organisations want to adopt it. The session also focused on Computer Vision, Natural Language Processing, Deep learning, Machine learning, and last but not the least benefits of using AI for process efficiencies.

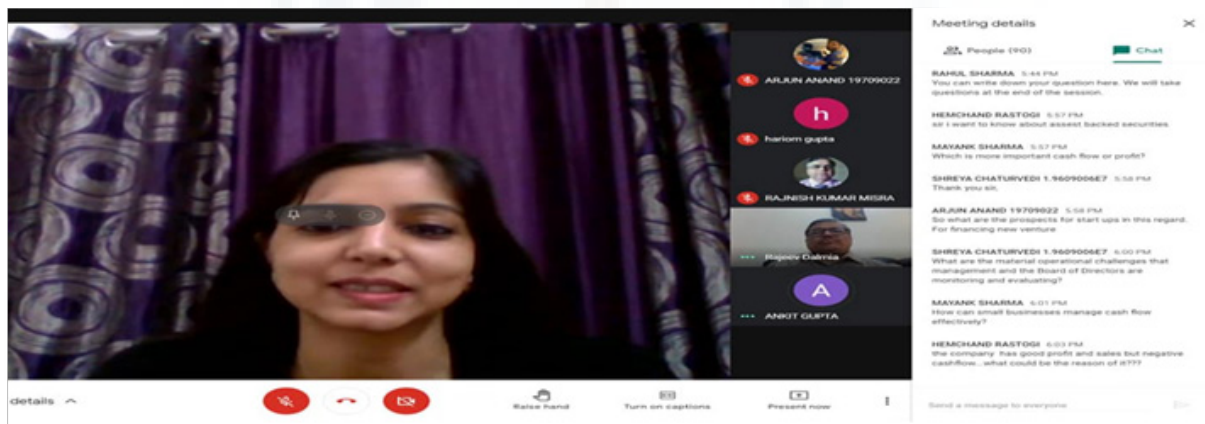




# Webinar

## Impact of Covid 19 on Global Supply Chains and Quality Management

Jaypee Business School, Noida organized a webinar on the impact of Covid 19 on Global Supply Chains and Quality Management on December 10, 2020. The speaker for the day was Dr. Kumar Biswas. The session gave an insight on how the supply chain practices had been at the edge of taking advantage of digital technologies to ease and build global resilient supply chains. The session also focused on unprecedented challenges for organizations, including a possible liquidity crisis, disruptions in global supply chain, raised trade barriers, and a transformed consumer mindset.




**LIVE WEBINAR**

**Mr. Kumar Biswas**  
Former Jt. Director,  
Petroleum Planning &  
Analysis Cell, Ministry of  
Petroleum and Natural Gas

**Impact Of Covid 19  
On Global Supply  
Chains And Quality  
Management**

**Thursday, 10th December • 5-6 PM IST**

REGISTER YOURSELF AT:  
<https://forms.gle/iBRUM7RoXWCUM7w29>  
Certificates will be given to first 100  
registered participants.

JOIN US USING GOOGLE MEET AT:  
<https://meet.google.com/vat-uggy-xkm>

Follow Us at :- 

SCAN ME TO REGISTER

# Webinar HR Challenges for the New World Order

On February 27, 2021 Jaypee Business School successfully organized a Panel discussion on the topic “HR Challenges for the New World Order”. The participants got an opportunity to learn current best practices in the HR world from the following 3 nationally renowned speakers:

Prof. Subir Verma (Professor in FORE School of Management, Delhi)

Mr. Sanjay Chaturvedi (Head HR - Valvoline Cummins)

Mr. S.Y.Siddiqui(Executive Advisor - Maruti Suzuki India)

The panel discussion explored challenges that organizations are facing on the HR front and the speakers offered the strategic responses of the HR leaders to tackle these issues head-on.



“Nothing we do is more important than hiring people. At the end of the day, you bet on people not strategies” —  
Lawrence Bossidy



## JAYPEE BUSINESS SCHOOL

Presents

# “HR Challenges for the New World Order”



Mr. S.Y. Siddiqui

Chief Mentor- Maruti Suzuki, India



Mr. Sanjay Chaturvedi

Head Human Resources-  
Valvoline Cummins Pvt. Limited



Prof. Subir Verma

Professor- HRM and OB  
Fore School of Management, Delhi

Date: 27<sup>th</sup> February, 2021

Time: 4:30-6:00 PM

Live streaming: YouTube live

Google Meet Link: <https://meet.google.com/tok-nbuy-sgx>  
Registration Link: <https://forms.gle/x6RuPxncv9mjrxeu8>

E- Certificates will be provided

# Webinar

## Opportunities in entrepreneurship for management studies

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Jaypee Business School, Noida organized a Webinar on “OPPORTUNITIES IN ENTREPRENEURSHIP FOR MANAGEMENT STUDENTS” on March 5, 2021. The speaker Ms. RituMarya (Editor-in-Chief, Entrepreneur Magazine). She discussed about entrepreneurial opportunities created by unmet market needs and technological changes and how to leverage them.



**LIVE WEBINAR**

**OPPORTUNITIES IN ENTREPRENEURSHIP FOR MANAGEMENT STUDENTS**

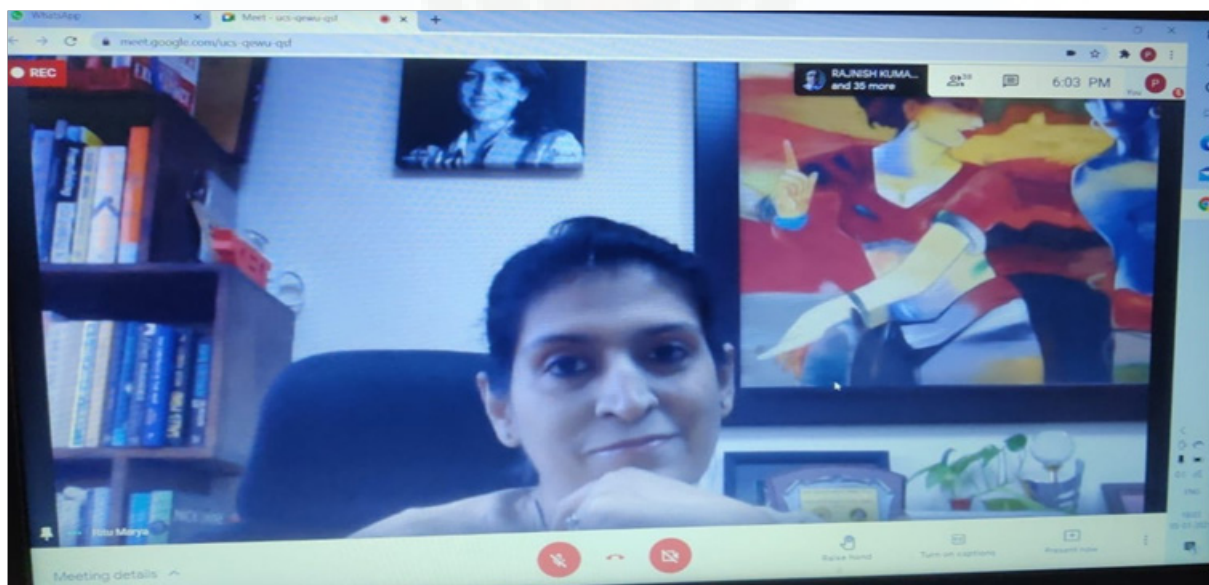
**OUR GUEST SPEAKER**  
**RITU MARYA**  
Editor-in-Chief, Entrepreneur Magazine

Register yourself at :-  
<https://forms.gle/bh7dv5ufYrF7FATt5>

**Date:- 05-03-2021**  
**Timing:- 05:50 PM IST**  
**G-Meet Link To Join the Webinar**  
<http://meet.google.com/ucs-qewu-qsf>

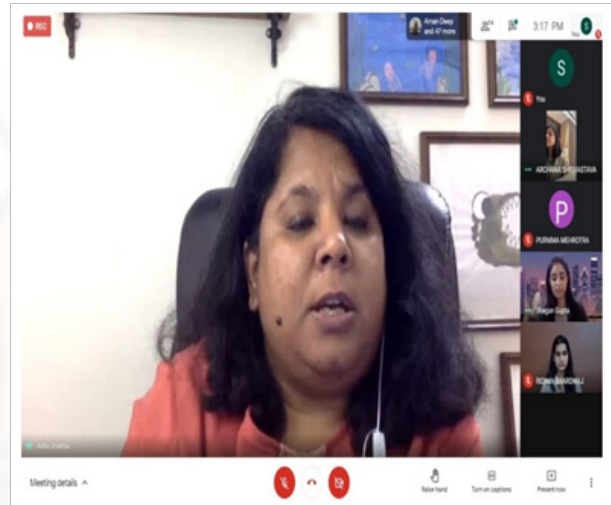
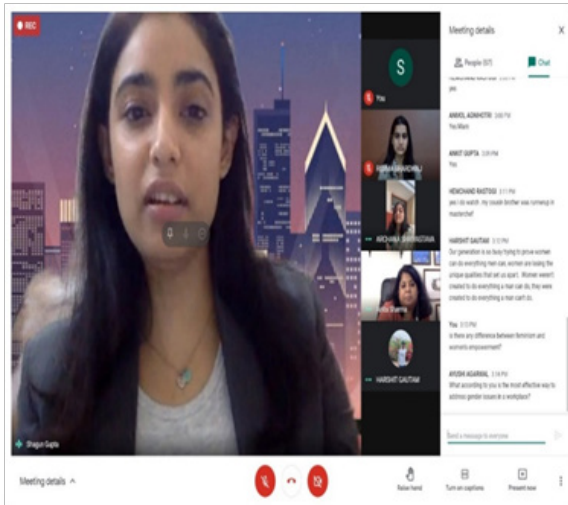
**E-Certificate Will be Provided**

Live via @YouTube



# Webinar: Gender Sensitization

Jaypee Business School, Noida, organized a panel discussion on the topic 'Gender Sensitization' on March 17, 2021. The speaker Dr. Anita Sharma and Ms. Shagun Gupta discussed on the gender justice and gender equality. Their linkage with gender empowerment was also stressed upon. It inspired everyone to live a life of dignity and develop an ability to pursue their choices.



"A Gender Equal Society Would Be One Where The Word 'Gender' Does Not Exist: Where Everyone Can Be Themselves."  
- Gloria Steinim

## JAYPEE BUSINESS SCHOOL

Presents

# "Panel discussion on Gender Sensitization"

Shagun Gupta

Market Insights Analyst- Webhelp

Anita Sharma

Entrepreneur - 'Drive On My Own'.  
And 'INKPOTHUB'.

Date: 17<sup>th</sup> March, 2021

Time: 2pm Onwards

Google Meet Link: <https://meet.google.com/ykg-qmkc-ywk>  
 Registration Link: <https://forms.gle/vuv34LIGW2BY4XVS7>

E- Certificates will be provided

विद्या तस्य ज्योतिषमः

# Webinar

## Building Personal and Organizational Resilience

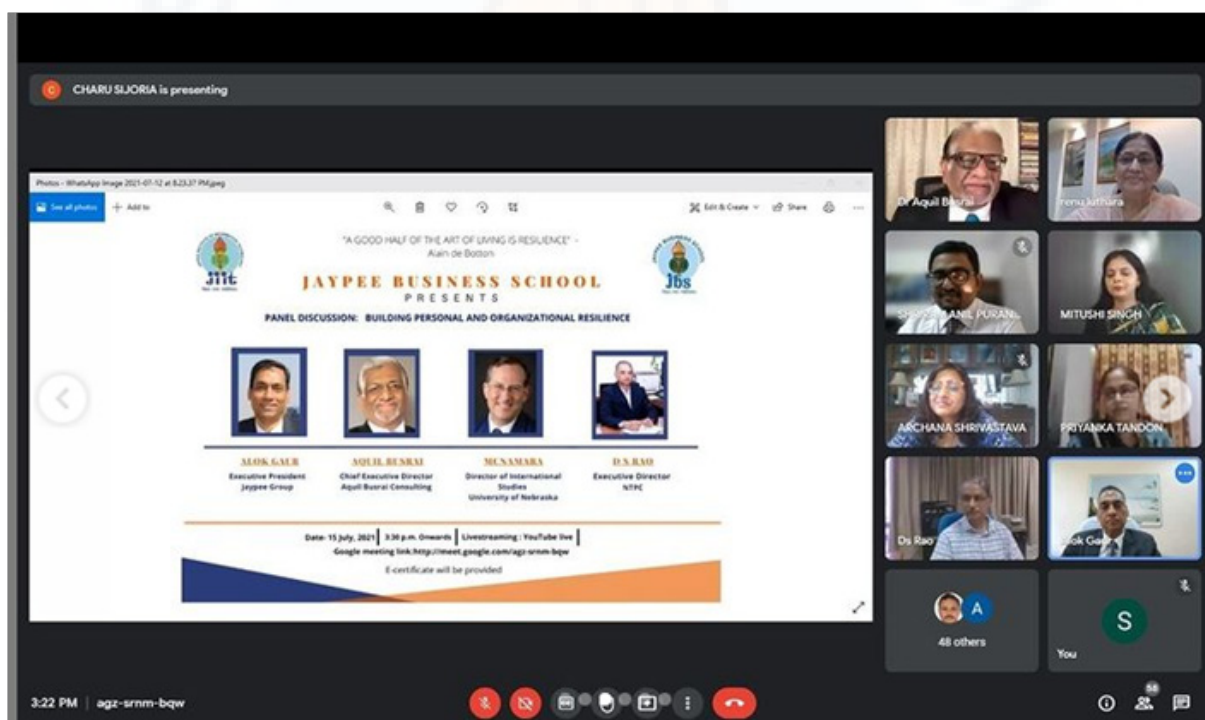
On 15 July 2021, in the midst of the raging pandemic both nationally and globally, Jaypee Business School organized a very pertinent panel discussion on the topic “Building Personal and Organizational Resilience” where the following internationally acclaimed speakers were called upon to share their views:

Mr. Alok Gaur - Director of Jaypee Group of Companies,

Prof. Patrick McNamara - Director of International Studies at University of Nebraska

Dr. D.S. Rao - Executive Director of NTPC

The session was an eye opener for all the participants as they not only learnt about the best practices contemporary organizations are following to become resilient during the ongoing health crisis but icing on the cake were the tips and tricks shared by the speakers, which they were using to improve personal resilience to become successful contributors despite the problems persisting in the pandemic.





