

DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER

(October -December 2020)

The Department of Management Studies aims to promote academic growth by offering high quality PG and Doctoral programs. The department was established in 2008. It offers MBA with specialization in Finance, Marketing and HR with an intake of 60 students. The doctoral program was started in 2011. The Department has well educated and research oriented experienced faculty members. The department has modern and well-equipped infrastructure facilities.

EVENTS ORGANIZED

National Conference on Business Strategy in the VUCA World organized on 15 October 2020

Zoom Meeting

Recording

J. C. Bose University of Science and Technology, YMCA, Faridabad
(A Haryana State Government University)
Accredited 'A' Grade by NAAC
NATIONAL CONFERENCE
ON
BUSINESS STRATEGY IN THE VUCA WORLD
October 15, 2020, Inaugural Session, 10:30am – 12:00pm

Prof. Dinesh Kumar
Vice-Chancellor, JCBOSALIST, YMCA

Prof. Himanshu Rai
Director, IIM, Indore

Shri. Raj Nehru
Vice-Chancellor, SVSU, Gurugram

Organized by: Department of Management Studies

Prof. Sunil Garg
Registrar

Prof. Vikram Singh
Dean

Prof. Ashutosh Nigam
Convener

Dr. Neha Goyal
Organising Secretary

Dr. Gunjan Gumber
Organising Secretary

Raj Nehru

Gunjan Gumber

Ashutosh Nigam

Neha Goyal

A national conference titled '**Business Strategy in VUCA World**' was held on 15 October 2020 was organized by Department of Management Studies, J C Bose University of Science & Technology, Faridabad. The inaugural session of the conference started with Sarasvati Vandana. The **Chief Guest of the inauguration session of the Conference was Prof. Himanshu Rai,**

Director IIM, Indore and the Guest of the Honour of the occasion was Prof. Raj Nehru, Vice-Chancellor, SVSU Gurugram. Hon'ble Vice-Chancellor of the university, Prof. Dinesh Kumar presided over the programme. Dr. Sunil Garg, Registrar of the university and Prof. Vikram Singh, Dean Alumni & corporate affairs and Management Studies were also present on the occasion. The Conference was chaired by Prof. Ashutosh Nigam, Chairperson of the department.

Honorable guests, **Prof. Himanshu Rai** and **Prof. Raj Nehru** delivered inspiring words for the academicians and the researchers emphasizing that the fast-changing technologies and business models are creating new challenges and opportunities for which innovative and strategic thinking is required. We all must work towards adoption of new thinking and approaches based on a comprehensive understanding of the VUCA world. Prof Raj Nehru very nicely explained how we can convert

Prof. Himanshu Rai emphasized that COVID 19 has given us all an opportunity to set our Vision, introspect and it has also helped us to figure out what are our priorities. Discovering yourself first is the most important thing to lead a successful organization. He further said that we all must focus upon farsightedness, reflective listening, acting only after due deliberation and approaching people with an open mind.



In the welcome address, Vice-Chancellor Prof. Dinesh Kumar welcomed the dignitaries, academicians and participants from various parts of the country for being the part of this event. He informed that as many as 76 research papers would be presented during different technical sessions of this conference. Referring to the present era of COVID-19 pandemic, he

congratulated the Department for opting a very relevant topic for discussion to cope up with the challenges. He further said that in this time of situation the

The dignitaries of the conference released a special Book bearing ISBN number of the selected papers of the Conference.

During the Conference, a total of 76 oral presentations were delivered by the participants from 8 different states.

The Conference was organized into seven tracks designed around the theme. Papers may belong to the following tracks:

Track 1: Strategic Marketing

Track 2: Financial Excellence

Track 3: HR Practices

Track 4: Supply Chain Excellence and Operations

Track 5: IT Practices

Track 6: Global Growth, Innovation and Sustainability

Track 7: Community Development

For each track eminent academicians from reputed organizations joined the participants for their presentations and enlightened them how to proceed further in their respective research area.

On every theme, presentation parallel sessions were held on the Google meet platform for the presentations of papers in which people from various backgrounds participated, shared their thoughts and ideas on the concept of strategies in VUCA world.

