

THE JAIPURIA COMMUNIQUE

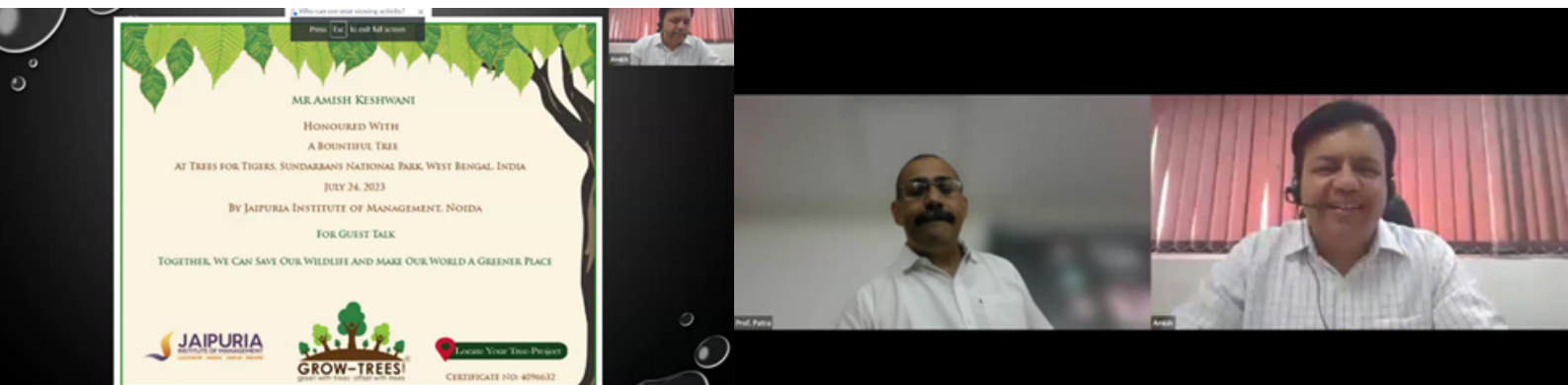
*The official campus newsletter of
Jaipuria Institute of Management, Noida*

- Corporate Session on Digital marketing
- Re-Orientation Programme for Senior Batch 2022-2024
 - ~ C.V Workshop
 - ~ SIP PITCH
- Five-day Research Workshop (for Faculty members & Research scholars)

MAJOR HIGHLIGHTS

CORPORATE SESSION DIGITAL MARKETING

July 31, 2023



On Monday 24th July, 2023, a corporate session was organized, where **Mr. Amish Keshwani**, Senior Vice President of Digital Marketing at Marketsandmarkets, discussed various career opportunities in the field of digital marketing. Mr. Keshwani emphasized the significance of skilled professionals in executing successful digital marketing campaigns across multiple channels.

He highlighted some prominent roles within the digital marketing domain, such as Digital Marketing Specialists and Managers, Content Marketing Specialists and Managers, Social Media Managers, SEO Specialists and Managers, PPC Specialists and Managers, Email Marketing Specialists, Data Analysts, E-commerce Managers, Influencer Marketing Coordinators, and Conversion Rate Optimization (CRO) Specialists. Each role plays a crucial part in enhancing brand visibility, engaging with audiences, and driving business growth in the digital space. Mr. Keshwani shed light on some recent key trends in digital marketing that have reshaped the industry. The first trend discussed was the acceleration of digital transformation, where businesses rapidly embraced digital technologies to stay competitive in the market. The second trend highlighted was the significant increase in e-commerce and online shopping, reflecting the growing preference of consumers for online purchasing.

Additionally, Mr. Keshwani emphasized the growth of virtual events and webinars as an effective means of engaging with audiences and building brand awareness. He also mentioned the evolving dynamics of social media usage, which required marketers to adapt their strategies to connect with the changing user behavior. During the session, he underscored the transformative impact of AI (Artificial Intelligence) on digital marketing. The integration of AI has provided businesses with powerful tools to analyze data, automate tasks, personalize content, and enhance customer experiences. AI-driven insights and automation have made marketing efforts more efficient and customer-focused.

Mr. Keshwani highlighted the importance of striking the right balance between AI-driven automation and human creativity. While AI can facilitate data-driven decision-making and streamline processes, human creativity remains vital in creating authentic and meaningful interactions with customers. The session concluded with a call for businesses to embrace AI as a valuable ally in their digital marketing endeavors while retaining the human touch to build genuine connections with their target audience.

