



Management Times Square

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VOLUME 3

ABOUT THE INSTITUTE

Dr. Akhilesh Das Gupta Institute of Technology & Management (ADGITM) formerly known as Northern India Engineering College (NIEC), New Delhi was established by BBDES, LUCKNOW in the year 2003. ADGITM has an aesthetically designed campus spread over approximately 9 acres of lush green environment at Shastri Park. The Campus comprises of five interconnected blocks covering a built up area of approx. 3.0 Lac square feet. ADGITM offers Under Graduate and Post Graduate level full time Professional programs approved by AICTE in affiliation with Guru Gobind Singh Indraprastha University (GGSIPU), Delhi.

ABOUT THE DEPARTMENT

Department of Management was established in 2004. The department has been conceived as a centre of intellectual excellence, catering to the needs of the aspiring generation of students through its two year full time MBA programme as designed by Guru Gobind Singh Indraprastha University-the affiliating university. The norms and standards for the delivery of the courses are as laid down by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India and the affiliating University- are followed at the college. The Program aims to impart in-depth knowledge of the modern Management Practices and facilitates the proficiency of students to apply these learnings to the real corporate situations. The aim of the Department is to create professionals who are proactive, disciplined, dynamic and an asset to any organization, with a global vision for the upcoming corporate challenges. The college translates vision statement into best practices through holistic approach by developing quality managers with high quality decision making skill to meet global challenges to cater to the requirements of both public and private sector.

FROM THE DESK OF DEAN



It is my privilege to be a part of ADGITM, We, at MBA Department, focus on providing better academic and learning environment for students and Faculties. Various

programs such as Cultural Activities, Sports Activities, Technical Events, Faculty Development Programs, Inter college competitions, Guest lecturers etc. are conducted time to time to groom our students. At MBA Department, we develop future leaders and instill in them the skills and abilities to lead with confidence, passion, and with heart. Apart from teaching, our faculty members are deeply engaged in research work. Our faculty and students regularly present their research findings in various academic conferences. It is endeavor of this newsletter is to acquaint its readers with the achievements of MBA Department, ADGITM. I congratulate editor towards her sincere efforts and hope that this will be an ongoing process. I wish my students and Faculty Members a happy and purposeful academic year.

Dr Abhinav Baxi
Dean (Management Studies)

FROM THE DESK OF EDITOR

Welcome to the third issue of the newsletter 'MANAGEMENT TIME SQUARE'. The newsletter will spotlight activities and events at the Department, highlight the talents of our students and faculty and feature information of general interest. I am grateful to Prof. (Dr.) Sanjay Kumar, Director, ADGITM and Dr. Abhinav Baxi, Dean (Management Studies) for giving me this opportunity. I am also thankful to all the people, without whom this newsletter issue was not possible. I welcome suggestions and feedback that will help us improve further. I hope you will all enjoy it.

Ms Teena Gupta
Editor-in-Chief (MBA)

FACULTY ACHIEVEMENTS

BEST EDUCATION ACHIEVER AWARD

Mr Jugesh Chandra was awarded with BEST EDUCATION ACHIEVER AWARD for his dedication and exemplary contribution towards education and entrepreneurship by Integrated Chamber of Commerce and Industry, New Delhi on 28 February, 2019 at Entrepreneurship Summit, India International Centre, New Delhi.

PAPER PRESENTED

Gupta Teena, YouTube Marketing in India: Major Approach in Digital Landscape. International Conference on "Business Dimensions in Digital Era: Challenges and Perspective", 02 February, 2019, AIMT, Greater Noida.

Gupta Teena, Green Marketing as a Responsible Tool for Building Sustainable Competitive Advantage. International Conference on "Sustainable Development and the World Economy", 4-5 February, 2019, JDMC, University of Delhi, New Delhi.

Chander Jugesh, Role of Digitization in fighting Poverty. National Conference on "Contemporary Issues in Business Excellence in the Era of Digitalization", 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi.

Sahore Asim, Decision Making for Investments in stocks using VIKOR and COPRAS methods of MCDM. National Conference on "Contemporary Issues in Business Excellence in the Era of Digitalization", 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi.

