



Management Times Square  
January, 2022

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From the desk of Head of Department

We are pleased to present our newsletter highlighting various activities organized throughout the semester with full participation of the students. This edition of the newsletter covers all in brief. I would like to reiterate our commitment towards providing holistic development to the students. This newsletter is a testimony to all the quality teaching; research undertaken, extracurricular events & activities that took place in this semester.

Even as we impart education to match the advancement in technology and globalization, we also imbibe moral values and ethics in our students. Besides studies, there are many extra - curricular activities organized round the year for the overall development of the students. ADGITM stands committed to enhance the existing goodwill of its name. The MBA program at ADGITM is an attempt to address this concern in a scientific spirit; it aims to provide the students with cutting edge skills, creativity and knowledge required for successful career in business management.

**Prof. (Dr.) Tusshar Mahajan**  
**Head of Department (MBA)**

From the Desk of Editor

We are delighted to bring out maiden issue of compiled cases under the umbrella of ADGITM which is culmination of Plethora of efforts.

I owe a heartfelt thanks to Prof (Dr.) Tusshar Mahajan who has given us a chance to do this. I feel privileged to be associated with ADGITM which constantly thrives upon a high quality of resource. I extend my immense gratitude to a very dedicated team of editors for their relentless and untiring efforts in this regard. We sincerely hope that readers will find interesting, relevant and intellectual simulating reading to building up diverse outlook about contemporary issue.

**Ms Shweta Sharma**  
**Editorial Board**  
**Master of Business Administration**

## FACULTY ACHIVEMENTS

### PAPER PRESENTED

**Prof. (Dr) Divya Gangwar** presented examining the role of receptivity to green communication, altruism and openness to change on young consumers' intention to purchase green apparel: A multi-analysis approach

**Ms. Gaur Sonali** has presented a study on banking service, customer satisfaction and awareness Influence of Workplace Ostracism on Employees Performance.

**Ms. Sonali Gaur** paper “Influence of Workplace Ostracism on Employees Performance” published in international conference.

**Ms. Shweta Sharma** has published Study of customer satisfaction towards smartphone users. She has also presented Study on employee job satisfaction in Donaldson India filter system Ltd.

**Ms. Nishu Sharma** has presented Revisiting the Conceptual Structure of Job Satisfaction using Exploratory Factor Analysis with reference to BPO Industry

**Teena Agarwal** attended six days AICTE sponsored online STTP on Pedagogy for Effective Use of ICT in Management Education organized by SIRTE, Bhopal from 14-19<sup>th</sup> September, 2020.

**Mr. Sachin Jindal** paper “Capacity Building of Women through SHG” published in conference.

**Mr Sachin Jindal** paper “Role of Microfinance in Sustainable Development of Women in India” published in international conference.

Faculties of MBA department attended three days FDP on *Outcome Based Education* organized by IT Department, ADGITM from 14-16<sup>th</sup> September, 2020.

### Things We Love About Research

- It provides the chance to learn new things.
- You get to work with all kinds of different people.
- You can turn mistakes into learning experiences
- You can take your learning anywhere.
- You're in a field where knowledge grows fast.
- You get to read a ton of books.
- It provides the chance to have shared experiences.
- It fosters constant bravery and persistence.
- You have the power to make a difference in the world.
- You get to celebrate when it all pays off!



**School of Business Studies(MBA)**  
**REPORT ON ORIENTATION PROGRAMME - 2022**

**Day 1:- 7<sup>th</sup> January, 2022**

The Program started at 10:00AM with the welcome of the Dignitaries, the Faculty Members and the students. Dr.Divya Gangwar expressed their cultivating ideas about the institute, personal development, so that students should be able to discover their interest and they are prepared for the challenges they might face during their course programs. The students were introduced with the institute environment, extracurricular activities, social clubs to help them socially integrate with the institute culture. The students were then introduced with the faculty members in order to bridge the gap between faculties and students. This was followed by an overview about Attendance & Examination Policy given by Dr. Tanuja Nautiyal Ma'am, Institutional Societies, Library Facilities given by Dr. Dharmendra Harit Sir, Computer Lab Facilities, Departmental Clubs & Societies, interaction with Training & Placement Officer Mr. Satyaban Behuria Sir. To make the students feel a part of the institute environment, a fun & interactive session was also organized where a glimpse of singing and dance performances were presented. Post that, students were introduced with the Anti-Ragging and Mentoring Policies. The session was wrapped up at 12:30PM with a Vote of Thanks given by Ms. Sonali Gaur Ma'am.

**Day 2:- 8th January, 2022**

On second day program was conducted in two sessions for MBA Students. The Program started a 10:00AM with Alumni Talk with Mr. Garvit Dang and Ms. Karishma Jain. They shared some experiences of their interviews, experiences in job and gave a realistic view about how co-curricular and extra-curricular activities matter along with excellence in academics, followed with the introduction of MBA Program and its curriculum. The students were given an insight about various specializations offered along with their scope and career opportunities to help the students to choose the correct path for their bright future. It motivated the students to get them mentally prepared for the awaited professional life they have set out to achieve. The session was wrapped up at 12:15PM with a Vote of Thanks given by concerned faculty members.

