

DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER

(April -June 2022)

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

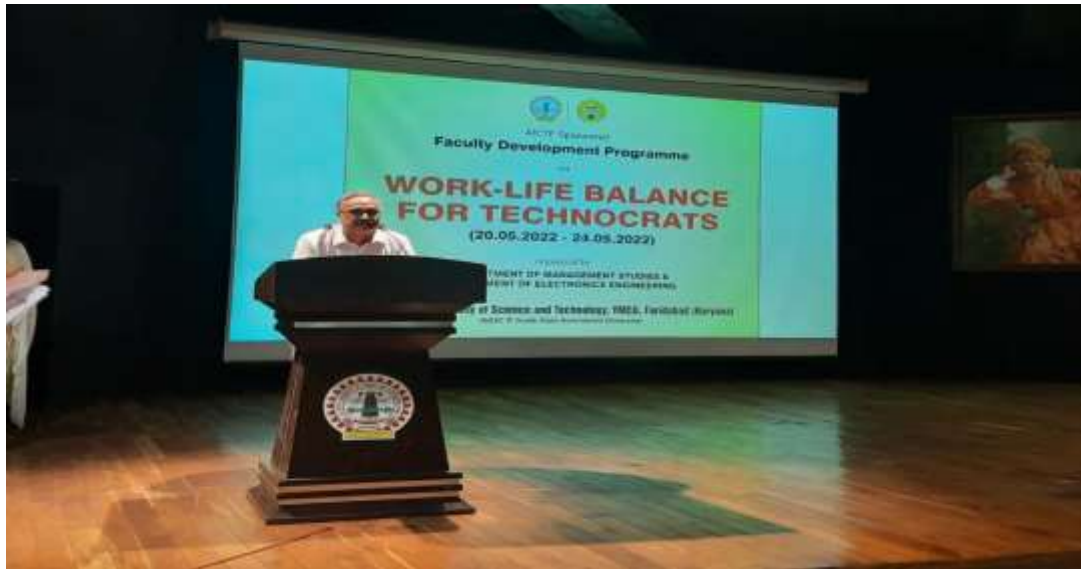
1. Department of Management Studies and The Institution's Innovation Council (IIC) of the University in association with Dean Students Welfare Office organized a webinar on Disruptive Technologies & Entrepreneurship. This workshop was organized to acquaint students and faculty members with the essential skills required to deal with market dilemmas and act promptly to become successful entrepreneur and sustain their startups for longer duration. The speaker discussed about the boiling frog syndrome and suggested to respond quickly to the dynamic environment. The session was organized on 9th May 2022 at 11 am on Zoom platform. Mr Amandeep Singh, Sr Business Manager, Grey Orange, was the expert resource person. He started the session by

explaining why only a proportion of startups thrive and become successful. He further discussed the importance of understanding the impact of disruptions on entrepreneurs. He discussed how Electronic Vehicles possess the capability to replace the existing fuel-based vehicles and how they have disrupted the competition level in this sector. He explained that entrepreneurs must have futuristic thinking, ability to cope with difficulties and a never give up attitude. He quoted example of autonomous car, how technology is changing, and we are adopting robots to do our work. Does these companies have launched such autonomous cars without any research? The expert suggested to bring out any change or to adopt new technology we must first go for in depth research and then bring it into the market. For converting an idea into reality, we must work upon gathering information and must stay updated to respond to the disruptions observed in the market. The expert also exemplified the impact of solar PV's and its growth. He discussed how it is gaining momentum now a days and being an entrepreneur, we must focus upon the changes happening around us and act accordingly. The expert ended the session by discussing about some of the business getting disrupted in India and shared some lessons for the budding professionals. Overall, it was a fruitful and interactive session.

To encourage the concept of work-life balance, J.C. Bose University of Science and Technology, YMCA, Faridabad has organised a five-day Faculty Development Program on "Work-Life Balance for Technocrats" from 20th May to 24th May 2022. The program was organized by the Department of Management Studies in collaboration with the Department of Electronic Engineering. This program was sponsored by AICTE.



The program was inaugurated by Vice-Chancellor, Prof. S.K. Tomar. The program started with the traditional lamp lighting. Registrar Dr. S.K. Garg, Dean of Faculty of Engineering and Technology Prof. M.L. Aggarwal, Dean of Management Studies Prof. Ashutosh Nigam, Chairperson of Management Studies Dr. Rachna Aggarwal and Chairperson of Electronics Engineering Prof. Pardeep Dimri were also present on this occasion. The FDP Coordinators of the program include Dr Dushyant Shukla, Dr Anushree Chauhan, Dr Sunil Jadav and Dr Arti Gupta. The participants included the faculty members of different departments of JC Bose University of Science and Technology, YMCA, Faridabad as well as the faculty members of other institutes and university. Apart from this, PhD scholars has also participated in the program. There were 7 faculty members from outside the university from Faridabad region, 11 PhD scholars and 40 faculty members from different departments of JC Bose University participated in the program.



ACHIEVEMENTS OF FACULTY

Publications

1. Book Chapter published

Chawla J. (July 2022), "FDI in Higher Education in India: Need of the hour?", Quality in Higher Education: Current Priorities and Future Challenges, D.P.S. PUBLISHING HOUSE, Pg No. 1-12

Participation In Events

Jyotsana Chawla

Attended STTP on, "Research excellence and academic development: Modern Library Practices in present scenario" from 28th Feb 2022 to 5th March 2022, organized by Pt. Deen Dayal Upadhyay Central Library, J C Bose UST YMCA, Faridabad.

Rupali Madan

Attended STTP on, "Research excellence and academic development: Modern Library Practices in present scenario" from 28th Feb 2022 to 5th March 2022, organized by Pt. Deen Dayal Upadhyay Central Library, J C Bose UST YMCA, Faridabad.