# Jaypee Business School



Presents

Building personal and organisational resilience

## "Right over Easy"

The Easy and Wrong though taboo  
Is full of tempting things to do

The Tough and Wrong Work  
Just no one wants to do

Since in the Easy and Right Quadrant  
There is hardly anything to do

It leaves the Tough and Right Work  
As the only work to do

By Alok Gaur

Director of Jaypee Group of Companies



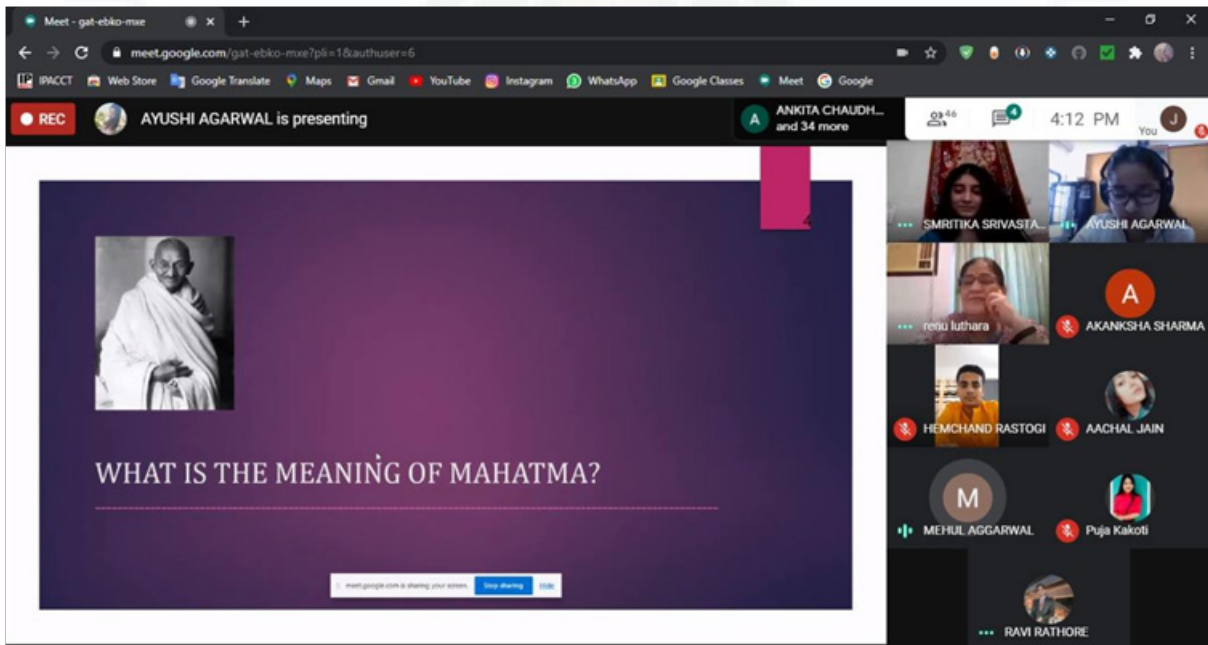
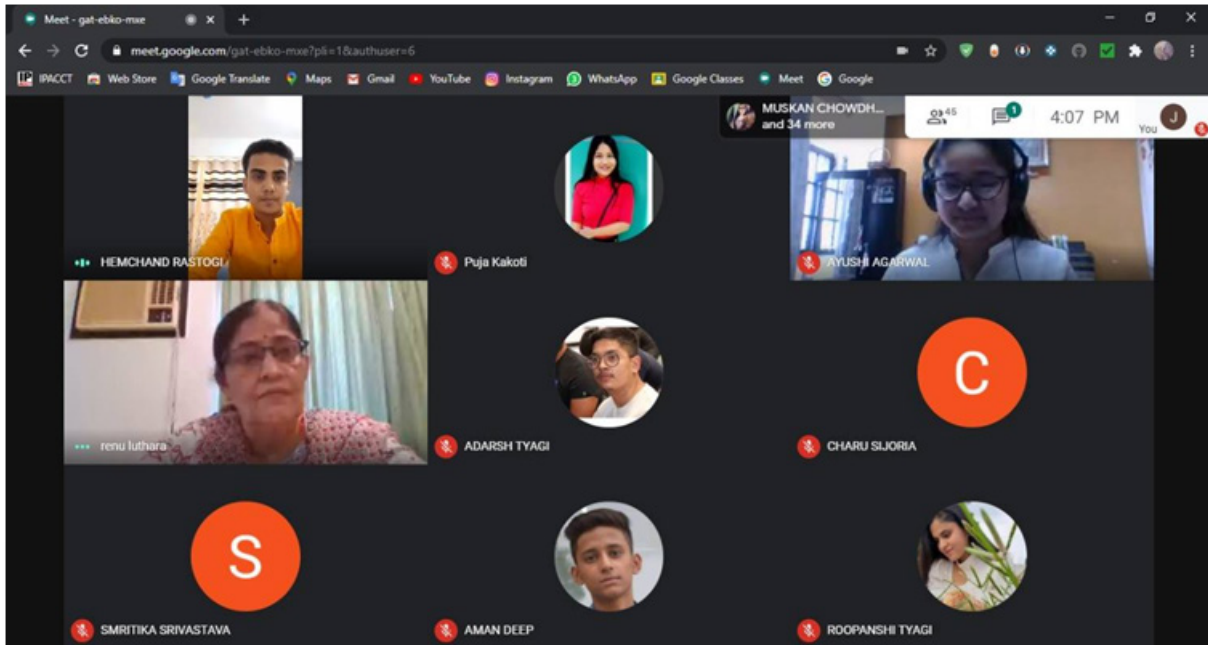
# JBS Accomplishments

JBS, Noida for its CSR initiative is proud to be a recipient of CSR Excellence in Education Award for the year 2020.



## Events @JBS

Jaypee Business School, Noida organized a virtual event on the occasion of 151st Gandhi Jayanti on October 2, 2020. A brief video was presented showing Gandhi Ji's life journey, philosophy and ideology. The event also comprised of quiz competition on Gandhi Ji's life.

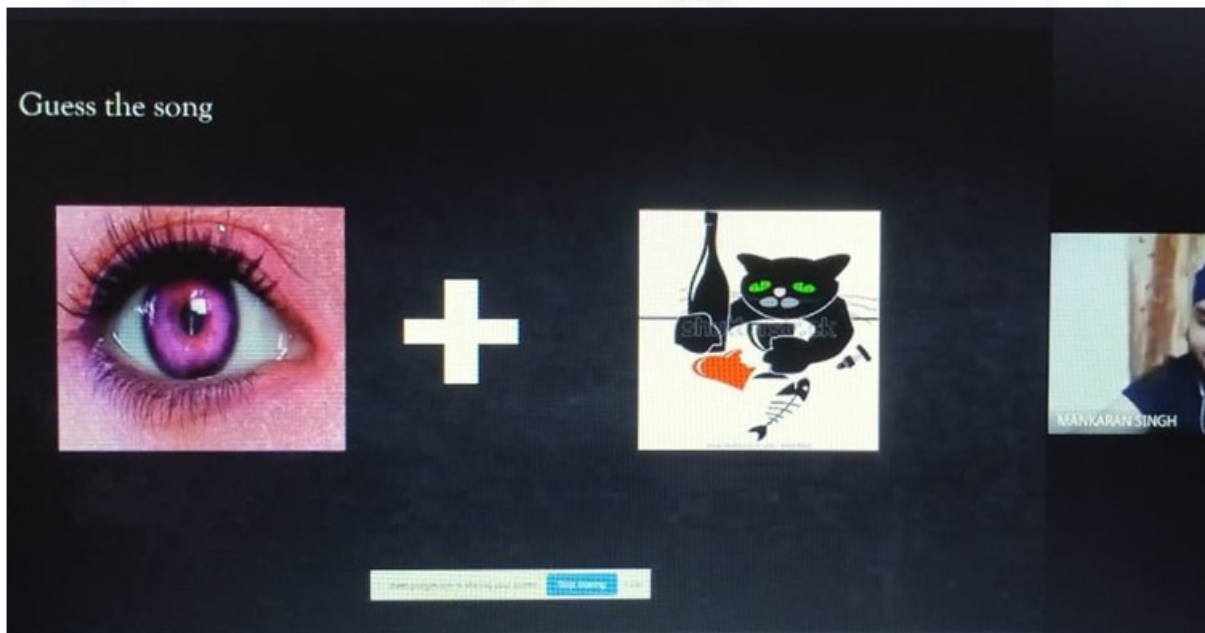




# Event: "MUSIQUE MUSHARA"

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The students of JBS organized a musical event "MUSIQUE MUSHARA" on November 2, 2020.



विद्या तल्ल ज्योतिसमः

## Event: Cinema Kheloor Jeeto

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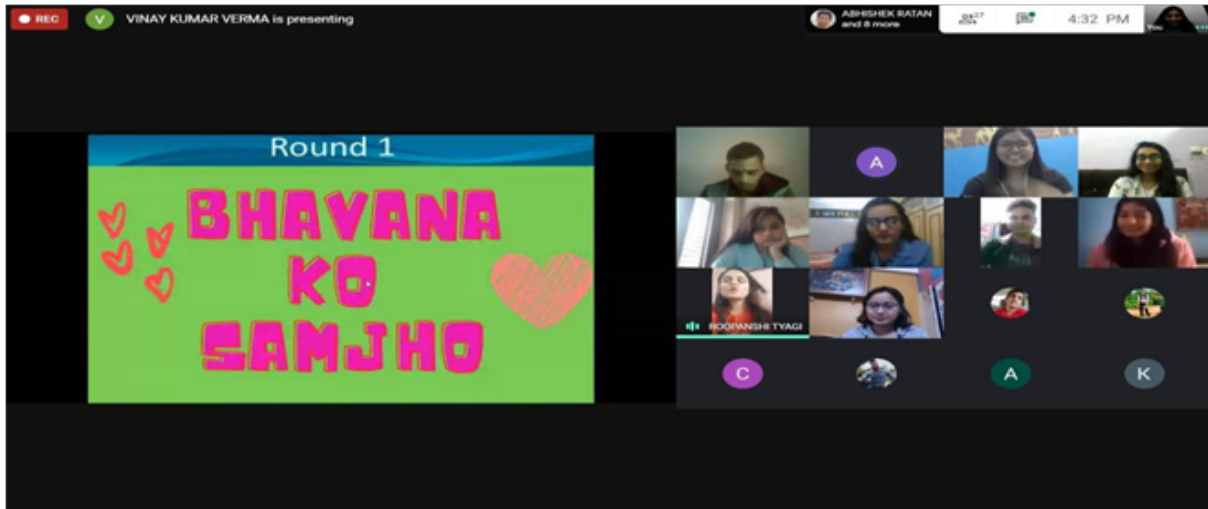
“Babumoshai Zindagi lambi nahi badi honi chaiye”. JBS, Noida organized an event “Cinema Kheloor Jeeto” on November 9, 2020 and gave a chance to all the Bollywood lovers to come out and test their cinematic knowledge.



विद्या तत्त्व ज्योतिसमः

## Event: Dumb Charades

JBS organized an event “Dumb Charades” on December 5, 2020, the event was enriched with lots of amusing rounds such as guessing the movies by recognizing the actions and songs guessing activity in which participants were required to do the signature step of the songs.

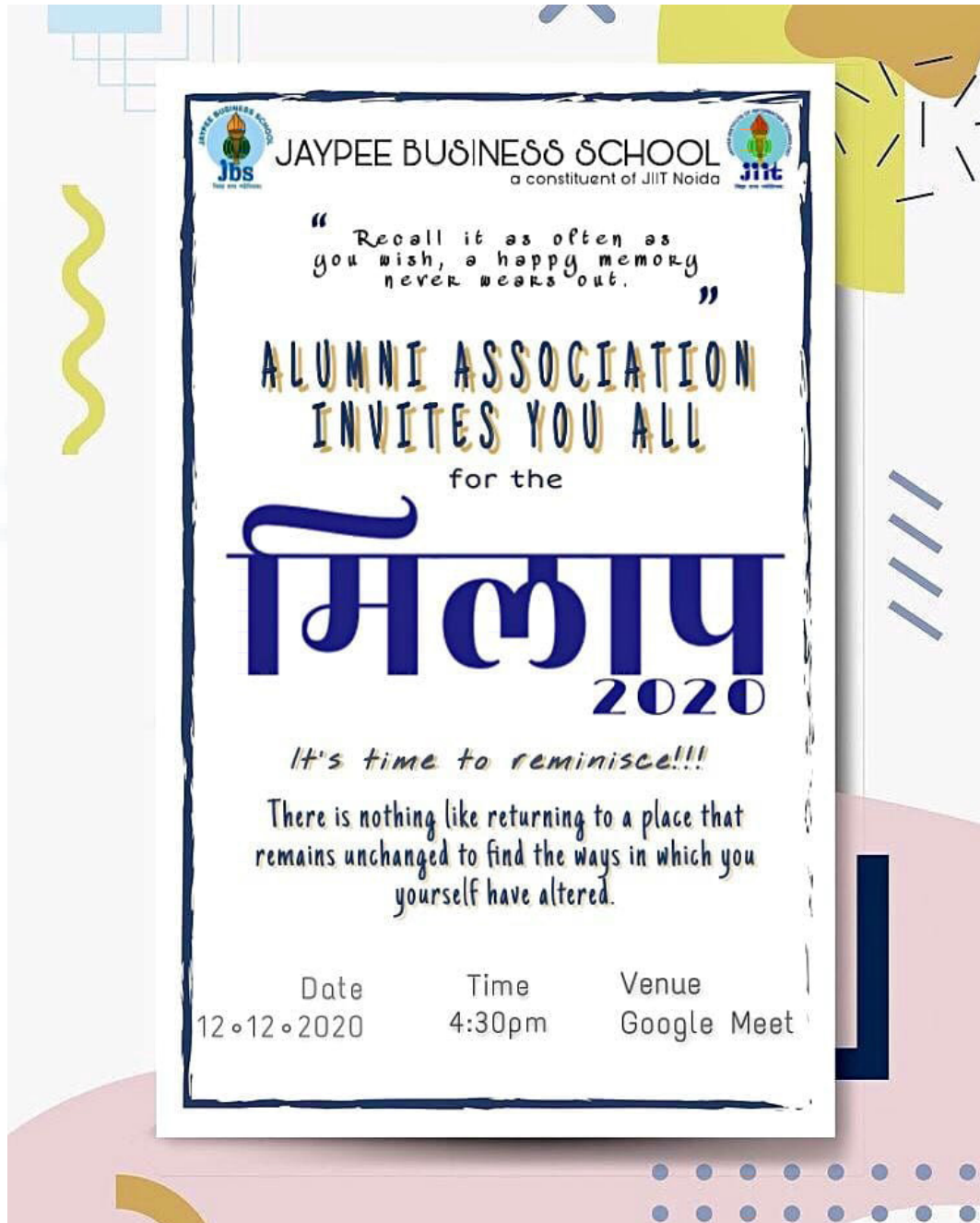


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# Milaap

*There is nothing like returning to a place that remains unchanged to find the ways in which you yourself have altered.* - Nelson Mandela

Jaypee Business School organized a virtual Alumni meet “MILAAP- it’s time to reminiscence” on December 12, 2020. It was a nostalgic trip down the memory lane that gave our alumni an opportunity to catch up with old friends again.