SESSION 1- The session one was chaired by **Prof. S.K Sinha, Chaudhary Ranbir Singh University, Jind, Dr. Rachna Aggarwal, J.C. Bose University of Science & Technology and Mr. Aniruddh Vijay, J.C. Bose University of Science and Technology.** The total 10 research papers were included in this session. The best paper in this session was awarded to Ms Riya Gupta, Dr. Rachna Agarwal and Dr. Arti Gupta for the paper titled, “A Study of Customers’ Preferences in Airlines Industry in India – A Recent Review”.

SESSION 2-The second session was chaired by **Prof. Anil Sarin, Manav Rachna International Institute of Research and Studies, Dr. Manisha Goel, J.C. Bose University of Science and Technology and Mr. Vikas Kumar, J.C. Bose University of Science and Technology.** It included 11 research papers. The best paper in this session was awarded to **Mr Neeraj Chopra, Dr. Rajiv Sindwani and Dr. Manisha Goel** for the paper titled, “Empirical Investigation of MOOCs Acceptance among Students of Higher Education Institutes in Developing Countries”.

SESSION 3-The third session on electronics engineering was conducted at 12:15 p.m. chaired by **Prof. Jyoti Rana, Shri Vishwakarma Skill University, Gurugram, Dr. Rupali Madan,**

J.C. Bose University of Science and Technology and Dr. Sapna Taneja, J.C. Bose University of Science and Technology. Total 10 papers were being included in the session. The best paper in this session was awarded to **Ms Sunaina Kothari** for the paper titled, “Impact of sensory marketing on consumer behaviour”.

SESSION 4-The fourth Session was chaired by **Prof. Anil Mittal, Kurukshetra University, Kurukshetra and Dr. Rajiv Sindwani, J.C. Bose University of Science and Technology.** Total 10 research papers were included in this session. The best paper in this session was awarded to **Rinku and Dr. Kamlesh Rani** for the paper titled, “Role of Training Partner and their Training Centres in Promoting Employability Skills through PMKVY in Haryana State”.

SESSION 5- This session was chaired by **Prof. Narender Singh, Kurukshetra University, Kurukshetra, Dr. Anushree Chauhan, J.C. Bose University of Science and Technology and Dr. Gunjan Gumber, J.C. Bose University of Science and Technology.** Total 11 research papers are included in this session. The best paper in this session was awarded to **Mr Amit Vats and Dr. Adarsh Aggarwal** for the paper titled, “Impact of Martial Arts on Corporate Leadership”.

SESSION 6-The sixth session was chaired by **Prof. Santosh Rangnekar, Indian Institute of Technology, Roorkee, Prof. Ashutosh Nigam, J.C. Bose University of Science and Technology and Dr. Renu Aggarwal, J.C. Bose University of Science and Technology.** Total 12 research papers were included in this session. The best paper in this session was awarded to **Mr. Animesh Singh** for the paper titled “Effect of Human Resource Development Climate Practices on Employee Service Behaviour: An Empirical Investigation”.

SESSION 7-The seventh session was chaired by **Prof. Bindu Sharma, Graphic Era University, Dr. Neha Goyal, J.C. Bose University of Science and Technology and Ms. Jyotsana Chawla, J.C. Bose University of Science and Technology.** Total 13 research papers were included in this session. The best paper in this session was awarded to **Ms. Khushi Narwat** for the paper titled “Impact of Investment Factors on Return in Small Cap, Mid Cap and Large Cap Mutual Funds”.



Valedictory ceremony of the national conference titled '**Business Strategy in VUCA World**' organized by the Department of Management Studies started with the address of Prof. Dinesh Kumar, Vice-Chancellor, J C Bose UST YMCA. Professor Dinesh Kumar appreciated the department for successful conduct of the first of its kind online conference. **Professor R.K. Mittal, Vice-Chancellor, Chaudhary Bansi Lal University, Bhiwani** was chief guest of the session. Professor Mittal pointed out that in this era of covid-19 instead of just looking towards its negative impacts we must look towards the opportunities and grasp them to provide best possible solutions due to the disruptions caused in the dynamic environment keeping in mind the concept of VUCA. He praised the University for conducting such a conference for the researchers. The Keynote speaker for the valedictory session was **Prof. Madhu Vij, Dean, Department of Management Studies, FMS, University of Delhi**. She emphasized that innovation is the key to success and in this era of COVID 19 we must strive for exploring the best strategies for making the businesses a success. She further said that New Education Policy will surely help us all for get new insights of education sector.