Gupta Teena, Guerrilla Marketing: An Unconventional Way of Reaching the Consumer in Digital Age. National Conference on "Contemporary Issues in Business Excellence in the Era of Digitalization", 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi.

Srivastva Shuchi, Jha Sheetal, Neuroscience: The Key to Innovation in Artificial Intelligence. National Conference on "Contemporary Issues in Business Excellence in the Era of Digitalization", 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi.

Khanna Swati, Is there information diffusion in India from Asian Stock Markets. National Conference on "Contemporary Issues in Business Excellence in the Era of Digitalization", 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi.

Chitkara Ankita, A study on Influence of Celebrity Endorsement on Online Buying Behavior. National Conference on "Contemporary Issues in Business Excellence in the Era of Digitalization", 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi.

Gupta Ekta, Employee Engagement-A study of Critical Factors. National Conference on "Contemporary Issues in Business Excellence in the Era of Digitalization", 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi.

Dr Baxi Abhinna & Sahore Asim, Smart Decision-Making For Capital Budgeting Decisions Using WP And MAUT Methods Of Multi-Criteria Decision-Making. National Conference on "Next Generation Smart Business Practices", 16 April, 2019, Periyar management and Computer College, New Delhi.

PAPER PUBLISHED

Gupta Teena, YouTube Marketing in India: Major Approach in Digital Landscape. AIMT Journal of Management, ISSN No: 2277-4076, Volume - 7, Issue -II (July - December 2018). Page No: 30-36.

Gupta Teena, Product Placement in Hindi Movies: A Strategy for Managing Brand. In: Proc on Business Transformation Green, Growth, Globalization, & Governance. ISBN No: 978-93-87684-37-9.

Gupta Ekta, A study on the impact of Emerging Technologies on Employee Engagement, International Journal of advance and Innovative research, ISSN No-2394-7780.

Gupta Ekta, Employee Engagement for Sustainable Development, Prsamvidha, Journal of Management.

ARTICLE PUBLISHED

Chander Jugesh, Digitalization in Financial Sector - Opportunities and Challenges. Souvenir of Ghaziabad Management Association issued on 19 January, 2019.

FDP/ WORKSHOP/CONCLAVE ATTENDED

Jugesh Chander attended AIMA's 63rd Foundation Day and 13th National Management Day on Innovation in the Age of Disruption as Delegate at Hotel Taj, New Delhi organized by AIMA, New Delhi on 21 February, 2019.

Jugesh Chander attended Convention on Academic to Entrepreneurship as Delegate at India International Centre, New Delhi organized by Integrated Chamber of Commerce and Industry, New Delhi on 28 February, 2019.

Jugesh Chander attended Interactive Session on Breathe Easy stay Tough by Lung Care Foundation by Prof.(Dr.) arvind Kumar at AIMA Centre, New Delhi organized by AIMA on 6 March, 2019.

Jugesh Chander attended Interactive Session on *Inclusive Leadership for Emerging India by Swami Bodhananda Ji* at Taj at AIMA Centre, New Delhi organized by AIMA on 25 March, 2019.

Jugesh Chander attended 5th national Leadership Conclave on *Now or Never: India's Mission for New Decade* at Hotel Taj Palace, New Delhi organized by AIMA on 9 April, 2019.

FDP ORGANIZED

MBA Department organized an ICT based Faculty Development Programme on "Student Evaluation" from 7th- 11th January 2019 conducted by National Institute of Technical Teacher Training and Research, (NITTTR) Chandigarh delivered by eminent speakers. The Programme was attended by Faculty members from MBA, MAE and EEE Department.

ACTIVITIES IN MBA DEPARTMENT

A Pre-placement Training Programme "The Industry Readiness Initiative Training" was conducted for the students of MBA Fourth Semester from 14th-18th January 2019 with the combined efforts of T&P Cell and MBA Department in partnership with a well-known training provider company DreamUny. The training was conducted to prepare the students for placement session in order to develop the skills required for them to work effectively in the corporate world.

The live telecast of the event "Pariksha Pe Charcha" was organized by MBA Department on 29 January, 2019 to enable students to cope up with exam related stress. Students across the nation raised their doubts and queries about examination which was cleared by Hon'ble Prime Minister Shri. Narendra Modi with lively examples.