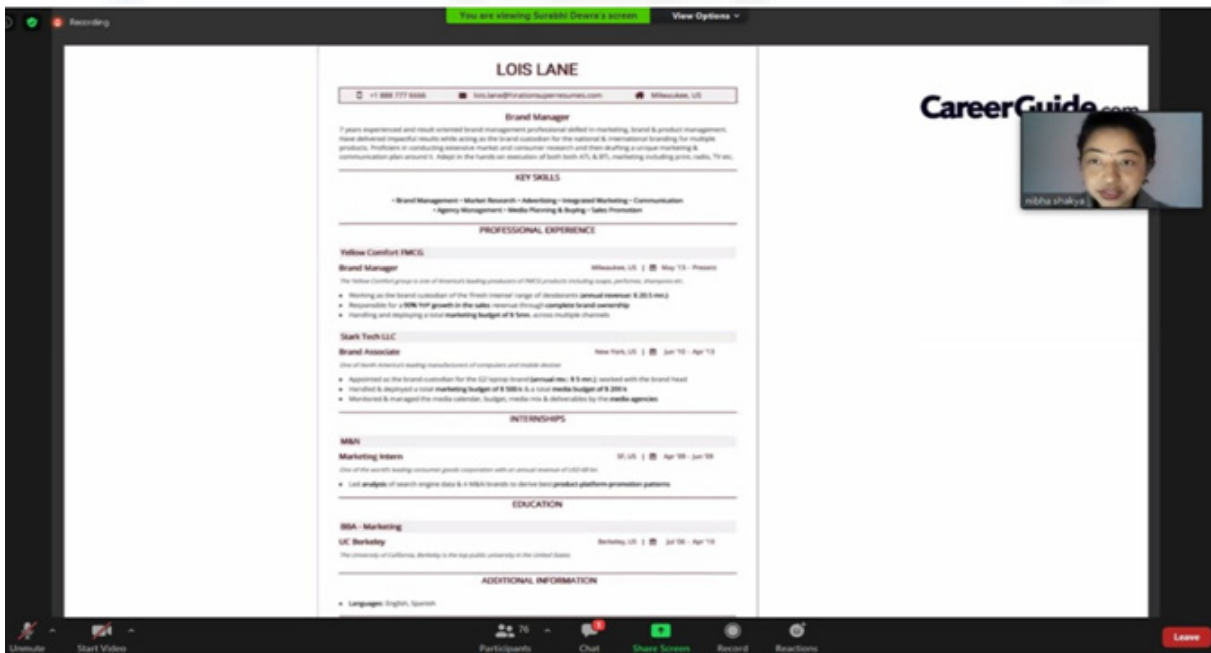


The invitation card features a white background with a blue border. At the top, it displays the Jaypee Business School logo on the left and the JIIT logo on the right, with the text "JAYPEE BUSINESS SCHOOL a constituent of JIIT Noida" in the center. Below this is a quote: "Recall it as often as you wish, a happy memory never wears out." The main text reads "ALUMNI ASSOCIATION INVITES YOU ALL for the" followed by the word "मिलाप" in large, stylized blue Devanagari script, with "2020" underneath. A sub-headline says "It's time to reminisce!!!". The bottom section contains the same quote as the top. At the very bottom, there is a table with event details.

Date	Time	Venue
12 • 12 • 2020	4:30pm	Google Meet

# Career Counselling Workshop

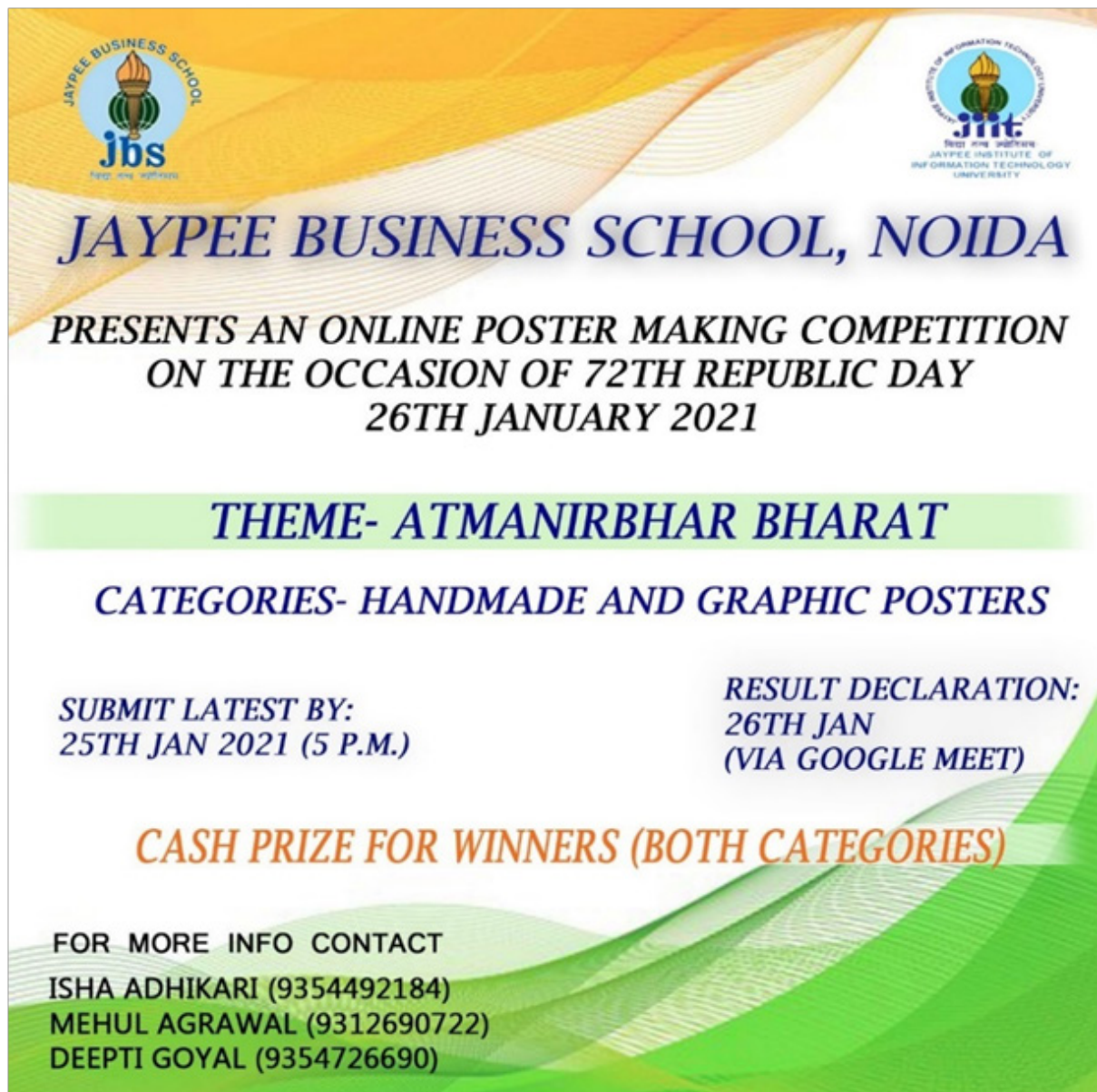
A career counselling workshop by CareerGuide.com for all the engineering and management students was held on January 12, 2021. The session focused on how to grab placement opportunities during pandemic and pre requisites for building a successful career.



## Poster Making Competition

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Jaypee business school, organized a Poster Making Competition on the occasion of 72nd Republic Day on the Atmanirbhar Bharat theme on January 26, 2021. The world now counts on and look up to India as an example for combatting and conquering the virus. To foster new thoughts on the age-old mantra of self-reliance and to reinforce its relevance today, students were given an opportunity to put their imagination on the canvas using their creativity for designing vivid pieces of artwork. A digital flavour was added to the competition through a separate category of Graphic Design Posters.



The poster features a yellow and orange wavy background at the top, transitioning to a green wavy background at the bottom. It includes logos for Jaypee Business School (JBS) and Jaypee Institute of Information Technology University (JIIT) in the top corners. The central text is in a bold, serif font, and the theme is highlighted in a green banner. Submission and result details are clearly stated, along with contact information for more information.

**JAYPEE BUSINESS SCHOOL, NOIDA**  
**PRESENTS AN ONLINE POSTER MAKING COMPETITION**  
**ON THE OCCASION OF 72TH REPUBLIC DAY**  
**26TH JANUARY 2021**

**THEME- ATMANIRBHAR BHARAT**

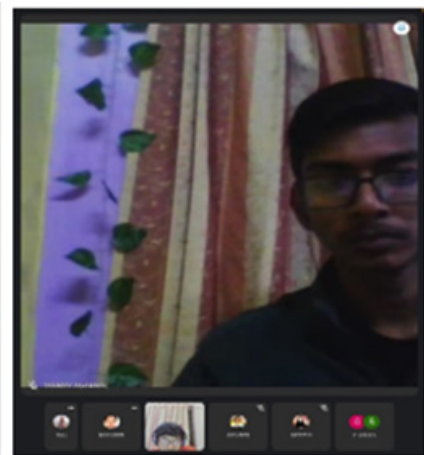
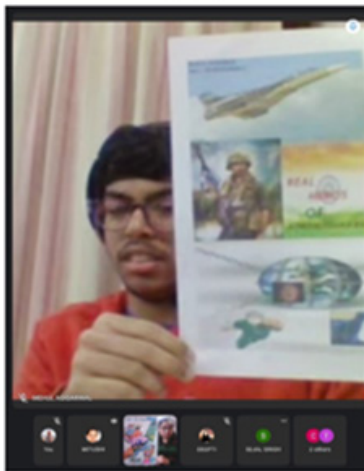
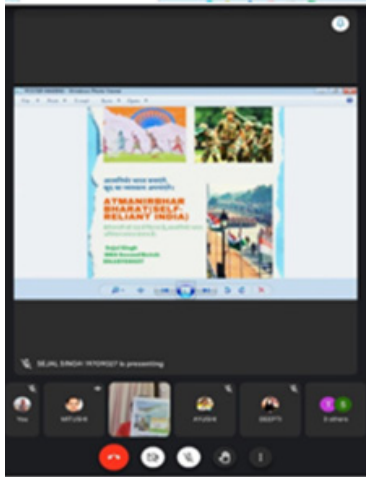
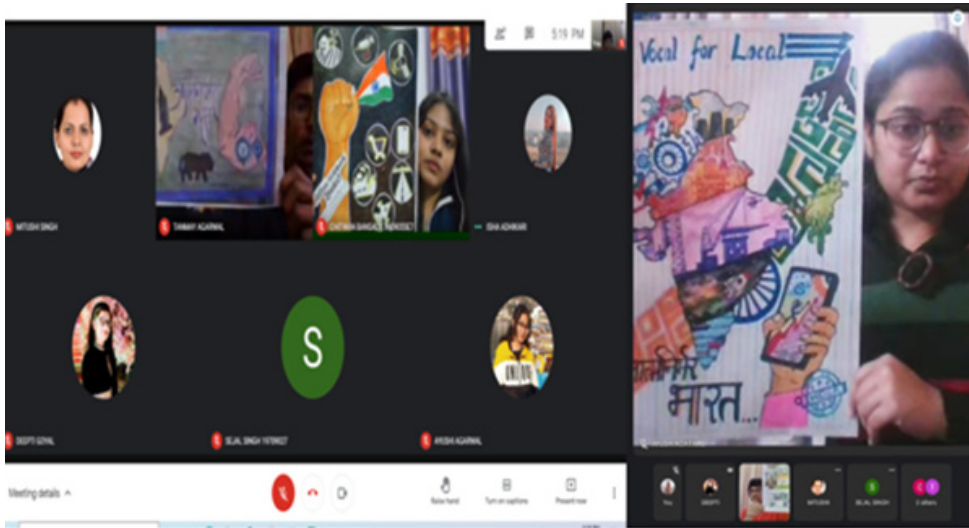
**CATEGORIES- HANDMADE AND GRAPHIC POSTERS**

**SUBMIT LATEST BY:**  
**25TH JAN 2021 (5 P.M.)**

**RESULT DECLARATION:**  
**26TH JAN**  
**(VIA GOOGLE MEET)**

**CASH PRIZE FOR WINNERS (BOTH CATEGORIES)**

**FOR MORE INFO CONTACT**  
**ISHA ADHIKARI (9354492184)**  
**MEHUL AGRAWAL (9312690722)**  
**DEEPTI GOYAL (9354726690)**



  
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# Quiz: Mind Run

Jaypee business school, organized business quiz- "MIND RUN" on 26th March 2021. It was the game of interest, power, and joy. Total of 5 teams were selected after the screening round, each team consisted of 2 Participants.








