

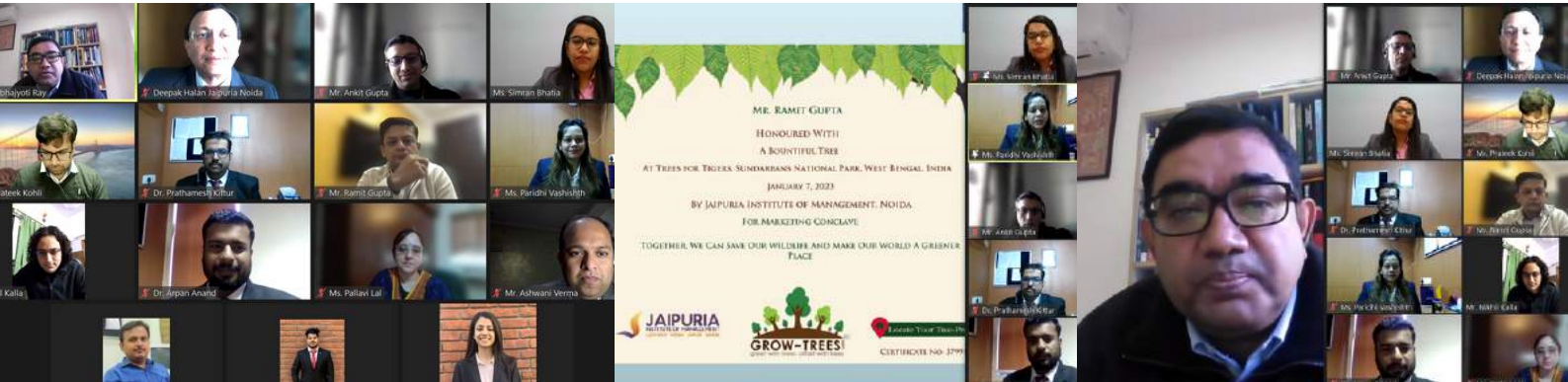
THE JAIPURIA COMMUNIQUE

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

- Annual Marketing Conclave 2023
- Collaborative teaching in Marketing Management
- Guest Session On POSH Act 2013
- Guest session in HR Analytics Course
- Knowledge sharing session on "Building Theory"

MAJOR HIGHLIGHTS

ANNUAL MARKETING CONCLAVE 2023



The Annual Marketing Conclave, 2023, organized by the Marketing Area of the Jaipuria Institute of Management, Noida, was held on 7th January. The event was centred on the theme of "Evolution of Digital Business" and was expertly facilitated by a number of key stakeholders, including the Institute's Director, **Dr Subhajyoti Ray**, the Chairperson and Co-Chairperson of the Marketing Conclave, **Dr Prathamesh Kittur** and **Prof Arpan Anand**, respectively. **Dr Deepak Halan**, Area Chair of Marketing, students of the Marketing Club: INVICTUS, and other faculty, and staff, all contributed significantly to the conclave's success. The proceedings began with an inaugural address delivered by Dr Subhajyoti Ray, followed by a thematic introduction presented by Dr Prathamesh Kittur. Prof Arpan Anand, the Marketing Professor at Jaipuria, Noida, and Mr Nikhil Kalla, the global pricing manager for Ingersoll Rand, led the keynote address. A diverse range of industry experts and thought leaders shared their views during the panel discussion, which aimed to explore the various nuances of digital business, including the emergence of digital evolution as a salient feature of the current market, the possibility that certain companies would become obsolete in the absence of the use of digital media, and the potential for automation and artificial intelligence to disrupt the status quo. The eminent panellists comprised industry veterans from diverse sectors, including **Mr Ashwani Verma** (Strategic Manager, Nokia Networks), **Mr Prateek Kohli** (Data Scientist, Walmart), **Mr Ramit Gupta** (Partner, IBM Consulting), **Mr Ankit Gupta** (Advisor for Sales and Solution, DXC Technologies), and **Ms Pallavi Lal** (Global Knowledge Leader, Consumer Goods and Services, Accenture India). Each panellist brought a unique perspective and a wealth of insights to the discussion, which was highly engaging and informative for both students and faculty alike. The discussion delved into topics such as digital transformation, Industry 4.0, and the impact of automation on the workforce. The conclave provided an ideal platform for attendees to gain a deeper understanding of the evolution of digital business and its implications for businesses and society as a whole.

MAJOR HIGHLIGHTS

COLLABORATIVE TEACHING IN MARKETING MANAGEMENT



As a part of best practices in the teaching-learning process, a collaborative teaching session was organized on the 9th of January 2023, for the students of PGDM (M) and PGDM (SM) who are being offered the course Marketing Management-II in Term 2.

