

THE JAIPURIA COMMUNIQUE

*The official campus newsletter of
Jaipuria Institute of Management, Noida*

- International Guest Session
- Webinar in Finance Domain by IRC
- Rananeeti by Research and Publications
- Global Immersion Program (12-17 November 2021)
- IRC Networking Event
- Doctoral Course - Systems Approach to Management

MAJOR HIGHLIGHTS

INTERNATIONAL GUEST SESSION



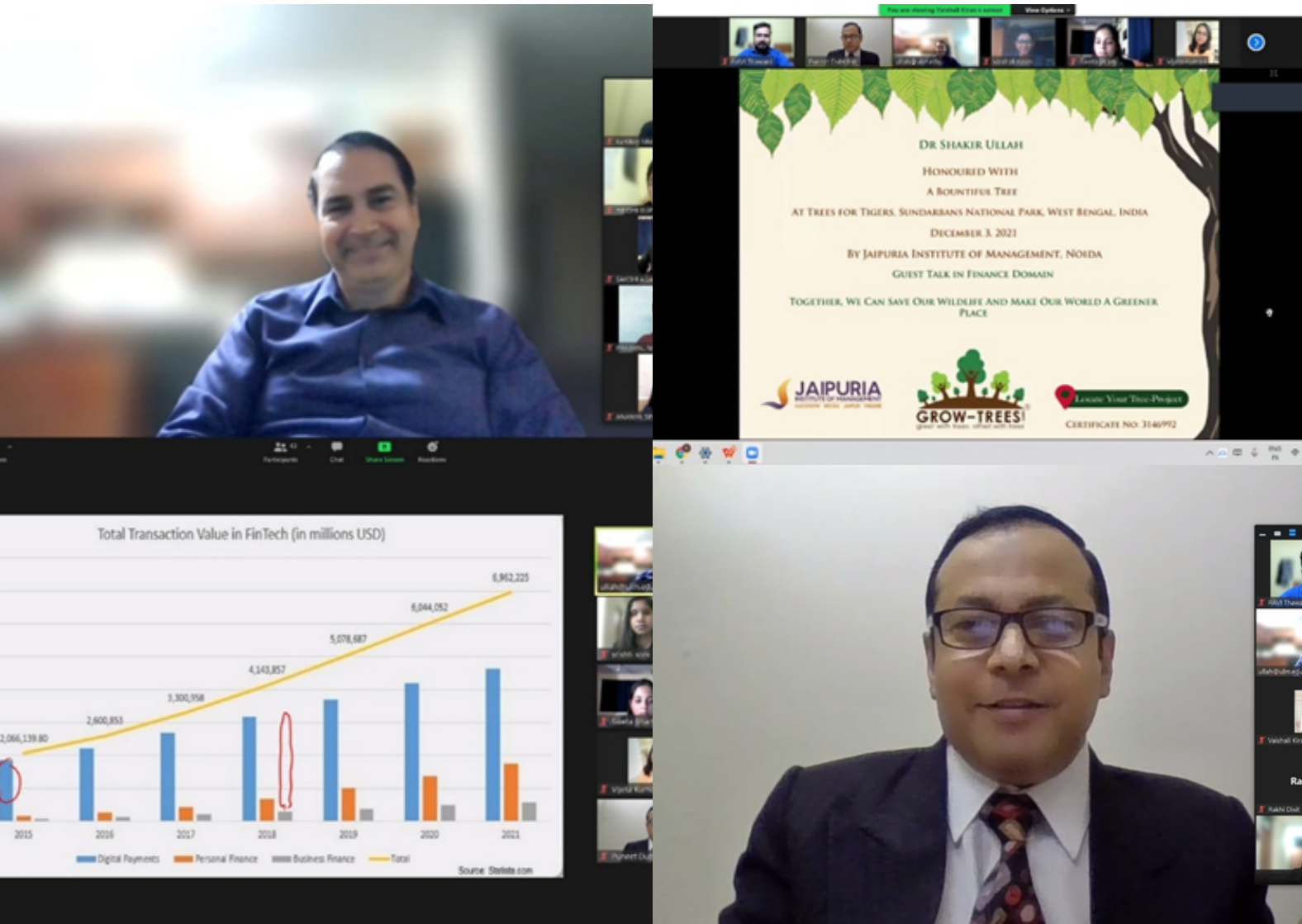
Guest session on the topic “Business Administration and Management Education - Where are we now and where we are heading” by International Guest Speaker: **Prof (Dr.) Amandeep Dhir**, Professor of Business Research Methods, University of Agder, Norway on **30th November, 2021**

Dr. Amandeep Dhir was welcomed by Dean (A), **Dr. Swati Agarwal** who felicitated him with a green certificate. Dr. Dhir began the session with a brief introduction of the Nordic people and their lifestyle. Then he told the audience about Finnish schooling system, the pedagogical tools and how that made them one of the best educational system in the world for many years in a row. Further Dr. Dhir discussed specific cases related to Norwegian brands such as NOKIA, and its subsequent inability to maintain its smartphone market share and tried to let the students understand the constant need for self-upgradation.