# Executive Development Program

With the objective to develop data driven decision making capacity among the individuals, JBS Noida organized Online Executive Development Program in Business Analytics. The program emphasized on the skill enhancement of business executives on latest business analytics skills/ tools/ techniques.

Executive Development Program in Business Analytics by JBS, JIIT, NOIDA (2021-05-07 at 22:37 GMT-7)

## Instructors for EDP in Business Analytics



<p><b>Charu Sijoria</b></p>  <ul style="list-style-type: none"> <li>• PhD, IIT Kharagpur</li> <li>• Published many research articles in national and international journals of repute</li> <li>• Corporate trainer in Areas of Data Visualization &amp; Marketing</li> </ul>	<p><b>Mansi Khurana</b></p>  <ul style="list-style-type: none"> <li>• PhD in Statistics, Banasthali University</li> <li>• Worked as a Research Assistant at Concordia University, Montreal, Canada and was a recipient of Canada Commonwealth scholarship</li> <li>• Corporate trainer in Areas of Statistics, Data Modeling, Business Analytics</li> </ul>	<p><b>Ajit Kumar</b></p>  <ul style="list-style-type: none"> <li>• FPM, NITIE Mumbai</li> <li>• Has been a recipient of national research scholarship</li> <li>• Published many research articles in national and international journals &amp; conferences</li> <li>• Taught at premier Business Schools and trained numerous corporates</li> </ul>
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Exit full screen (f)

11:37 / 6:17:04

Executive Development Program in Business Analytics by JBS, JIIT, NOIDA (2021-05-07 at 22:37 GMT-7)

Press **Esc** to exit full screen

## Executive Development Program in Business Analytics

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PROGRAM CO-ORDINATOR:  
**Prof. Ajit Kumar**  
Assistant Professor, Business Analytics, JBS, JIIT NOIDA

DATE: 8, 15, 22 AND 29 MAY 2021  
TIME: 11 AM - 3 PM


**Jaypee Business School, JIIT, NOIDA**

AJIT KUMAR

0:00 / 6:17:04

# Competency Development Program

JBS Noida Organized the 7th Edition of the Competency Development Program titled, "Research Methodology and Data Analysis" from June 21-26, 2021. The one-week program covered every aspect of the research process right from identification of research topic, research design, sampling, data analysis, and presentation of research in a publishable manuscript.



**7<sup>TH</sup> COMPETENCY DEVELOPMENT PROGRAMME**

**RESEARCH METHODOLOGY & DATA ANALYSIS**

**JUNE 21-26, 2021**

<p><b>Programme Coverage</b></p> <ul style="list-style-type: none"><li>•Introduction to Research</li><li>•Research Design, Data &amp; Sample Design</li><li>•Data Screening and Management</li><li>•Data Analysis</li><li>•Scientific Reporting</li></ul>	<p><b>Who Should Attend</b></p> <ul style="list-style-type: none"><li>•The programme is beneficial for: Faculty members</li><li>•Research scholars</li><li>•Executives working in research and consulting organization.</li></ul>	<p><b>Resource Persons:</b></p> <ul style="list-style-type: none"><li>•Dr. A. V. Surya</li><li>•Dr. Rajnish K. Misra</li><li>•Dr. Rahul Sharma</li><li>•Dr. Shriram A. Purankar</li></ul>
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**Programme Fee & Registration Process**

- Registration Fee: Rs. 500/- per participant for external participants. No fee for JBS / JIIT community members.
- Registration with link given below latest by June 19, 2021.
- E-certificate will be issued to the participants on successful participation

<https://forms.gle/GdZejiHD4WxE7Vk99>

**Jaypee Business School**

A Constituent of Jaypee Institute of Information Technology  
(Declared Deemed to be University u/s 3 of UGC Act.)  
A-10, Sector 62, NOIDA, 201309, INDIA [www.jbs.ac.in](http://www.jbs.ac.in)

Contact : Prof. (Dr.) Rajnish Kumar Misra - [rajnish.misra@jiit.ac.in](mailto:rajnish.misra@jiit.ac.in)  
Dr. Rahul Sharma - [rahul.sharma@jiit.ac.in](mailto:rahul.sharma@jiit.ac.in)

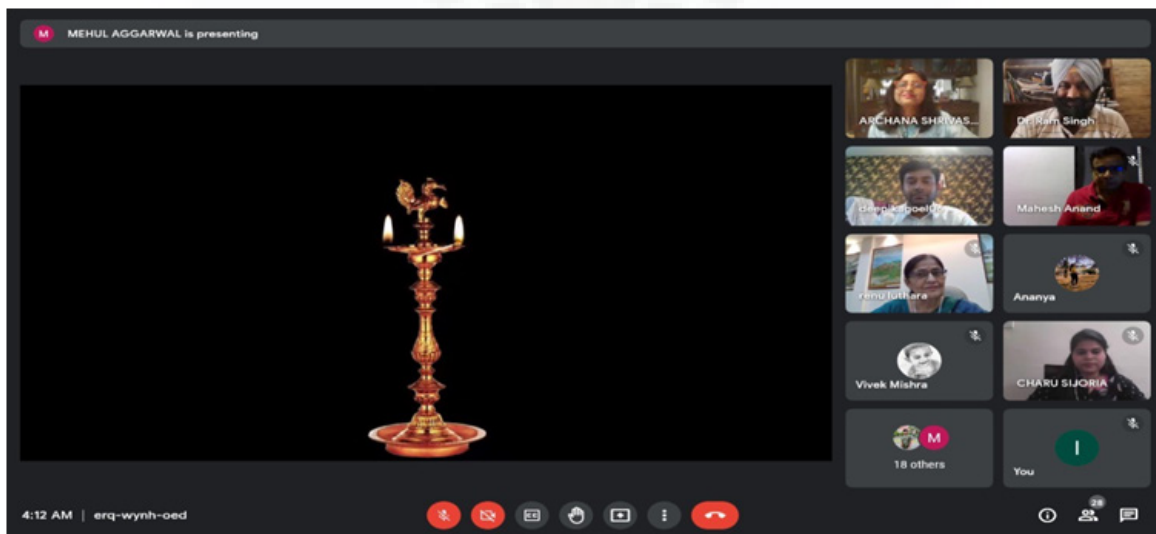
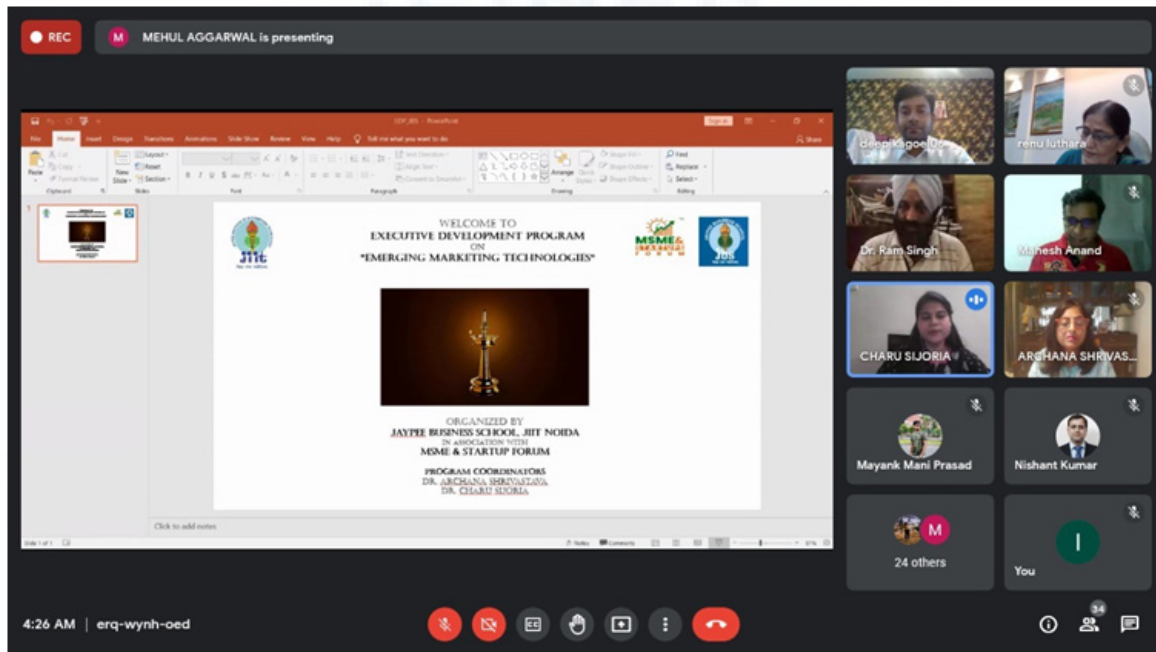
# Executive Development Program

Jaypee Business School, Noida has organized Executive Development Program on Emerging Marketing Technologies.

Day 1- 23rd July 2021

Guests of Honour - Mr. Sachin Goel EVP & Head of Tata AIG life Insurance. Speaker -Dr. Ram Singh-IIFT Delhi

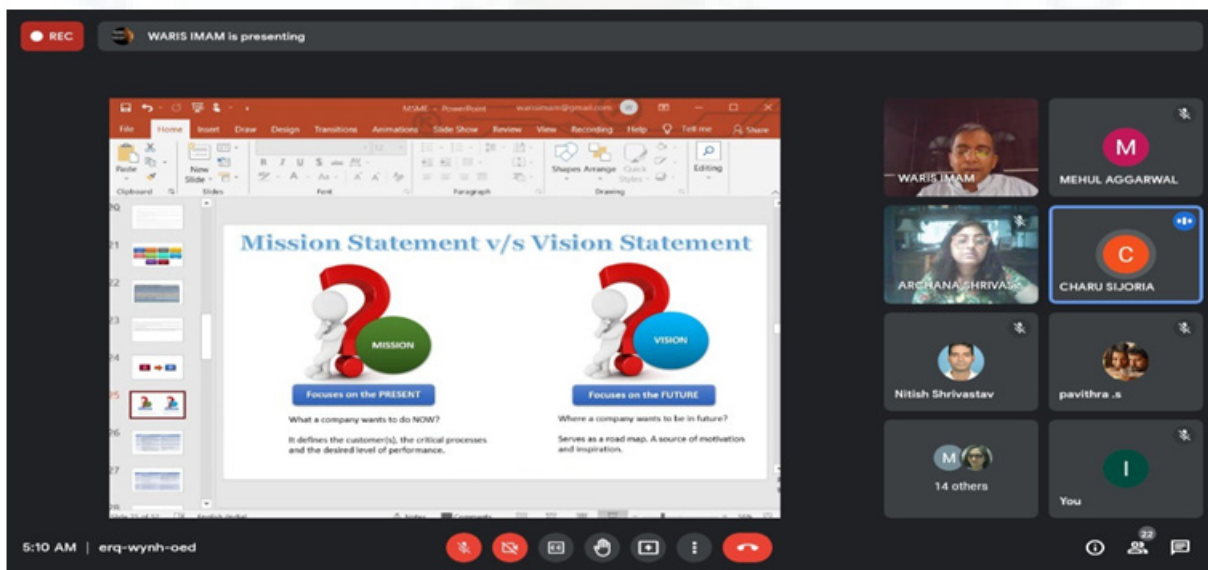
This program was about understanding the Global Financial Markets and identifying business opportunities for Indian MSME in global markets.



Day 2- 24th July 2021

Speaker:- Mr. Waris Imam- Group Director at Limje Industrial Ltd.

The session gave insights into the prerequisites of starting a new business venture.



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## Day 3-Executive Development Program on Emerging Market Technologies

Theme: Entering Foreign Markets

Speaker: Dr. Shriram A Purankar, JBS

This virtual session explored different dimensions of entering global markets from the MSME point of view.

CHARU SIJORIA is presenting

### MSME- Emergence

- India accorded high priority to small & medium enterprises during the pre-liberalization era
- Scenario for small scale industry changed with industry policy establishment
- MSMED Act was established to provide for facilitating the promotion & development & enhancing competitiveness of MSMEs
- Became operational on 2<sup>nd</sup> October 2016
- Prior to 2006 Act - all about small & village industries; After 2006 Act - Micro & Small Industries [The Economic Times, 2020]
- MSMEs access to international markets is limited
- On an average MSMEs account for 95% of all firms in a country, but their share in direct exports is 7.6% (World Trade Report 2016, WTO)

Participants: ONEUP CONSULTANCY, SHRIRAM ANIL PURANKAR, ARCHANA SHRIVASTAVA, Nimisha Srivastava, ISHA ADHIKARI, MANSI GUPTA, CHARU SIJORIA, You