The session focused on the integration of concepts of the Economics and Finance domain with Marketing decision-making. The various marketing performance measures like Cost structure, Break-even & Margin Analysis, Marketing Budgets, Marketing Profitability Metrics, and Financial Analysis of Marketing Tactics were the key discussion points during the session. The significance of this session grows in the light of aligning the 'Marketing Plan' with these foundational concepts to inculcate application and analytical skills. At the end of the session, the students' takeaway included an understanding of the marketing metrics involved in the process of measuring marketing performance. At the end of the session, the course faculty- **Dr Deepak Singh** thanked his fellow colleagues, **Dr Tavishi Tewary** and **Dr Nidhi Singh** for this highly insightful and engaging session for students.

MAJOR HIGHLIGHTS

GUEST SESSION ON POSH ACT 2013



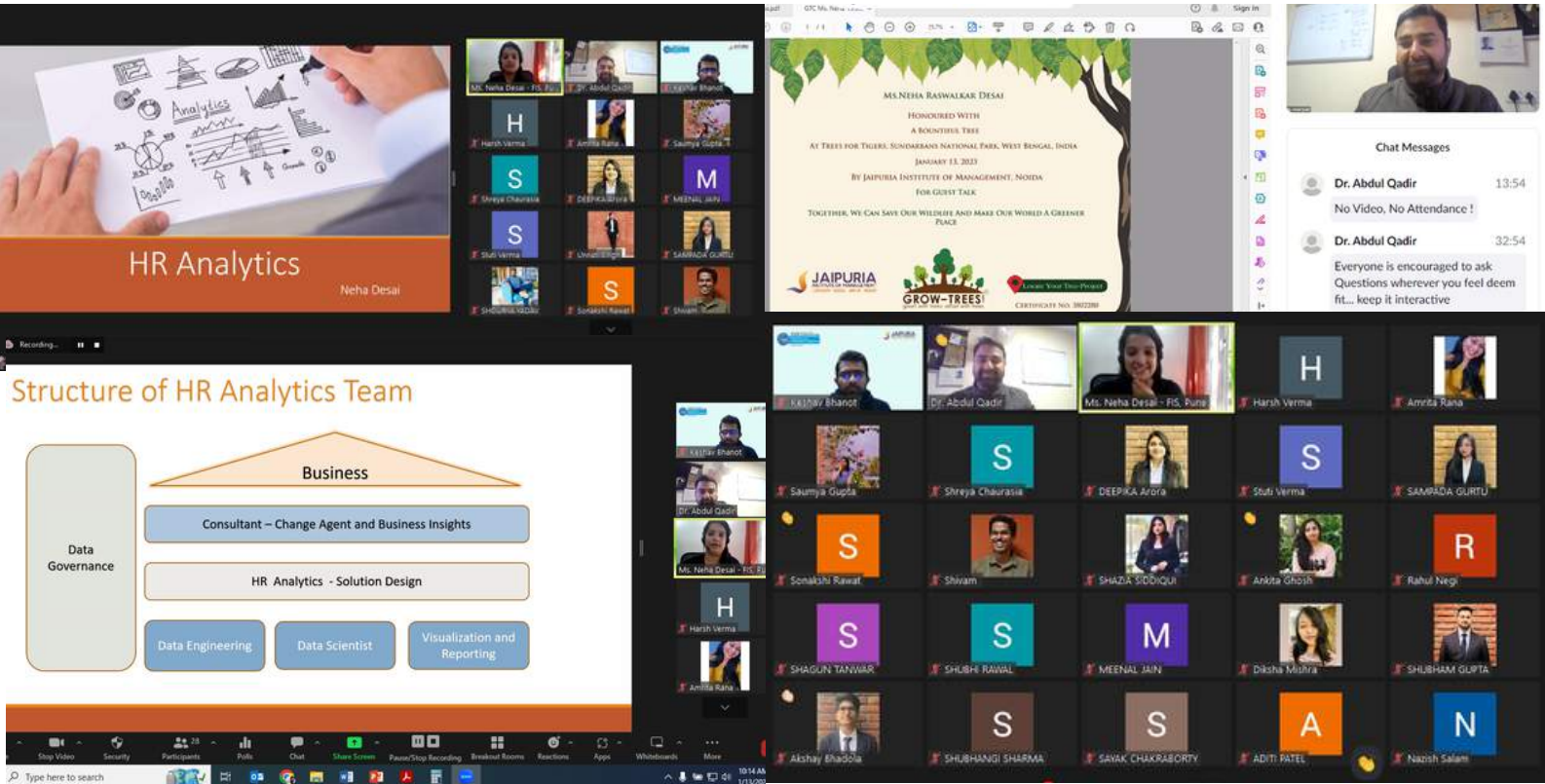
The most common way people give up their power is by thinking they don't have any. – Alice Walker

A guest session was organised on 9th January 2022 on the topic of "Prevention of Sexual Harassment of Women (POSH)" in the course "Managing Human Resources". The students were given some valuable insight by **Mr Nishant Kumar Srivastava**, who is a practising lawyer and the Founder of Actus Legal Associates and Advocates. The guest was welcomed with a green certificate by the course faculty **Dr Pragya Gupta**. Mr Nishant focused his talk on the implementation of the POSH Act of 2013. He spoke about how this law came into being, and what conditions must be met for a situation to fall under the Act. He further discussed various actions that may be categorised as sexual harassment, the redressal procedures and the repercussions of turning to the law for protection.