Operations and Finance Club of MBA Department organized a workshop on "Regression on Eviews", on 30th January 2019. The workshop was conducted in three sections: 1) Presentation on Regression 2) Tutorial 3) Regression on Excel and EVIEWS. The students of MBA and BBA enthusiastically participated in the workshop and they were given certificates.

Under the instructions from National Productivity Council (NPC) New Delhi, Poster Competition on theme "Circular Economy for Productivity and Sustainability" was organized by MBA Department on 31st January, 2019. In total, 30 students from MBA, BBA and BTech took part in the competition. Participants showed lot of enthusiasm and came out with drawing and paintings on the spot with their innovative ideas focusing the theme.

MBA Department organized a workshop on 4 February, 2019 on the topic "Emerging Financial Instruments in Indian financial services sector" by Mr. Anant Mohan, Branch Manager, HDFC Mutual funds. The workshop discussed about managing personal financial planning and covered topics on importance of savings and various investment alternatives available to an individual, current scenario of capital markets, role of SEBI and other financial regulators, tax implications of investments and so on.

MBA Department organized a guest lecture on 8th February, 2019 on the topic "Reserve Bank of India v/s Government- Autonomy and Accountability" by Sh. Kanshi Nath Pandey, Ex General Manager of Syndicate Bank. At the outset, Sh. Pandey gave clarity of the nature of problem and then briefly pointed out the various functions of the apex bank Reserve Bank of India. It was followed by the roles of apex banks prevailing in USA and European Countries which are as good as those prevailing in the Indian System.

Sports club of MBA department organized a Cricket Tournament between MBA and BBA students on 12th, 14th and 15th February 2019, in the college Playground. MBA Final Year won the tournament by 50 runs.

MBA Placement workshop for Final Year Students was organized by MBA Department in collaboration with Central T& P Cell on 25th February 2019 to enhance the capabilities of MBA graduates at par with the industry standards and to build confidence in students and develop right attitude in them

MBA Department organized an industrial visit on March 12, 2019 for MBA II Semester Students to Parle Biscuits Pvt. Ltd, Bahadurgarh, Haryana. It focused on the various aspects of a business organization and helped students to enhance their knowledge about these firms.

MBA Department organized a workshop on Digital Marketing on 18 March, 2019 by Ms. Gauri Kapur, Entrepreneur (Digital Dronacharya. The objective of the workshop was to help students in understanding the scope of Digital Marketing and how they can opt digital marketing and start earning.

PAPER PRESENTED BY STUDENTS

Anand Varsha (MBA 2nd year), Impact of FDI on Telecom Sector. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

Soni Payal (MBA 2nd year), A Study on Customer Satisfaction in HDFC Bank through SERVQUAL Model. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

Sharma Raman, Girish (MBA 2nd year), Social and Digital Media: An Emerging Marketing Tool. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

Tanisha (MBA 2nd year), Recent trends in HRM. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

Mandal Sonali (MBA 1st year), The Evolution of Commercial Banks- Changes and Preferences. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

Kumari Anamika, Himani Verma (MBA 1st year), The Impact of digitalization on Financial Services. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

Agarwal Rama (MBA 1st year), Impact of Celebrity Endorsement on Brand Image. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

Sirisha B. (MBA 1st year), Influencer Marketing- Emerging trends in changing the shape of marketing. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

Gupta Diksha (MBA 1st year), HR and Technology. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

Pathak Saurav, Jindal Nikita (MBA 1st year), CSR activities in Changing Business Environment. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

Ayaan (MBA 1st year), Effect of Motivation on Employee Performance. National Conference on “Contemporary Issues in Business Excellence in the Era of Digitalization”, 14-15 March, 2019, School of Business Studies, ADGITM, New Delhi

STUDENT'S PARTICIPATION OUTSIDE THE DEPARTMENT

Kanika Jain, MBA Ist year participated in National Talent Hunt “**Maruti Suzuki Colors of Youth, Season 8**” at Amity University Noida on 10th January 2019.

Raj and Rahul of MBA I year participated in **Manthan -19**, Business Quiz at Raj Kumar Goel Institute of Technology and Management on 8 February 2019.

Harjot Kaur, Freeda, Swati of MBA II year won the prizes in **Collage Making Activity** organized by School of Business Studies, ADGITM on 09 February, 2019.