CHARU SIJORIA is presenting

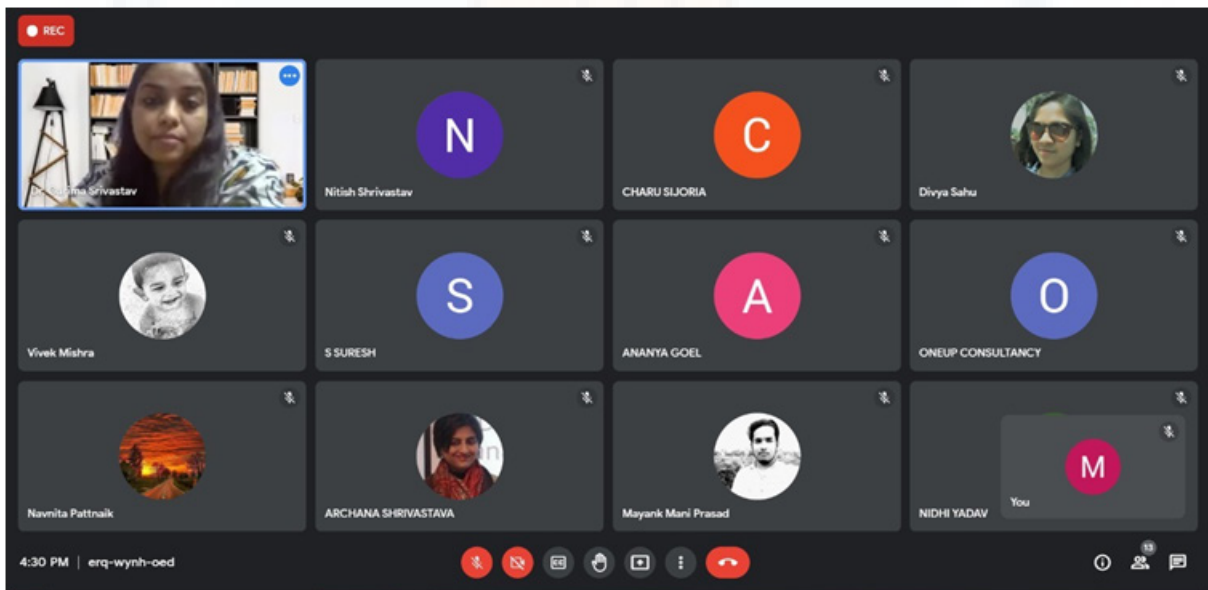
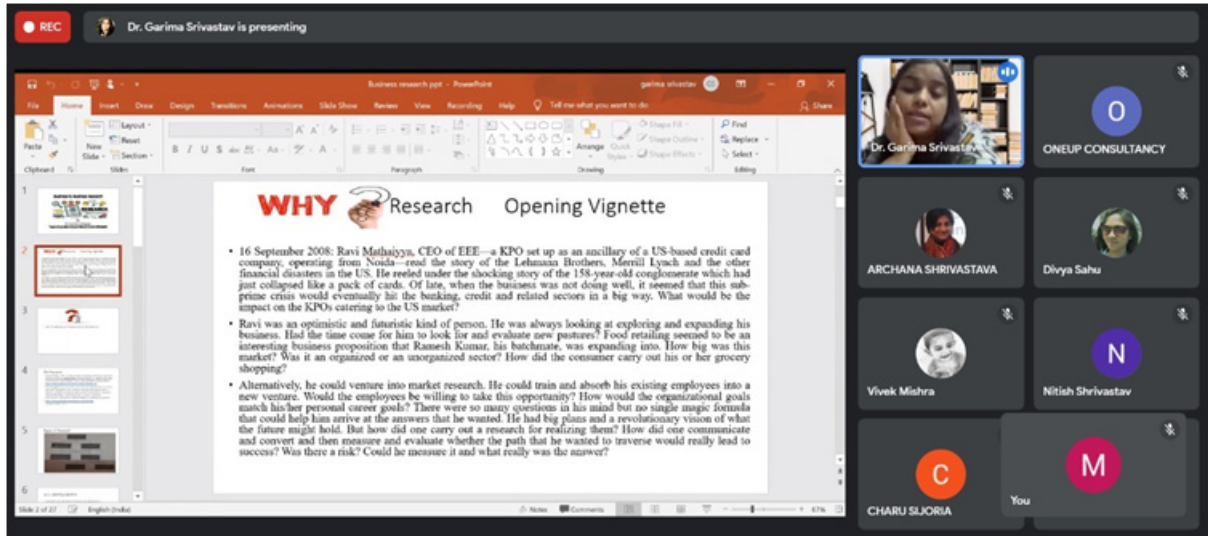
### Table 6.3 Quality of infrastructures

Quality of roads (10 best)	Quality of railroad infrastructure (10 best)	Quality of port infrastructure (10 best)	Quality of air transport infrastructure (10 best)	Quality of electricity supply (10 best)	Quality of local suppliers (10 best)
United Arab Emirates	Japan	Netherlands	Singapore	Switzerland	Japan
Portugal	Switzerland	Singapore	United Arab Emirates	Hong Kong	Switzerland
Austria	Hong Kong SAR	United Arab Emirates	Hong Kong SAR	Finland	Austria
France	Spain	Emirates	Netherlands	Norway	Germany
Netherlands	Finland	Hong Kong SAR	Finland	Denmark	Belgium
Singapore	Taiwan, China	Finland	Norway	Singapore	Netherlands
Hong Kong SAR	Germany	Belgium	Austria	Austria	Denmark
Oman	Netherlands	Panama	Norway	Finland	USA
Switzerland	South Korea	Iceland	Switzerland	Netherlands	Finland
Japan	Denmark	Spain	USA	Luxembourg	Sweden
10 Lowest	10 Lowest	10 Lowest	10 Lowest	10 Lowest	10 Lowest
Bolivia	Brazil	Cameroon	Cape Verde	Kenya	Venezuela
Honduras	Argentina	Zimbabwe	Mali	Côte d'Ivoire	Burundi
Lesotho	Ethiopia	Zimbabwe	Guyana	Lesotho	Algeria
Montenegro	Cambodia	Rwanda	Guyana	Honduras	Timor-Leste
Malawi	Venezuela	Guyana	Ukraine	South Africa	Myanmar
Zimbabwe	Nigeria	Slovakia	Kuwait	Mongolia	Yemen
Burundi	Liganda	Philippines	Botswana	Mali	Mauritania
Peru	Colombia	Macedonia, FYR	Moldova	Suriname	Libya
Guyana	Uruguay	Madagascar	Nicaragua	India	Chad
Vietnam	Albania	Romania	Suriname	Zambia	Angola

Participants: SHRIRAM ANIL PURANKAR, ARCHANA SHRIVASTAVA, CHARU SIJORIA, ONEUP CONSULTANCY, Nimisha Srivastava, S SURESH, SUSILIAN BHATTACHARYA, You

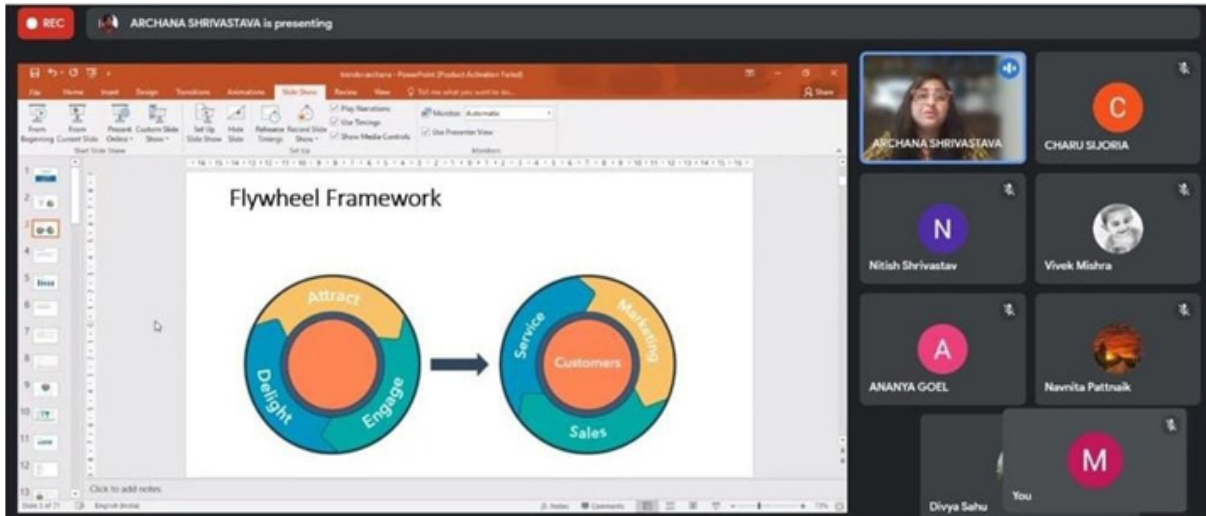
Day 4- 31st July 2021

Speaker for the day- Dr. Garima Srivastav - JBS, Noida, spoke about Business-to-Business research, Importance of business research, types of research, and research process.

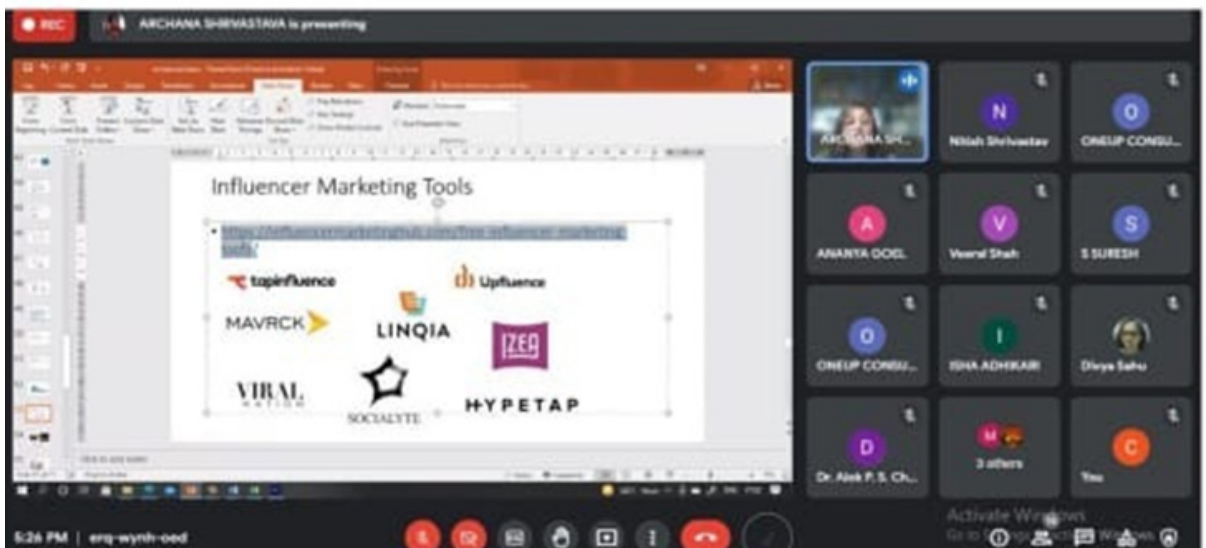


Day 5- 6th August 2021

Speaker for the day- Dr. Archana Srivastava - JBS, Noida, spoke about the emerging trends in marketing with specific reference to Content marketing, Artificial Intelligence, Inbound marketing and different tools and techniques of creating blogs, case studies, videos etc.



The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "Flywheel Framework". The slide features two circular diagrams. The first diagram is a flywheel with four segments: "Attract" (top, orange), "Engage" (bottom, green), "Delight" (left, blue), and "Service" (right, yellow). An arrow points from this flywheel to a second, similar flywheel. The second flywheel has segments for "Service" (top, orange), "Sales" (bottom, green), "Relationship" (right, yellow), and "Customers" (center, orange). The Zoom interface includes a "REC" indicator, a list of participants (ARCHANA SHRIVASTAVA, CHARU SJORIA, Nish Shrivastav, Vivek Mishra, ANANYA GOEL, Navrita Pattnaik, Divya Sahu, and You), and a Windows taskbar at the bottom.

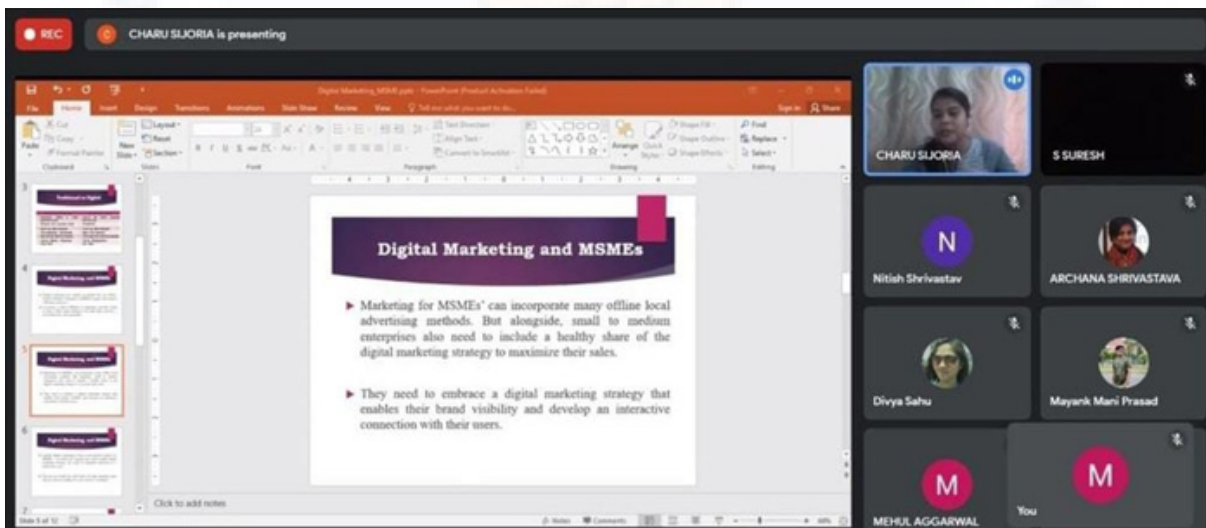
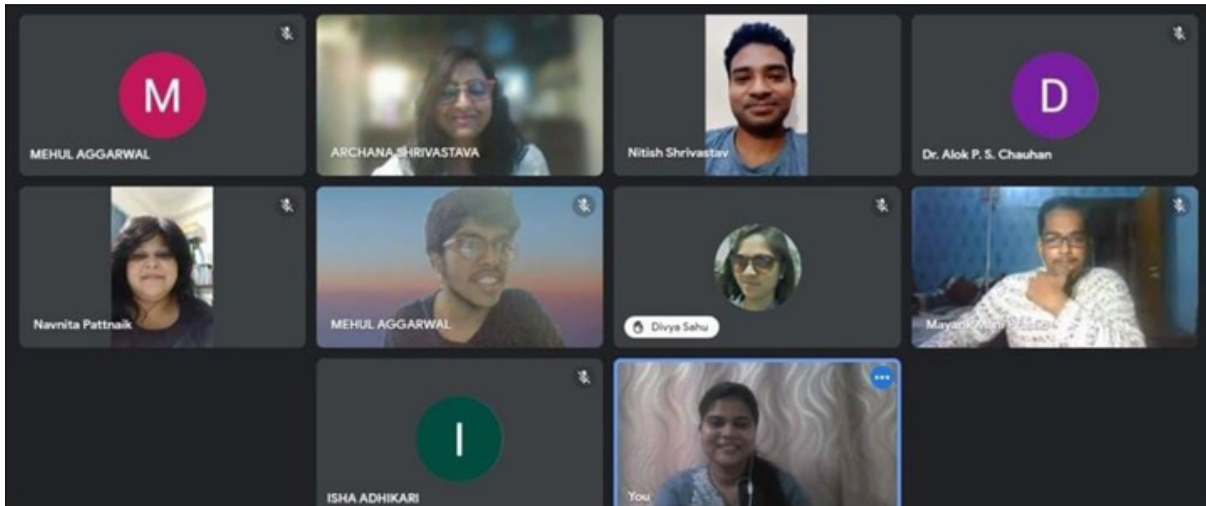


The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "Influencer Marketing Tools". The slide lists several tools: topinfluence, MAVRCK, VIRAL, LINQIA, SOCIALYTE, Upfluence, IZED, and HYPETAP. The Zoom interface includes a "REC" indicator, a list of participants (ARCHANA SRIVASTAVA, Nish Shrivastav, ANANYA GOEL, Viveerl Shah, OREUP CONSU..., SHIA ADHYKARI, Divya Sahu, Dr. Ansh P. S. Ch., 3 others, and You), and a Windows taskbar at the bottom showing the time as 5:26 PM.