Zoom Meeting

Recording

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 (A Haryana State Government University)
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NATIONAL CONFERENCE
 ON
BUSINESS STRATEGY IN THE VUCA WORLD
 October 15, 2020, Valedictory Session, 3:00pm – 4:00pm

Prof. Dinesh Kumar
 Vice-Chancellor, J.C. Bose University

Prof. R. K. Mittal
 Vice-Chancellor, Chaudhary Bansi Lal University, Meerut

Prof. Madhu Vij
 Faculty of Management Studies, Delhi

Organized by: Department of Management Studies

Prof. Sunil Garg Registrar
Prof. Vikram Singh Dean
Prof. Ashutosh Nigam Convener
Dr. Neha Goyal Organising Secretary
Dr. Gunjan Gumber Organising Secretary

Vertical thumbnails (top to bottom):
 Prof. R.K. Mittal
 Gunjan Gumber
 Neha Goyal
 Dinesh Kumar

The conference concluded with the valedictory function presided over by Vice-Chancellor Prof. Dinesh Kumar, Dr. Ashutosh Nigam presented the proceedings of the function and Dr. Sunil Garg, Registrar of the university presented the formal vote of thanks. Dr. Sunil congratulated the Dean, Dr Vikram Singh, Convener, and chairperson Prof. Ashutosh Nigam, and Organising Secretaries, Dr. Neha Goyal and Dr Gunjan Gumber and the organizing committee for successful conduct of the conference.

2. Webinar on, "Alumni talk" organized on 07th Nov 2020

**J.C. BOSE UNIVERSITY
OF SCIENCE AND TECHNOLOGY,
YMCA, FARIDABAD**

**Department of Management Studies
Presents**

“Alumni Talk”

Expert Speaker:



Mr Harpreet Singh
(Entrepreneur, M/s Kanwal Enterprises
MBA Alumni Batch 2010-2012)

Patron:
Prof. Dinesh Kumar
Vice-Chancellor
JC Bose UST, YMCA, Faridabad

Co-Patrons:
Dean: Prof. Vikram Singh
Chairperson: Prof. Ashutosh Nigam

07th November, 2020
Time: 01.00 PM to 02.00 PM

Faculty Co-ordinators:
Ms. Jyotsana Chawla
Mr. Vikas Kumar

Student Co-ordinator:
Ms. Anisha Dagar

zoom

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Department of Management Studies, J C Bose University of Science & Technology, YMCA, Faridabad organized a Webinar on ‘Alumni talk’. The objective of the webinar was to provide a platform to the students to get the opportunity to interact with the alumni of the Department, Mr Harpreet Singh, an entrepreneur who is running his enterprise named M/S Kanwal enterprises. Approximately 70 students of MBA and BBA actively participated in this webinar. Mr Harpreet Singh discussed with the students the difference between student life and professional life. He shared the mantras for successful life ahead after completion of the course. Being a student of MBA, he emphasized how management can help us to get the desired outcomes.

He focused upon the benefit of setting goal and setting small objectives to achieve the ultimate aim. The session ended with Q/A session with the students.

Department of Management Studies, J.C. Bose University of Science & Technology, for the first time conducted Management Development Program on HR Analytics. As many as, thirty-five mid-level and above HR professionals from leading industries joined the two-day long program. HR professionals from companies i.e., Whirlpool of India Ltd., Hindware, Al Ras Group, Dubai etc attended the program to gain perspective on HR analytics. The program was inaugurated by Hon’ble Vice-Chancellor Prof. Dinesh Kumar in the presence of two eminent key-note speakers i.e., Dr Aquil Busrai, CEO of Aquil Busrai Consulting, has 48 years of experience in various HR roles in the industry and, Dr Tanaya Mishra, Global CHRO with Essar Projects, identified as one of 40 most aspirational HR Leaders of Asia by People Matters. Faculty from J. C. Bose University of Science & Technology, YMCA, Faridabad in association with resource persons