These insights assisted students in becoming more knowledgeable just as they are about to begin their internships at various companies. This type of awareness helps to create a safe work environment. He also discussed real-life incidents and how they are actually dealt with, and what is the process to be followed to get justice in the modern era. He emphasised to the students the importance of being aware of their rights and duties of both employer and employee to curb harassment and how to continue down the path of equality for everyone, without any bias for gender or sexual orientation.

MAJOR HIGHLIGHTS

GUEST SESSION IN HR ANALYTICS COURSE



To enlighten the students and advance their classroom learning, a guest session in the HR specialization course of HR Analytics, was organized for PGDM/PGDM-SM/PGDM-M students of the 2021-23 batch on 13th January 2023. **Ms Neha Raswalkar Desai**, Sr. Manager - Workforce Analytics at Fidelity Information Services, India (A Subsidiary of FIS, a Fortune 500 Company from the US) enriched the students on the topic “HR Metrics in Practice and Data Visualization in HR Using Power BI”. Course faculty and session moderator **Dr Abdul Qadir** welcomed the guest Ms Desai with a green tree certificate. Ms Desai began her deliberation with insights and knowledge on the topic from her corporate backdrop and used storytelling pedagogy with a mix of case study methods.

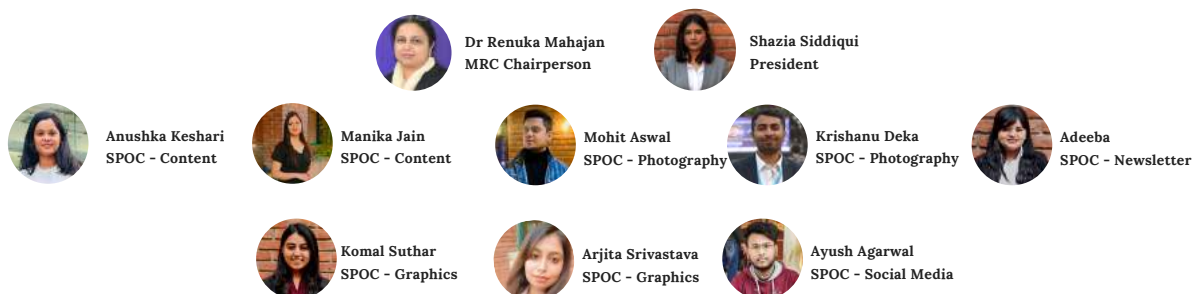
The case study on a European telecom company was a path-breaking lead which helped the students decode the ABC of HR Analytics at organizations. She further emphasized the importance of data and how it can be used in analytics through the workforce analytics maturity model. She also cautioned about too much reliance on data without its linkage with HR and business issues. Showcasing the hands-on use of Power BI for descriptive HR Analytics was the focus of her talk. Extending the talk, she shared the “Structure of HR Analytics Team” which helps the analytics dashboard, navigate key problems and their solutions. Besides sharing her workplace experience, she guided and encouraged HR aspiring students to get educated and become knowledgeable by acquiring the right skills through various certification courses to become future-ready. She advised the students to invest in the right skills and available tools such as ERP offerings from Workday, Peoplesoft, SAP and BIs like Qlik, Visier, Tableau, and Power BI along with languages like Python and R to match their aspirations. The paucity of time left everyone thirsty and hence wished to have more of such interactions in future, the session was concluded with a vote of thanks by Dr Qadir.

MAJOR HIGHLIGHTS

KNOWLEDGE SHARING SESSION ON "BUILDING THEORY"



The Jaipuria Noida campus organised a knowledge-sharing session on the topic "Building Theory" by **Dr Pragya Gupta**, Associate Professor of HR and OB on 11th January 2023. Dr Gupta discussed the importance of theory building its ability in establishing research validity, replicability, and generalisability. She elaborated on a Self-Determination Theory (SDT) as an example and how it relates to Workplace Spirituality. She explained the concept of Workplace Spirituality as a framework which entails making an effort to discover one's life's ultimate purpose, forge close relationships with coworkers and others connected to the workplace, and have consistency (or alignment) between one's inner beliefs and the organization's core values. Workplace spirituality has recently emerged as a significant aspect of organizations and hence, a significant topic of inquiry in organizational science. She was highly praised for her research work and for sharing insights about theory building.



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