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Day 6- 7th August 2021

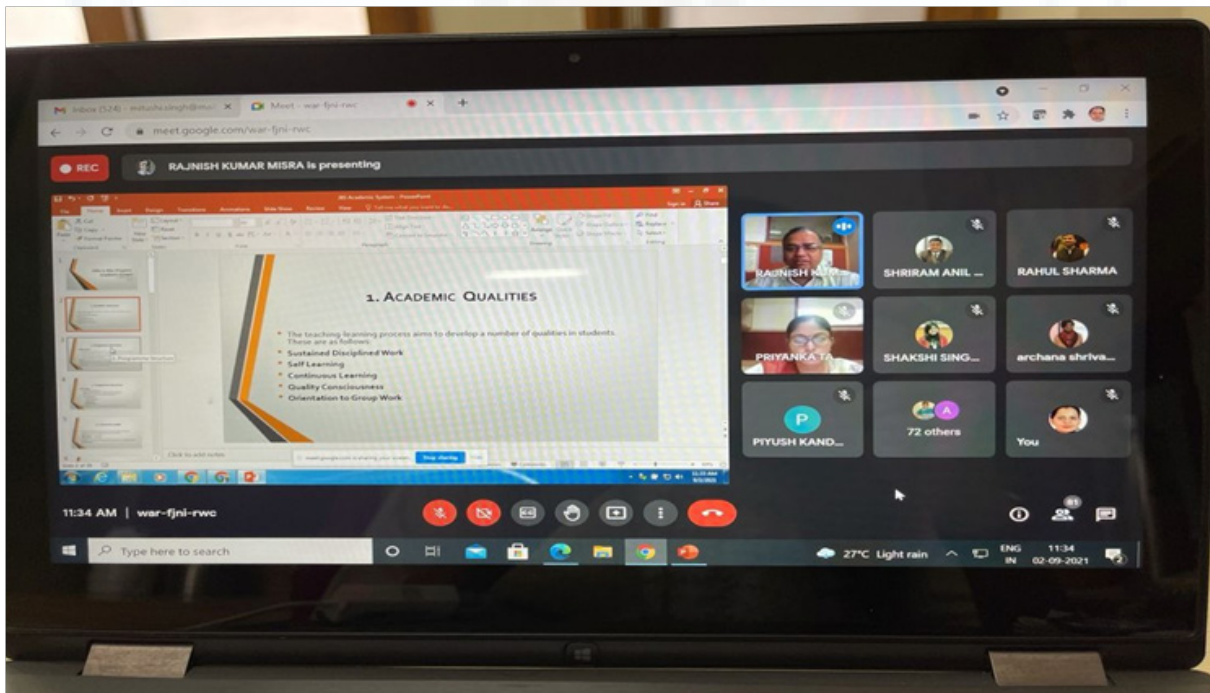
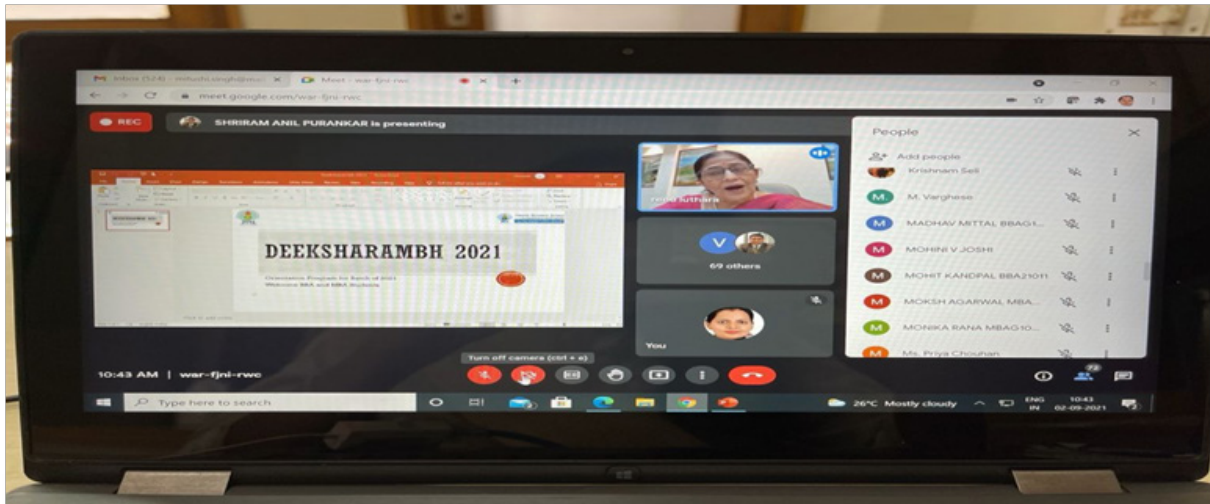
Speaker- Dr. Charu Sijoria- JBS, Noida, spoke on Digital Marketing in which the audience was acquainted with social media marketing, Search Engine Optimization, tools for content creation and usage of different tools and techniques for social media analytics.





# Deeksharambh

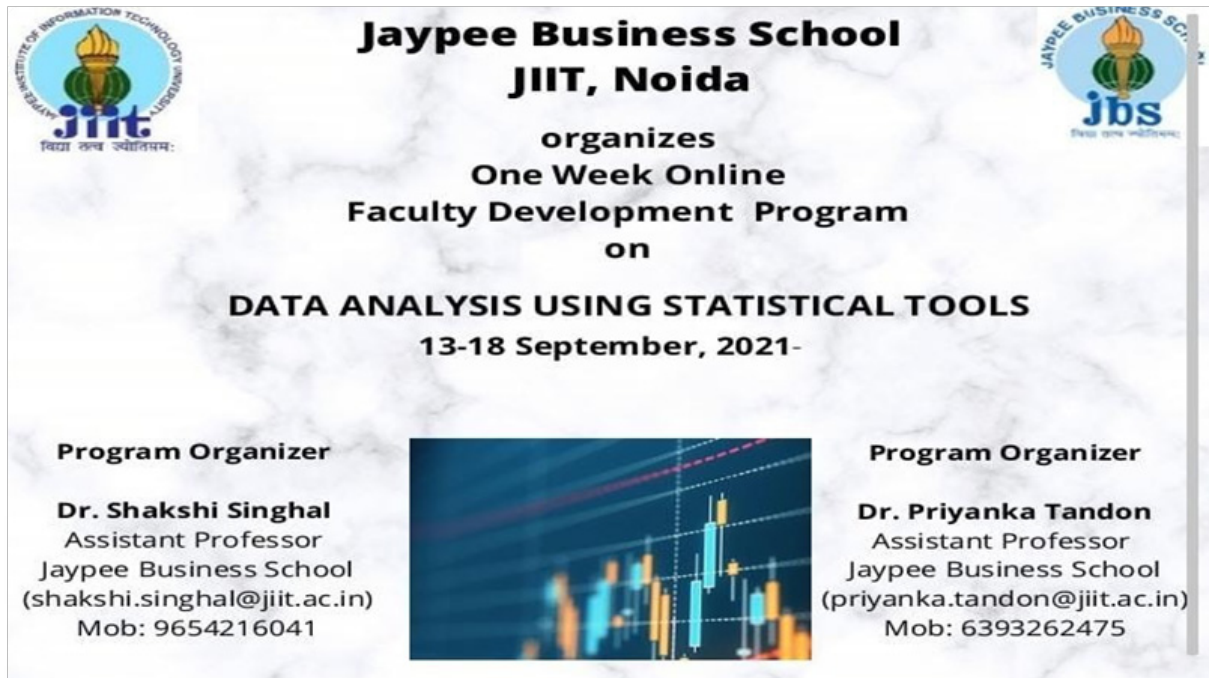
On 2nd September JBS held a departmental orientation program “DEEKSHARAMBH 2021” for BBA & MBA batch. The program involved welcome addresses from Professor Renu Luthra (Vice Provost), Professor Rajnish Misra and other faculty members of Jaypee Business School Noida. The agenda of the program was to give an overview of the Academic System, Curriculum, Project Based Learning, and extracurricular activities of JBS.



## Faculty Development Program

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Jaypee Business School organized six days online “Faculty Development Program” on “**Data Analysis using statistical tools**” during 13-18 September 2021. This program aims to impart knowledge and understanding among researchers and academicians about various data analysis techniques and hands-on experience on different statistical software.



The poster features a central title in bold black text: "Jaypee Business School JIIT, Noida organizes One Week Online Faculty Development Program on DATA ANALYSIS USING STATISTICAL TOOLS 13-18 September, 2021-". The text is flanked by the logos of JIIT (left) and JBS (right). Below the title, there are two columns of text, each identifying a Program Organizer. The left column lists Dr. Shakshi Singhal, Assistant Professor at Jaypee Business School, with her email and mobile number. The right column lists Dr. Priyanka Tandon, Assistant Professor at Jaypee Business School, with her email and mobile number. In the center, between the two columns, is a small image of a candlestick chart with a red trend line.

**Jaypee Business School  
JIIT, Noida**  
organizes  
**One Week Online  
Faculty Development Program**  
on  
**DATA ANALYSIS USING STATISTICAL TOOLS**  
13-18 September, 2021-

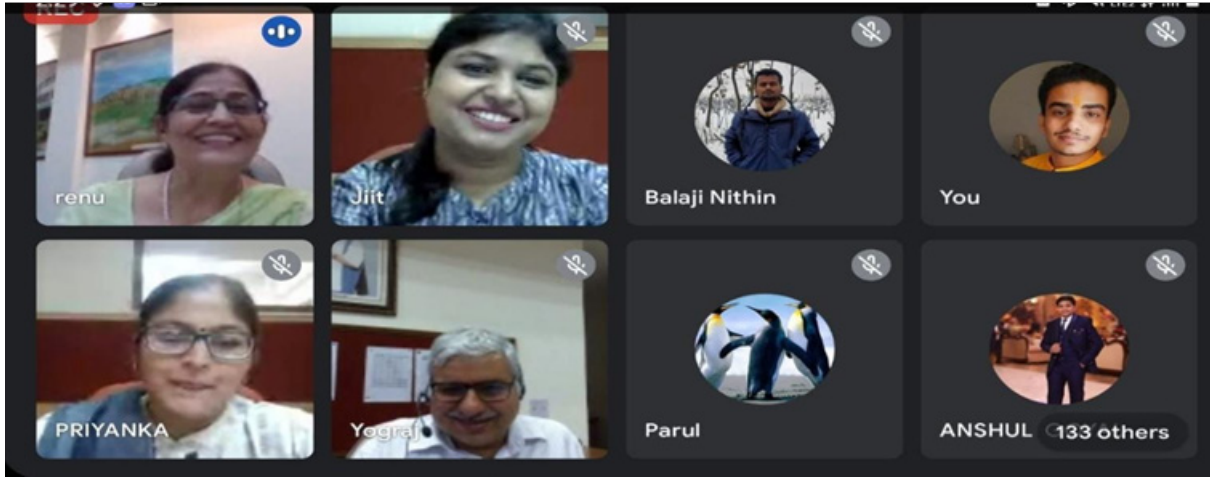
**Program Organizer**  
**Dr. Shakshi Singhal**  
Assistant Professor  
Jaypee Business School  
(shakshi.singhal@jiit.ac.in)  
Mob: 9654216041

**Program Organizer**  
**Dr. Priyanka Tandon**  
Assistant Professor  
Jaypee Business School  
(priyanka.tandon@jiit.ac.in)  
Mob: 6393262475

- Inauguration was done by our respected Pro Chancellor of JIIT “Prof. S C Saxena”.
- Welcome addresses and Brief about the FDP program by our Respected Vice Provost of JIIT “Prof. Renu Luthra”.