17 students of MBA I Year participated in **Internship Fair** at Hansraj College, University of Delhi on 15th February 2019.

Payal Soni and Harjot Kaur, MBA II year won first prize in Kuch Cook Kare (Flameless cooking) in Zenith 2019, at Gitaratan International Business School on 16 February, 2019.

Saloni Kansal, Ekta and Varun of MBA Ist year participated in **Twist – N – Turn** (Solo Dance) at Gitaratan International School on 16 February 2019.

Anubha Singh Chauhan won **Miss INNOVIZ** title judged by Bhavay Arora from MTV Love Shool in the Annual Techno- cultural fest “**INNOVIZ**” organized by ADGITM on 29-31st March where 10 girls from MBA, BBA and Btech branches participated.

9 Students of MBA Department performed **LAZY DANCE** in the Inaugural Ceremony of Annual Techno- cultural fest “**INNOVIZ**” organized by ADGITM on 29-31st March which was graced by many dignitaries.

Joel Tom Skaria from MBA First Year handled the post of **Assistant General Secretary** (Non-technical Events) of Annual Techno- cultural fest “**INNOVIZ**” organized by ADGITM on 29-31st March.

Joel Tom Skaria from MBA First Year was elected as the **Vice President of ENACTUS**, ADGITM (from 1st April 2019)
MBA Students organized 20 Technical and Non- Technical events in Annual Techno- cultural fest “**INNOVIZ**” organized by ADGITM on 29-31st March.

Many Students of MBA Department won various Technical and Non- Technical events in Annual Techno- cultural fest “**INNOVIZ**” organized by ADGITM on 29-31st March. They also organized various events during the fest.

FAREWELL ‘ALWIDA – 2019’

MBA Department organized Farewell Party “Alwida -2019” for MBA Final Year Students on 23rd April, 2019 at La Codiall, Crossriver Mall. The event commenced at 11.30 AM. This party was graced by CEO Shri. S.N. Garg, Director, Prof. (Dr.) Sanjay Kumar, Asst. Director (HR) Ms. Pankhuri Aggarwal, Sr. Deputy Director Shri Dilip Singh and Dean-Management Studies, Dr. Abhinna Baxi and MBA faculty members.



PLACEMENTS:

Many students are placed in companies of repute. Now students of MBA are taking the entrepreneurship path along with pursuing a career with leading MNCs such as ICICI Bank etc. Many young minds in Department of Management have become entrepreneurs and started their own ventures.

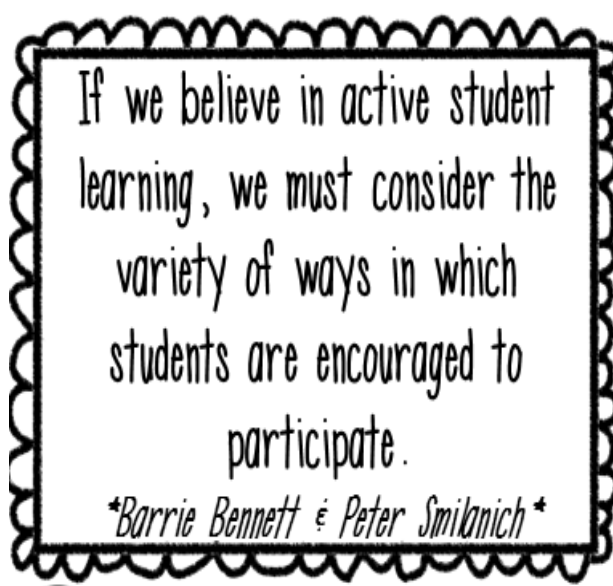


PHOTO GALLERY



Dr. Akhilesh Das Gupta Institute of Technology & Management

(Formerly known as Northern India Engineering College, New Delhi)

(Approved by AICTE in affiliation with Guru Gobind Singh Indraprastha University (GGSIPU),
Delhi.)

FC-26, SHASTRI PARK, NEW DELHI-110053

Phone: +91(11) 49905900-99,
32526261-64,
22854321

Email: info@niecdelhi.ac.in

Fax: +91 (11) 49905977

Website: www.niecdelhi.ac.in