Further Dr. Dhir talked about the skills essential for survival in 21st century job market and the challenges that are inherent in education system in developing countries such as India. He also shared some interesting videos related to technologies such as Internet Of Things and Artificial intelligence. This gave the students an insight into how the world is changing fast and the future is carved in digitization. The session came to an end by answering questions asked by the students. A vote of thanks was given by **Dr. Pragya Gupta**, Programme Director (PGDM- G).

MAJOR HIGHLIGHTS

WEBINAR IN FINANCE DOMAIN BY IRC



International Relations Committee of Jaipuria Institute of Management, Noida organized a virtual webinar on **"Accelerate Your Career Path: Emerging Careers & Ways To Upskill Yourself"** on **3rd December 2021, Friday**.

A stimulating discussion moderated by **Prof. Puneet Dublith** on the career path in Finance domain and the skills necessary for being future ready was the prime focus of the webinar. The session kick started by IRC President Ms Vaishali Kiran who welcomed the keynote speaker & presented a Grow Green Certificate to him as a customary tradition.

Dr. Shakir Ullah, from University of Louisiana, Monroe, was the keynote speaker and gave a very enlightening guest talk about the emerging field of Fintech or Financial technology which is the technology and innovation that aims to compete with traditional financial methods in the delivery of financial services and how it affects the e-commerce industry.

The audience learnt a lot about the drivers of fintech, that are the giant big tech companies that can aggregate large amounts of data and capital as well as the various small startups that provide innovation to the sector, how it is growing steadily each year, as well as how to land a job opportunity in Fintech.

Furthermore, the insightful webinar was about what businesses, educators and HR departments can do to cultivate the skills that are required for individuals to excel in that field. Dr Shakir Ullah also introduced students to the various other resources and guides that can help us to acquire the necessary knowledge and skills to thrive and succeed in the Fintech Industry.

The webinar was thought provoking and was thoroughly interesting to attend. It ended with a warm vote of thanks by Prof Puneet Dublith to our keynote speaker Dr Shakir Ullah.

MAJOR HIGHLIGHTS

RANANEETI BY RESEARCH AND PUBLICATIONS



On 24th November 2021, the Research and Publication Committee- "Shodh" of Jaipuria Institute of Management Noida conducted an interactive competition named "Rananeeti"- a business strategy presentation. The event began with motivational words from the event judges, **Dr. Rahul Singh** and **Dr. Arpan Anand**. They urged the participants to compete ethically and put in their best. The participants accepted the challenge to excel and push their boundaries. The spirit of fair competitiveness was evident throughout the recently concluded event.

The event was conceived to instill an understanding of the importance of research for business organizations. The event provided a platform for students to demonstrate their extensive research, analytical, and presentation skills while getting ready to transition from campus to corporate. The event had 14 participants from the different PGDM programmes who, after some research, were expected to present an organization's strategies and were quizzed by the judges on their research of the organization studied.

A lot of enthusiasm and application of knowledge was seen from all the participants. Mr. Ravi Shankar Yadav was adjudged the winner and received Rs. 4000 as cash prize, and Ms. Disha Jain, the first runner-up received a cash prize of Rs. 2500. The event was intertwined with some fun elements to engage the audience. The event was very ably moderated by the anchors Ms. Ashi Jain and Ms. Harmeet Kaur.

MAJOR HIGHLIGHTS

GLOBAL IMMERSION PROGRAM (12-17 NOVEMBER 2021)



IRC Noida organized an international immersion program to UAE for the students of pan Jaipuria campuses. Students proceeded towards the journey on 11th November (evening) and boarded on the flight with full excitement & enthusiasm.