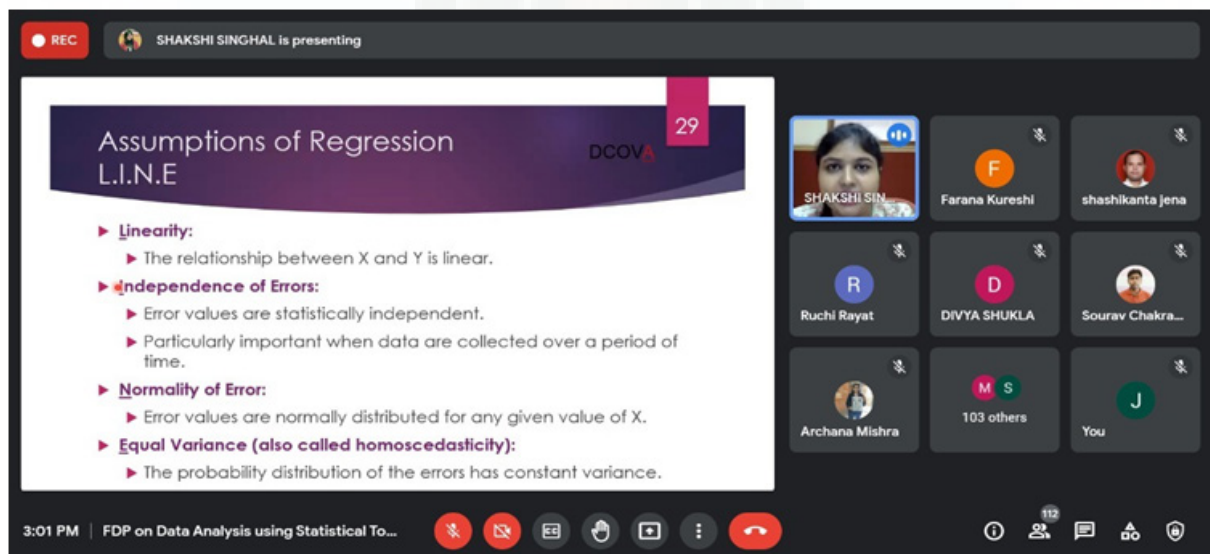
**Day-1:** 13/09/2021 Introduction to Research and Data Analysis

The first day's session was on Introduction to Research and Data Analysis. The session was delivered by Dr. Priyanka Tandon, Assistant Professor, JBS, Noida. The session agenda was to inculcate the basic understanding of the research and its various dimensions. Participants were made to understand the philosophy of research, research process and Data. Along with this, participants also learned about the working of statistical software such as SPSS, Eviews and STATA.



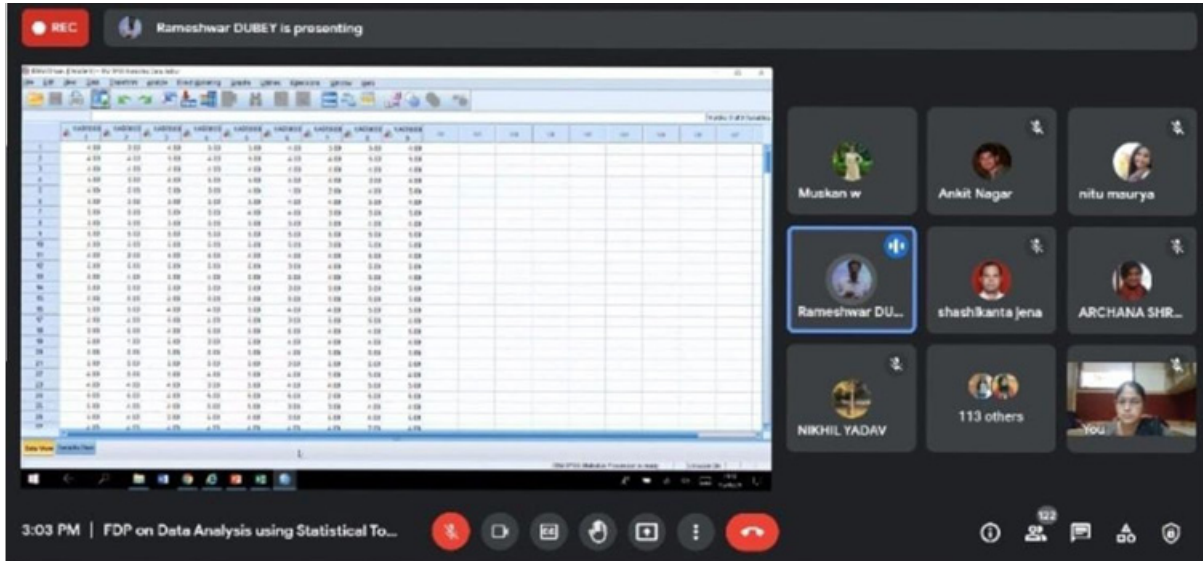
**Day-2:** 14/09/2021 Regression: Modelling and Estimation

The second day's session was on Regression: Modelling and Estimation. The session was delivered by Dr. Shakshi Singhal, Assistant Professor, JBS, Noida. The session focused upon the applicability of the regression model using Excel and SPSS.



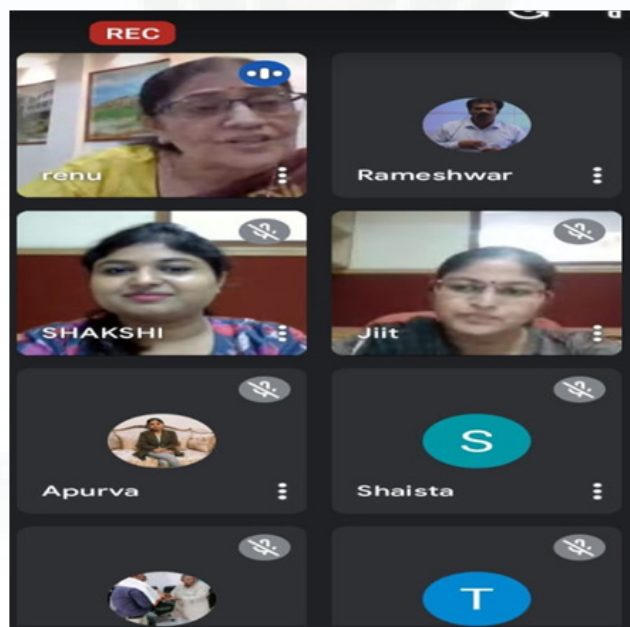
**Day-3: 15/09/2021 Factor Analysis**

The day-3 session on “factor analysis” was delivered by Dr. Rameshwar Dubey (Reader-Operations Management), Liverpool John Moores University, Liverpool, United Kingdom. He stressed on the basic application of factor analysis as a tool for the data reduction techniques. Prof. Dubey explained the application of exploratory factor analysis using Excel and SPSS. The session was highly appreciated and helped the participants in their research work.



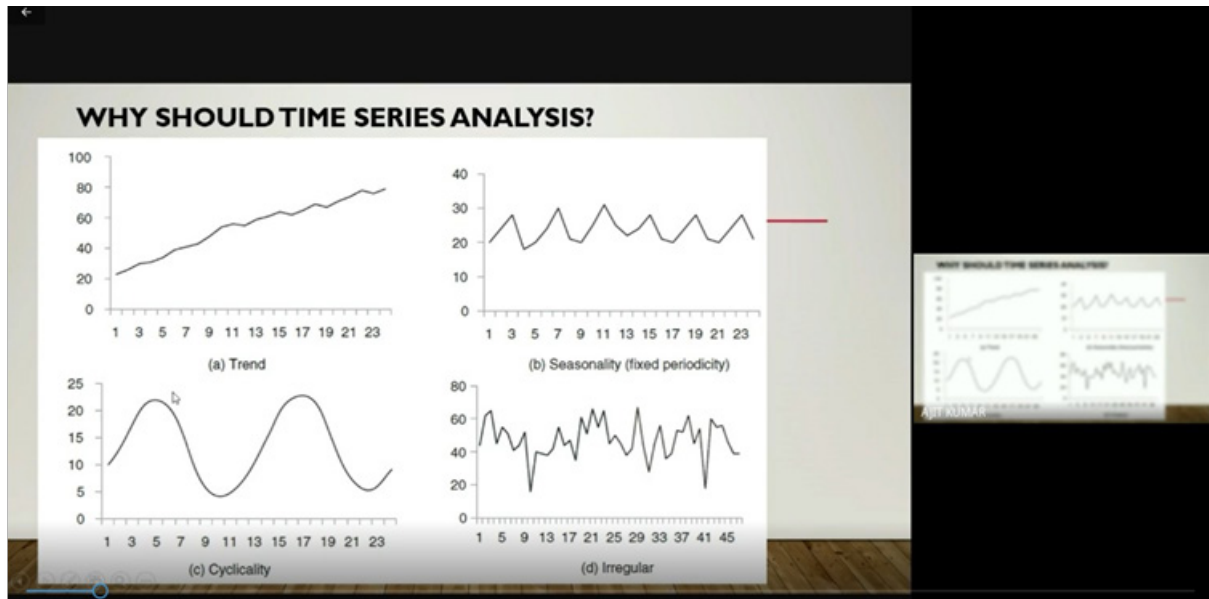
**Day-4: 16/09/2021 Business Forecasting using Case Studies**

The day-4 session on “Business Forecasting using Case Studies” was delivered by Dr. Rameshwar Dubey (Reader-Operations Management), Liverpool John Moores University, Liverpool, United Kingdom. He explained the concept of business forecasting and its applications in business decision making. Prof. Dubey discussed various quality research case studies published in leading journals of the world.



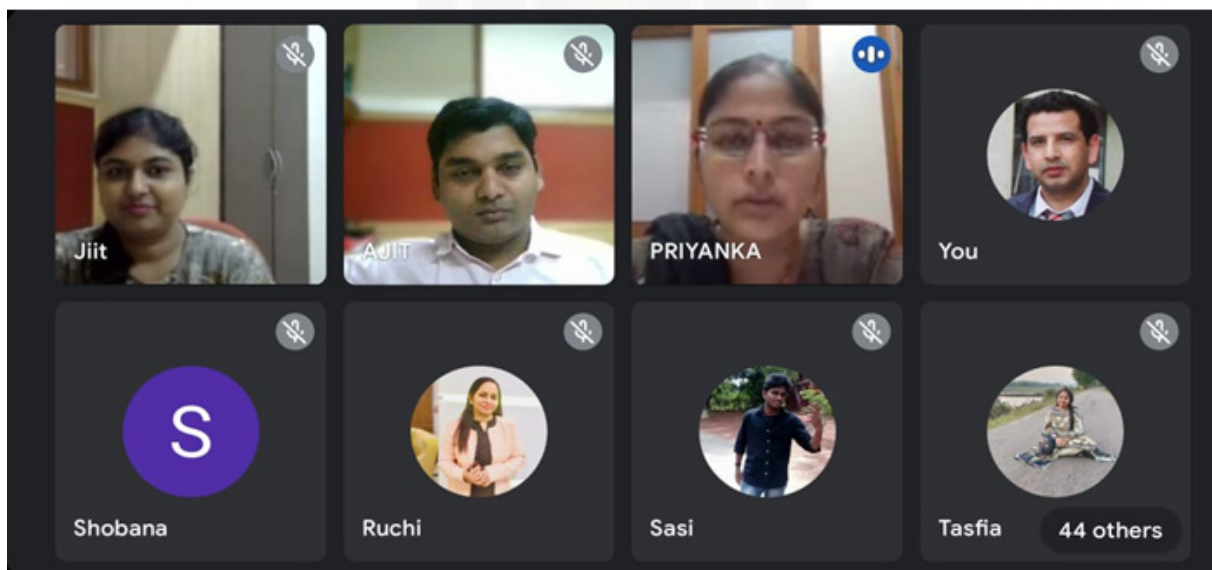
**Day-5: 17/09/2021 Introduction to Time-series data: Stationarity and Cointegration**

The day-5 session was delivered by Prof. Chandan Sharma on “Introduction to Time-series data: Stationarity and Cointegration”. Prof. Sharma is Professor of Econometrics in Indian Institute of Management, Lucknow. The session focused on concept and application of time-series data in research, various problems associated with the usage of time-series data and how to overcome it. Prof. Sharma discussed various tests using E-views and STATA.



**Day-6: 18/09/2021 Time-Series Analysis in business decisions**

The last day’s session was on Time-Series Analysis in business decisions delivered by Prof. Ajit Kumar.



## Re-opening of JBS

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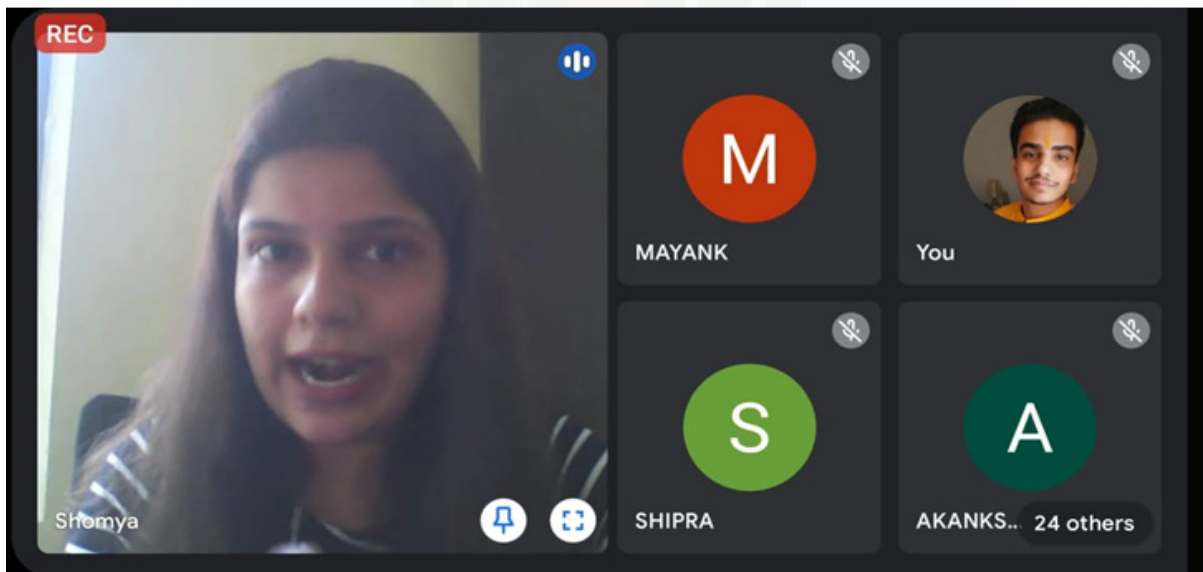
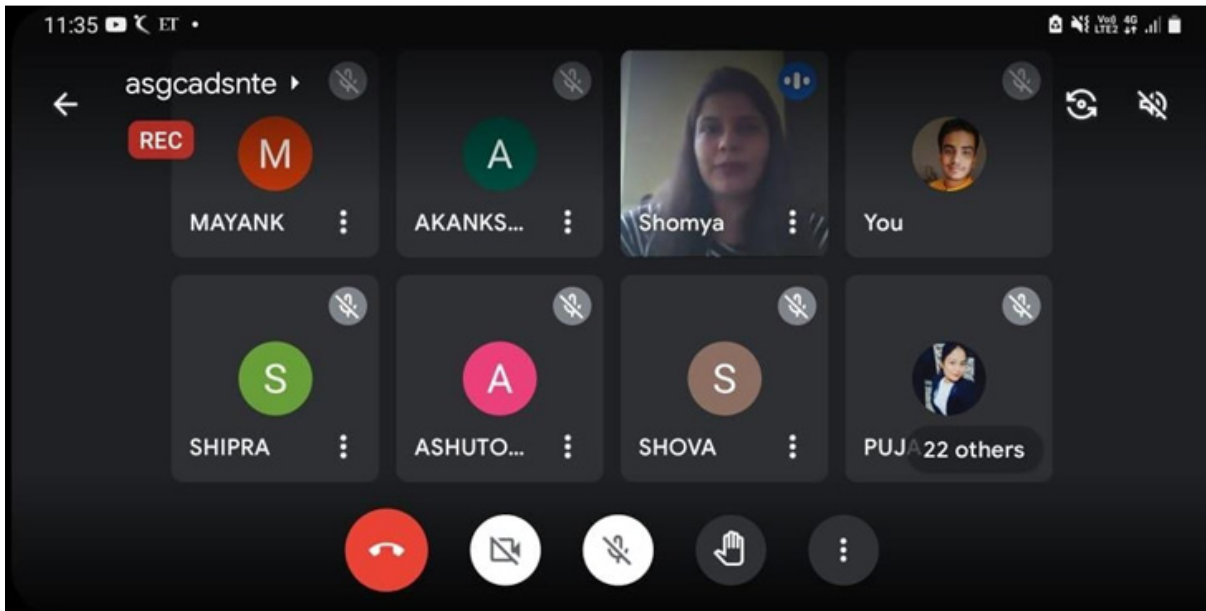
JBS organized an orientation program for re-opening of college. Orientation involved guiding the students about the covid-19 protocols and also the rules and regulations which have to be followed in the college by the students.