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CV WORKSHOP

August 02, 2023

On August 02, 2023, the Career Management Centre (CMC) organized a highly enriching session on "CV building," which was expertly led by **Ms. Supriya Massey** and **Mr. Ripu Daman Singh**. The primary objective of the session was to equip the students of Batch 2022-24 with essential insights into crafting effective and professional resumes to enhance their employability quotient. Ms. Supriya commenced the session by emphasizing the need for active participation in CMC-initiated training sessions. She elucidated that these purpose-driven sessions have meticulously been designed to equip the students with the necessary skills and knowledge required to cross the bridge of screening rounds during the placement season. By engaging in these sessions, the students will stay abreast of the latest trends in the dynamic job market and master the art of presenting themselves with compelling propositions for potential employers. Additionally, Mr. RD Singh emphasized the significance of practice sessions during aptitude training and advised students to take them seriously, as aptitude tests are essential to clear and make way for the subsequent screening rounds during the placement process. The session then delved into the core aspects of resume building, with the resource persons underscoring the significance of a well-structured resume that captivates recruiters' attention. She emphasized the inclusion of key sections such as the objective/summary, work experience, academic projects, internships, and soft skills. Crafting a concise and impactful objective or summary statement that showcases a student's career goals and core competencies was particularly significant. In conclusion, the resume-building session led by Ms. Supriya and Mr. Ripu Daman Singh proved to be immensely valuable for the students. Equipped with newfound knowledge and insights, the students reflected confidence to craft resumes that stand out in the competitive job market. The students expressed their heartfelt appreciation to the Career Management Centre for organizing this insightful session, further motivating them to excel not only in their first job but in careers ahead with unwavering determination and competence.



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Ms. Supriya imparted valuable insights into effectively presenting work experiences, focusing on highlighting achievements and quantifiable contributions. She skillfully illustrated the art of showcasing academic projects and emphasized the value of featuring internships to demonstrate industry exposure and relevant experience. The significance of incorporating soft skills, such as communication, teamwork, and analytical skills, in our resumes was duly emphasized, as these qualities significantly enhance our employability. To facilitate a better understanding, the resource persons presented a sample resume and meticulously walked through each section of the resume. Their expert guidance showcased how information could be strategically arranged to create a compelling impact on potential employers.

The session concluded with an interactive Q&A segment, providing students with the opportunity to seek personalized advice on specific resume-building aspects. The resource team graciously addressed all the queries, building confidence and reinforcing the understanding of effective resume creation tailored to the unique strengths and career aspirations of students.

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SIP PITCH- PANEL PRESENTATION

Date: August 4, 2023

PGDM/ PGDM (SM)/ PGDM (M): Batch 2022-24

On 4th August 2023, as a part of ongoing Re-Orientation Programme for the Batch 2022-24, SIP Pitch panel presentations were organised for the second-year students at Jaipuria Institute of Management, Noida. The students have just completed their internships in business functions like Sales, Marketing, Finance, Business Analytics, Human Resource Management, and Operations and this exercise was aimed to provide students a platform to pitch their internship experiences, share challenges faced, and highlight the valuable learning acquired during their internships.



The session witnessed active participation from students, who presented their internship journey to the experts in different domain panels. Each panel comprised esteemed corporate guests from various sectors such as **Mr. Abhisheek Gupta**– Lead CoE, Business Analysis & Insights at Walmart Global, **Mr. Kumar Siddharth** at Yatra.com, **Mr. Hemant Madhwani** – Head Ticketing Business at BookMyShow, **Mr. Rahul Krishan Josh** – Founder Qos Technology, **Mr. Aviral Kapoor**– Sales Manager at TATA Advance, **Ms. Isha Kriti** – Deputy Manager HRBP at Blue Star, **Mr. Kush Kaushish**– Senior Manager at Mercer, and **Mr. Rohit Chandra Chaudhary**– Portfolio Manager at Nestwest Group. They were joined by faculty experts from the Areas of Finance, Marketing, Human Resources, Operations, and Business Analytics.

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The students showcased the details of their internship projects, learnings, achievements, and suggestions. They eloquently presented the challenges faced during their internship and the strategies they adopted to overcome them. The panels provided constructive feedback and insightful suggestions, enhancing the students' understanding of real-world scenarios and industry expectations.



Post-lunch interaction sessions were held with **Mr. Amit Attry**- Vice-President- of Corporate Relations & Marketing for all the students of the second year. They were highly engaging sessions wherein the students discussed their experiences and learnings of the Summer Internship Projects and delved into the challenges faced during the process. He built upon the opening questions and experiences of the students and introduced us to the process of Managing Change. He brought forth that it comprises three stages as- Resisting, Exploring, and Committing. Further, he explained seven key points that mirror the journey of Neo in the movie "*The Matrix*" to illustrate the process. The discussion on the SIP experience revealed valuable insights into the significance of effective change management. He acknowledged that change is not always readily accepted and that resistance can arise from various stakeholders. By adopting a proactive approach to create a sense of urgency, similar to the one that Neo realizing the need to escape from the Matrix, the students can foster a better understanding of the importance of change. Furthermore, he emphasized the importance of building a constructive coalition, just like how Neo joined Morpheus and his team. He shared his personal experience that a strong and committed team can lead the change efforts, ensuring collective efforts towards a common vision. He felt strongly that forming a strategic vision and initiatives, akin to how Neo's team plans to challenge the system, helps provide a clear direction for the change process.