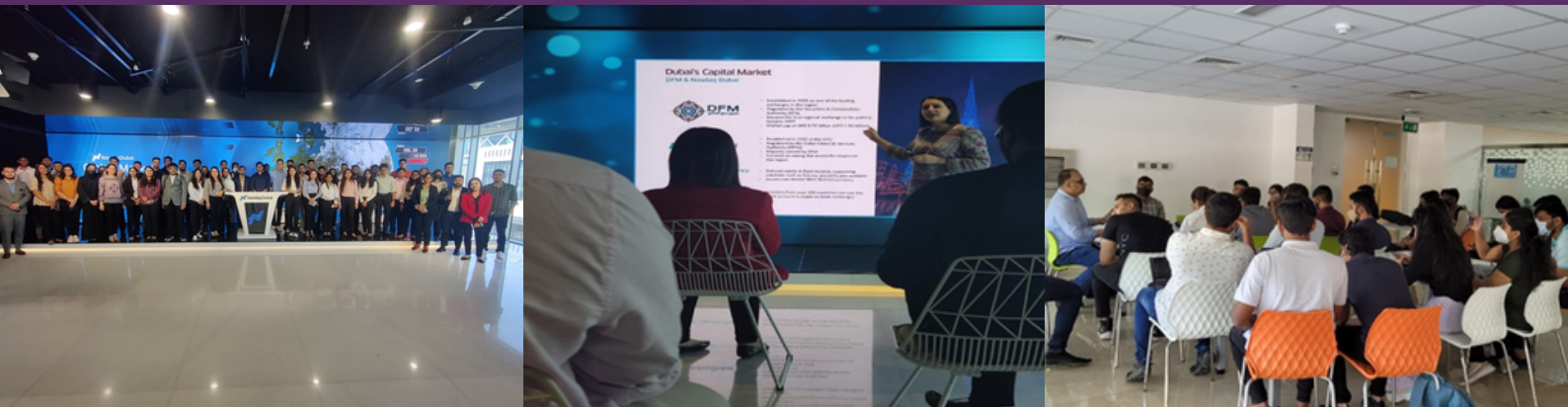
Day 1-

There were a total of 20 students (7 from Noida, 12 from Jaipur & 1 from Lucknow campus) participated in the program. After a long flight they took a break and had some lunch after which they started the orientation program. The students were addressed by **Mr. Sarfaraz**, and were given some challenges as team activity for experimental learning. The students were supposed to present a story in the form of a 3-minute video and the second problem was of consultancy where they were expected to solve the various challenges faced by pet retailers in Dubai. After Orientation, the group of students along with Prof. Tavishi Tiwari proceeded for the city tour in Dubai.

Day 2-

The second day started with a formal session at Curtin University. Where they got an opportunity to learn from exemplary faculty members at Curtin University and experienced the diverse educational culture at UAE.

MAJOR HIGHLIGHTS



Day - 3

On their third day at the NASDAQ Dubai, students learnt about the intricacies of the NASDAQ stock exchange from the expert speakers. They also got hands-on experience of the industry and opportunity to interact with the industry experts.

Day - 4

On their fourth day they worked on the pet project, and they had an address with the pet store owner, who told them about the realities of the industry and how the local industry operators were managing. Students also visited the APPLE stores to know about the latest technological developments there.



Day 6-

On the day 6 students visited to the apple store & learnt about the latest innovations & technological developments at the Apple store Dubai. They also had a fun filled day by experiencing dessert safari & visit to Global Village, Burj Khalifa & various renowned tourist spots at Dubai.

Day 7-

Students visited Heriot Watt University at Dubai & attended a guest session there. They also submitted their projects & challenge reports to the representatives of Ureka Education Group and received certification & medals for winning the challenges. They flew back to India on the end of 7th Day and landed back safely after a long a7 fun filled immersion program to UAE.

All Students were excited at their return & personally thanked International Relations Committee of Noida campus for organizing such experiential & fun filled trip for them.

MAJOR HIGHLIGHTS

It was a wonderful 8-day journey. I made lifelong memories with my classmates, instructor, and other faculty members. It was an amazing learning experience of the international tour our college is giving us. This eight-day excursion provided a wealth of knowledge.