JBS students were also introduced to the new Vice Chancellor Professor (Dr.) Yog Raj Sood who has taken up this position from June 14, 2021.

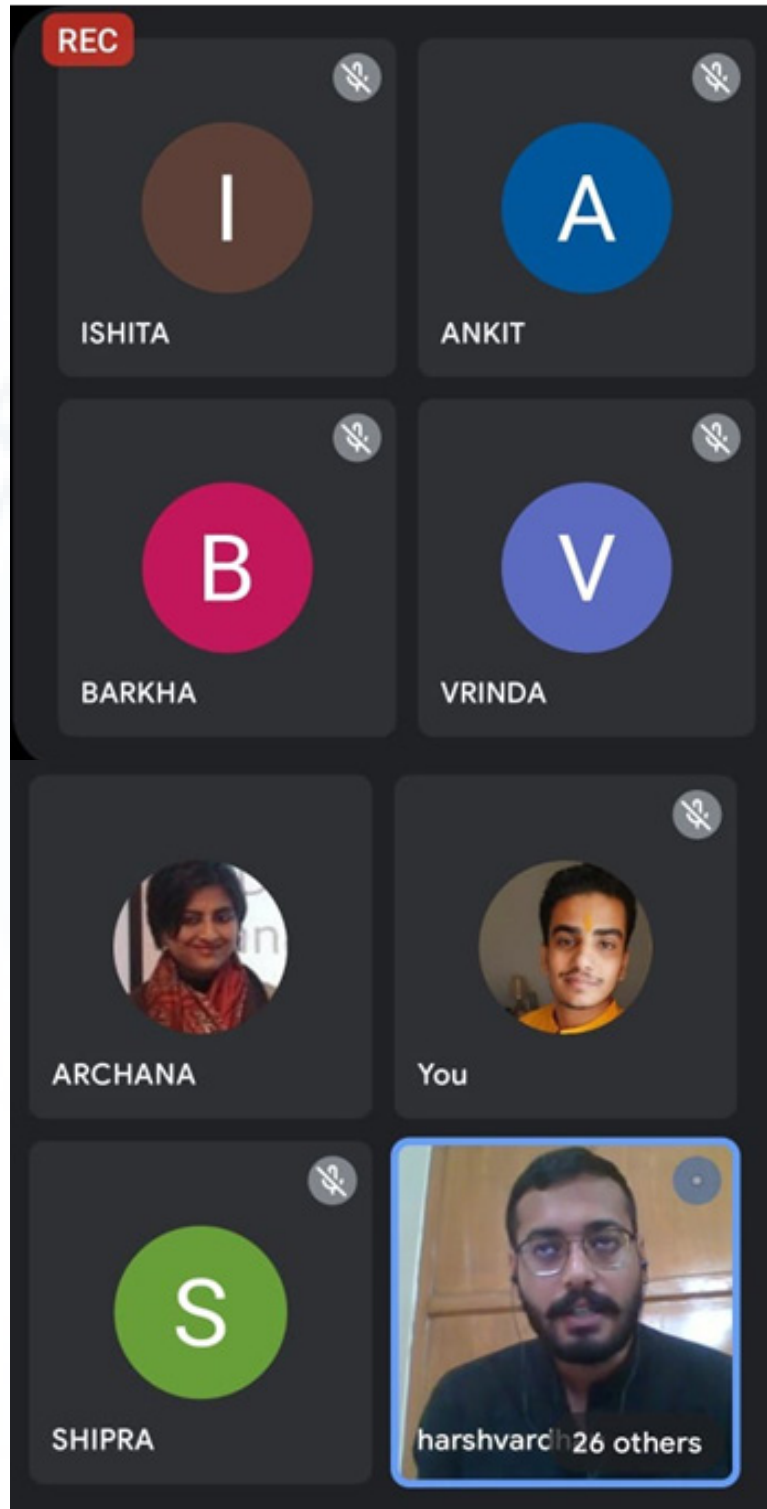


# Alumni Talk by Shomya Shukla & Harshvardhan (MBA Batch 17-19)

JBS organized an interaction session of the MBA 2020-22 batch with JBS Alumni from MBA 2017-19 batch, Shomya Shukla. JBS regularly gives a platform to the current MBA students to interact with their seniors from the corporate world. This event gave the students insights how to cope up with the pressures of the corporate world and build a successful future for themselves.



Mr. Harshvardhan another alumni who explained to the MBA students the importance of being an opportunist. The session motivated the aspirants to overcome their fears of rejection and drive positive learnings from the hardships of life. Both the alumni emphasized on self-confidence and building strong connections.





# Jaypee Business School Welcomes Four new faculty members

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## 1. Dr. Shakshi Singhal



Dr. Shakshi Singhal is currently working as an Assistant Professor at Jaypee Business School, IIIT University, Noida. Before this, she was associated with Delhi School of Professional Studies & Research, a college affiliated with GGSIP University, Delhi, as Guest Faculty. She has also worked as a Research Assistant on an ICSSR funded Major Research Project at Delhi School of Management, Delhi Technological University, Delhi. She obtained her Ph.D. in Operational Research from the University of Delhi. Besides this, she also holds M. Phil and M.Sc. degrees in Operational Research from the University of

Delhi. She received her B.Sc. (Hons.) degree in Computer Science from the University of Delhi. She is a lifetime member of the Society for Reliability Engineering, Quality and Operations Management (SREQOM).

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## 2. Dr. Garima Srivastav



Dr. Garima Srivastav is currently working as an Assistant Professor at Jaypee Business School, IIIT University, Noida. She is a Ph.D. from Birla Institute of Technology, Mesra Ranchi where she was a Fulltime (Teaching) Research Fellow (Awarded with Research Fellowships). She has completed an Executive Certificate Programme in Marketing Analytics and Customer Valuation from IIM KASHIPUR. She has 12 years of experience in Teaching, Research & Industry. Her Area of interest includes, Marketing Analytics, Social media Analytics, Services Marketing and Consumer Behaviour. Currently she is Co-investigator with

(Dr. Satyabhushan Dash- Prof. Marketing Research, IIM Lucknow) of a Research Project on ' Social Network consumption behaviour during Lockdown'

### 3. Dr. Priyanka Tondon



Dr. Priyanka Tandon is Ph.D. in finance from Motilal Nehru National Institute of Technology, Allahabad in 2017. She is MBA in finance from Dr. APJ Abdul Kalam technical University, Lucknow and M. Com from Sam Higginbottom Institute of Agriculture, Science and Technology, Prayagraj. She is also UGC-NET qualified in Management. She worked as Research Associate in National Institute of Financial Management, Faridabad (central government institute under Ministry of Finance). There she worked on Government e-marketplace (Gem) a flagship scheme launched by Government of India. A NIFM, she also worked as trainer (financial markets and services) for Kendriya Vidyalaya Teachers (Economics stream). She is an

active reviewer for “Benchmarking” International journal (Emerald publications), FIIB Business Review (sage publications) and international journal of Information Management (Elsevier).

## JBS bids farewell to Dr. Rahul Sharma and Prof. Gopal Krishna Agarwal.

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JBS wishes them all the very best in their future endeavours.

## JBS Remembers

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### JBS Mourns the passing away of



**Abhisarika Tripathi**  
MBA Batch 2019-2020



**Parul Vadhera**  
MBA Batch 2007-2009

## JBS Publications 2020-2021

S.N	Publications	Year
1	Rounak, S. & Misra, R.K., "Employee Value Proposition: An analysis of organizational factors - the way to enhance value perception", <i>Development and Learning in Organizations</i> - <a href="https://doi.org/10.1108/DLO-09-2019-0216">https://doi.org/10.1108/DLO-09-2019-0216</a> , 2020.	2020
2	R.K. Sharma, N. Abidi, and R.K. Misra, "Assessment of Agricultural Sustainability - A study of farmers growing Basmati Rice under Conventional and Fair-Trade Systems in India", <i>International Journal of Sustainable Agricultural Management and Informatics</i> , 2020 Vol.6 No.1, pp.1 – 21, 2020.	2020
3	K Gupta, S Goel and P Bhatia (2020) "Intellectual Capital and Profitability: Evidence from Indian Pharmaceutical Sector" <i>Vision: The Journal of Business Perspective</i> , Vol. 24 (2) April, pp. 204–216 DOI: <a href="https://doi.org/10.1177/0972262920914108">https://doi.org/10.1177/0972262920914108</a>	2020
4	Shivanjali, Singh M, Sharma J.K., "Retention Strategies in the Leading ITeS Organizations of Delhi NCR", <i>International Journal of Engineering and Advanced Technology</i> , Vol.9 Issue-3, pp. 2575-2580, 2020	2020
5	Shivanjali, Singh M, Ameer R., "Managing the Uncertainty in business during the COVID-19 pandemic: An international business perspective", <i>International Journal of All Research Education and Scientific Methods</i> , Vol.8 Issue-7, pp. 483-490, 2020	2020
6	Shivanjali, , Sharma J.K., Singh M, "Structural Equation Modelling Approach for Model Development of Employee Retention in ITES Sector", <i>Journal of Critical Reviews</i> , Vol-7, Issue-19, pp-6346-6351, 2020	2020
7	Shakeel, M., Barsaiyan, S., & Sijoria, C., "Twitter as a Customer Service Management Platform: A Study on Indian Banks", <i>Journal of Content, Community &amp; Communication</i> , Vol-11, Issue-6, pp-84-104, 2020	2020
8	Khurana, K., & Misra, R. K. (2021), "Measuring Employability Skills of Budding IT Professionals in India", <i>International Journal of Human Capital and Information Technology Professionals (IJHCITP)</i> , 12(1), 51-73.	2021
9	Misra, R. K. (2021), "Understanding Workplace Bullying: Conceptual Review", <i>International Journal of Management Practice</i> , 14(4).	2021
10	Elsotouhy. M., Jain. G., & Shrivastava. A. (2021), "Disaster Management during Pandemic: A Big Data-Centric Approach", <i>International Journal of Innovation and Technology Management</i> . DOI: <a href="https://dx.doi.org/10.1142/S0219877021400034">https://dx.doi.org/10.1142/S0219877021400034</a>	2021
11	Sharma. N., Jain. G., & Shrivastava. A (2021), "Enhancing training effectiveness for organizations through blockchain-enabled training effectiveness measurement (BETEM)", <i>Journal of Organizational Change Management</i> . DOI: <a href="https://doi.org/10.1108/JOCM-10-2020-0303">https://doi.org/10.1108/JOCM-10-2020-0303</a>	2021
12	Jain. G., Paul. J., Shrivastava. A. (2021), "Hyper-personalization, co-creation, digital clienteling and transformation", <i>Journal of Business Research</i> , 124, 12-23.	2021



7<sup>TH</sup> COMPETENCY DEVELOPMENT PROGRAMME

## RESEARCH METHODOLOGY & DATA ANALYSIS

JUNE 21-26, 2021

### Programme Coverage

- Introduction to Research
- Research Design, Data & Sample Design
- Data Screening and Management
- Data Analysis
- Scientific Reporting

### Who Should Attend

- The programme is beneficial for:  
Faculty members
- Research scholars
- Executives working in research and consulting organization.

### Resource Persons:

- Dr. A. V. Surya
- Dr. Rajnish K. Misra
- Dr. Rahul Sharma
- Dr. Shriram A. Purankar

### Programme Fee & Registration Process

- Registration Fee: Rs. 500/- per participant for external participants. No fee for JBS / JIIT community members.
- Registration with link given below latest by June 19, 2021.
- E-certificate will be issued to the participants on successful participation

<https://forms.gle/GdZejiHD4WxE7Vk99>

## Jaypee Business School

A Constituent of Jaypee Institute of Information Technology

(Declared Deemed to be University u/s 3 of UGC Act.)

A-10, Sector 62, NOIDA, 201309, INDIA [www.jbs.ac.in](http://www.jbs.ac.in)

Contact : Prof. (Dr.) Rajnish Kumar Misra - [rajnish.misra@jiit.ac.in](mailto:rajnish.misra@jiit.ac.in)

Dr. Rahul Sharma - [rahul.sharma@jiit.ac.in](mailto:rahul.sharma@jiit.ac.in)