from a management institute of repute jointly delivered the program in six sessions during the two-day program. The first session focussing on analytics for effective human resource management was taken up by Dr Manish Gupta, faculty from IBS Hyderabad who gave hands-on practice to the participants using JASP software. Mr Naveen Bhansali, an executive from Dell and IIM Bangalore alumnus, discussed behavioural modelling to predict renege, attrition analysis, automated HR system-Resume screening and scoring. The third session was taken by Mr Pratyush Banerjee, from TA PAI Management Institute, Manipal, who conducted the text sentiment analysis using orange software. The fourth session was taken up by Mr Ranjan, data scientist, J C Bose University of Science & Technology who trained participants on data cleaning and dashboard using excel. Further, the final two sessions were taken up by program directors Dr Sapna Taneja and Dr Sanjeev Goyal, faculty from J C Bose University of Science & Technology, YMCA Faridabad who discussed analysing employees' reactions using Scikit-learn. The program was attended with great enthusiasm and received good feedback from all the participants.

The screenshot shows a Zoom meeting interface. The main content is a presentation slide with a dark blue background. On the left side of the slide is a portrait of Prof. Dinesh Kumar. To the right of the portrait, the text reads: "PROF. DINESH KUMAR HON'BLE VICE-CHANCELLOR, J C BOSE UNIVERSITY OF SCIENCE & TECHNOLOGY, YMCA, FARIDABAD". Below the portrait, there are three paragraphs of text: "He has obtained PhD degree from Cambridge University and has published over 100 research papers.", "Prof Dinesh Kumar is the recipient of Homi J. Medel which was given by our Hon'ble Prime A Narendra Modi Ji.", "He has also been awarded with the title of 'Rankb Shiromani Samman' by Rankbandhu Sahitya Acc also awarded with the title of 'Most Eminent Vice C All India Council of Human Resource.", "Under his leadership the University has reached ne 'A' Grade accreditation by NAAC and NBA accre various courses and made presence in NIRF ranking". On the right side of the screen, there is a vertical stack of four video thumbnails showing participants: Dr. Sapna Taneja, Dinesh Kumar, tmishra2, and another participant. The Zoom control bar at the bottom includes icons for Unmute, Stop Video, Security, Participants (51), Polls, Chat, Share Screen, Pause/Stop Recording, Reactions, and a red Leave button.

ACHIEVEMENTS OF FACULTY

Publications

Book Chapter published

Chawla J & Agrawal R. (2020), “Retail Sector in India: Post COVID-19 Strategies for Retailers”, Business strategies in VUCA world, Bharti Publications, 2020, ISBN:978-93-89657-93-7

Article Published: “**COVID 19: Disruption in Higher Education**”, DAILY EXCELSIOR, JAMMU, MONDAY, NOVEMBER 9, 2020 by Dr. Sapna Taneja.

Employees’ Fairness Perception of Performance Appraisal System: A Comparative Study of Indian Banking Industry published in ‘Pacific Business Review International’ (Oct. 2020), ISSN 0974-438X Volume 13 issue 4 by Dr. Sapna Taneja.

Performance Appraisal Practices: A Comparative Analysis of Service and Manufacturing Industry published in ‘International Journal of Management’ (Oct. 2020) ISSN 0976-6502, Volume 11, Issue 10 by Dr. Sapna Taneja.

Conferences (National/International)

1. Presented a paper titled , “Retail Sector in India: Post COVID-19 Strategies for Retailers” in National Conference on Business Strategy in the VUCA World organized on 15 October 2020 by Department of Management Studies, J C Bose UST, YMCA.
2. Participated in National Conference on ‘Business Strategy in the ‘VUCA World’ held at JC Bose University of Science & Technology, YMCA, Faridabad and published a paper entitled, “**Performance Appraisal System in Indian Banks: A Review of Policy Framework**” (October 2020) by Dr. Sapna Taneja.

Other Initiatives

Copyright Published: “**Strategic Planning Tool**”, Copyright registration number: SW-13770/2020, Copyright office, Government of India, dated 5th Nov. 2020.