The finest aspect of the journey was that I was the only student from our Jaipuria Noida campus to receive a gold medal in addition to my certificate. My team and I delivered the best presentation, earning us the gold medal. It was a tremendous accomplishment for me. I am extremely grateful to my college for providing me with this opportunity to demonstrate my abilities and represent my campus.- **SIDDHARTH MAJUMDAR**



Dubai is a land of beauty from infrastructure to sand and water. It was the most memorable trip I have in my college life. As it was my first international trip and it gave me a lot of memories with student from different campus . Dubai immersion programme gave us a platform where we can know more about the Dubai culture, infrastructure and the challenges they faced to reach at this level. Thank you , Rakhi Dixit mam for giving me the great opportunity to come out of my comfort zone and learn and research more about the market of Dubai. The best learning and experience were when we were assigned a task within a group of 4 with different campus to survey about pet store and fashion retail store . the way we came out of comfort and went to take interview of store manager . the best experience came from expo and global village with knowing unique technologies of different pavilion of country .- **LUMBINI RAJ**

IRC NETWORKING EVENT

IRC attended a "LUNCHEON" meeting at "The Taj Mahal Hotel", New Delhi by IoA (Institute of Analytics), UK. It was an exclusive and informative session, where various spectrum of Analytics and Data Science Education were discussed.

The keynote speaker **Dr. Clare Walsh**, Head of Education at IoA (Institute of Analytics), UK.

IRC staff got an opportunity to network with the Heads of various national and international institutions /B-schools and invited them to participate and collaborate on the upcoming events at Jaipuria Institute of Management.

Some of the renowned institutes, who attended the event are : Christ University, Gurugram University, Teerthanker Mahaveer University, Noida International University, Amity University, SRM University, Chandigarh University.

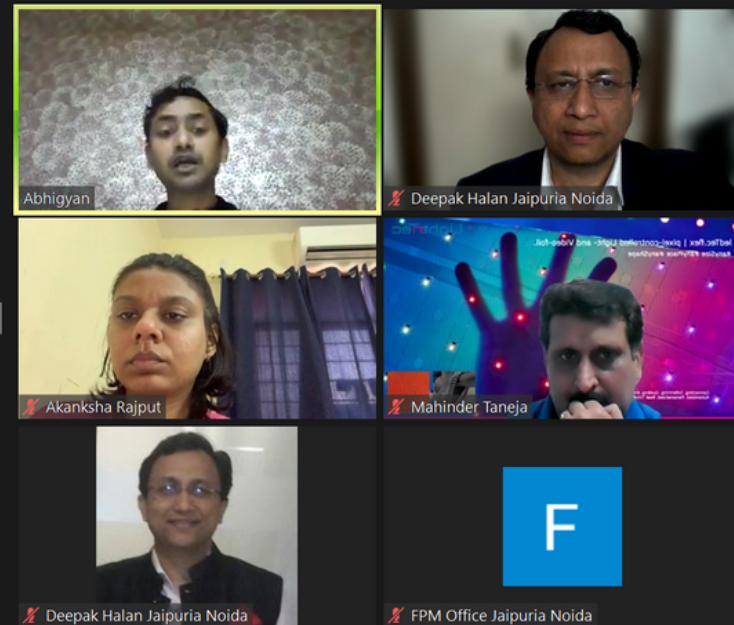


MAJOR HIGHLIGHTS

DOCTORAL COURSE - SYSTEMS APPROACH TO MANAGEMENT

Introduction

- App marketers are finding it increasingly challenging to make the target consumers highly involved in apps even after installing them (Chung, 2014).
- Involvement is a key factor that drives brand preference through enhanced information search (Zaichkowsky, 1985).
- As in different service categories there are numerous apps available, it is important for an app marketer to understand how to generate more customer involvement in its app to cut through the competition in the app category.



Jaipuria Institute of Management Noida organized a marketing area session on 4th Dec as part of our doctoral course - Systems Approach to Management (Introduction to Management Thoughts and Foundational Theories- IMTF), Term-I, AY 2021 - 22, Fellow Program In Management (FPM), Noida Campus.

Dr Abhigyan Sarkar, Associate Professor, XLRI (Delhi-NCR) talked about: Prior research in consumer-brand relationship domain: Future research directions. The talk was very insightful and evoked several questions from our FPM students. Dr Sarkar's research interests include concepts like brand love, brand hate and brand sacralization. Papers authored by him have appeared in reputed international journals like European Journal of Marketing, Journal of Business Research, Journal of Brand Management, International Journal of Hospitality Management, Marketing Intelligence and Planning, International Journal of Contemporary Hospitality Management, Journal of Service Theory and Practice, International Journal of Consumer Studies, International Journal of Retail and Distribution Management, and Asia Pacific Journal of Marketing and Logistics and many more.



This weekly newsletter is an initiative by MRC Noida to present all the events during the preceding week.
We welcome your thoughts and suggestions.