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He constantly brought to the focus that enabling action by removing barriers, much like Neo's team confronting and overcoming obstacles, plays a pivotal role in ensuring smooth progress. Celebrating short-term wins, similar to the team's victories against the Matrix's Agents, boosts morale and sustains momentum. To achieve lasting change, sustaining acceleration is crucial. The process should be continuous, and the efforts must be consistent, akin to the team's continuous efforts to destroy the Matrix. Eventually, instituting change becomes a reality, as symbolized by Neo becoming "The One," signifying the peak of change. The session concluded with an interactive Q&A session, where participants had the opportunity to seek clarifications and share their experiences. Overall, the session highlighted the importance of change management in successful project implementation and how the journey of Neo in "The Matrix" offers valuable insights into managing change effectively. In conclusion, the SIP experience provided valuable learnings and challenges that can be overcome through effective change management. By understanding and implementing the seven key points, organizations can navigate the process of change with a clear vision, collaborative efforts, and sustained momentum, leading to transformative outcomes.



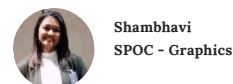
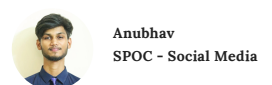
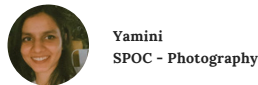
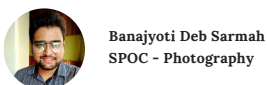
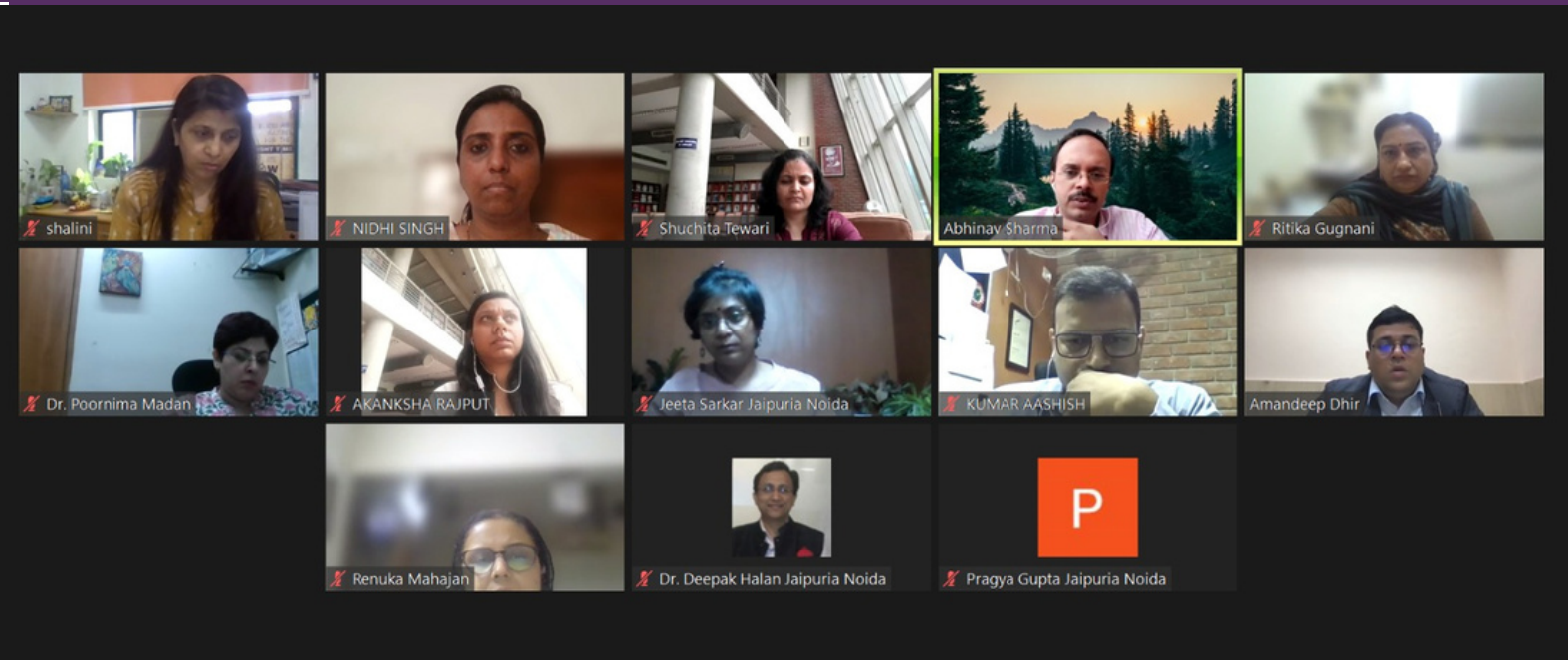
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FIVE-DAY RESEARCH WORKSHOP

With a strong emphasis on research and publication, a five-day workshop for faculty members and research scholars was conducted with **Dr. Amandeep Dhir** between July 13th and 20th, 2023. It aimed to provide a solid foundation for research and new avenues and directions for scholars and faculty members dedicated to research on various qualitative research topics in management domain, including Critical discourse analysis, Critical incident techniques, and other qualitative analysis. This was also followed by seven one-on-one 'writing clinics' with the faculty members. The workshop was scheduled in hybrid mode. Faculty presented their new research ideas and discussed the relevance and publication scope of their ideas with him. The sessions were quite engaging and informative for the participants.



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