**GUEST LECTURE ON “ CRYPTOCURRENCY AND ITS FUTURE WORLDWIDE AND IN INDIA ”**

Mr. S.K. Verma had done his B.sc (Hons), M.sc Physics from LKO University, and DBM. He formerly worked as a Deputy General Manager of Syndicate Bank and General Manager on deputation of two other banks. He also worked across the spectrum-top management of a public sector bank, syndicate bank head of three regions,



head of credit, recoveries, training and counseling, finance, director on the= board of two RRBS, chairman of three EDP RSETIs advisory committees, principals of two training colleges of syndicate Bank. He is a member of the MSME Rehab Committee of PNB Ghaziabad and OBC NIT Faridabad

The guest lecture was started at 12.00 noon onwards and was hosted by Mr. Prarit Aggarwal and Ms. Ritika Sharma. A welcome address was delivered by Dr. Divya Gangwar Course Coordinator). After that saplings were given to all the dignitaries. Firstly, Mr. S.K. Verma had discussed the concept of Cryptocurrency and its use.

### **INDUSTRIAL VISIT TO MOTHER DAIRY**

The objective of an industrial visit is to provide us an insight regarding internal working of companies. At ADGITM we understand that theoretical knowledge is not enough for a successful professional career. With an aim to go beyond academics, industrial visit provides students a practical perspective of the work place. By keeping all these in mind a visit to mother dairy has organized .

To help students and gain first hand information regarding functioning of the company, to gain an insight of Mother Dairy milk production process, to correlate theoretical knowledge with real time practice of the company, to provide an opportunity where corporate people share their expertise and experiences with the students to enable them to have the real feel of the current industrial scenario; Yukti - T&P Cum

Entrepreneurship Club of MBA Department, Dr. Akhilesh Das Gupta Institute of Technology & Management, , organized an Industrial Visit on February 26th, 2022 to Mother Dairy, Patparganj, New Delhi : 110092for MBA students. The students were then taken to the main processing unit where students inculcated the crucial information regarding the processed milk. Students were amazed at the speed at which the



process occurred and how the automated systems could be set according to requirements, as minimum of human intervention was required.

### **Guest Lecture on “Your Attitude will decide your Altitude”**

***12<sup>th</sup> February, 2022***

MBA Department organized Guest lecture on 12th February 2022 by Ms. SMRITI KHANNA, Assistant Professor, SDIET, Faridabad, using online platform ‘AVAYA SPACES’. The topic of the lecture was “Your Attitude will decide your Altitude”. The objective of this guest lecture was to teach students how to build attitude and to lead their life in a unique and positive way.

Ms. Smriti Khanna has a vast experience of 15 years in teaching. She is pursuing her PhD. in Management

Studies; she had completed her MBA, PGDM, and PGDCRM, in the field of Marketing.

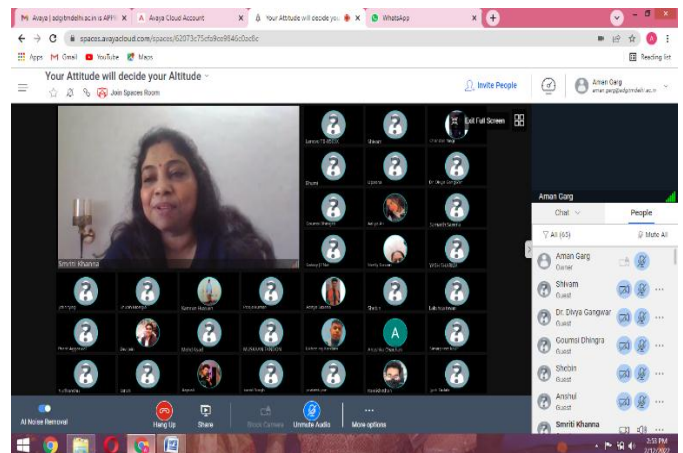
The guest lecture was started at 2:00 PM and was hosted by Mr. Aditya Saxena as an Anchor. Welcome address was delivered by Prof. (Dr.) Divya Gangwar. Firstly, Ms. Smriti Khanna discussed the concept of Attitude and Behaviour. She had covered important concepts like:-

- ★ What is attitude and behaviour?
- ★ Changes in attitude: Causes?
- ★ Quoted: Examples on attitude, encouragement, struggle, strength and opportunity.

Attitude is the way a person or an individual think and feel about someone or something. It can be positive or negative. It is the feeling, belief, or opinion of approval or disapproval towards something. Behavior is an action or reaction that occurs in response to an event or internal stimuli (i.e., thought). Ideally, positive attitude manifest well-adjusted behaviors.

This guest lecture was attended by faculties and students of MBA and MBA. It was a very informative and interactive session and the students were able to understand the concept of attitude through given examples, stories and learnt about how to implement it in their life. This was very well explained in the session. The program came to an end at 3.00 PM with vote of thanks delivered by **DI (MBA Department)**.

Certificate of Appreciation was presented to the Guest, Ms. Smriti Khanna.

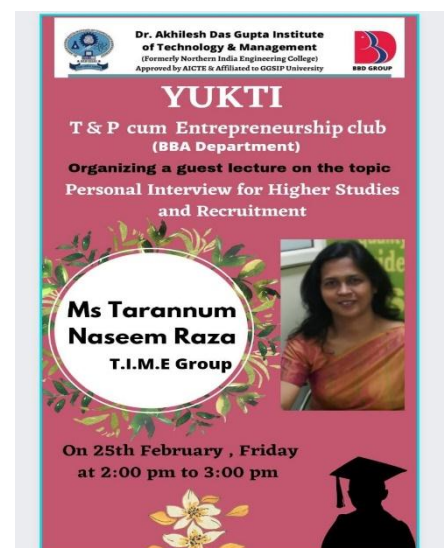


### GUEST LECTURE ON “PI FOR HIGHER STUDIES AND RECRUITMENTS”

The guest lecture on the topic “PI for Higher Studies and Recruitments was conducted by Yukti–(T&P cum Entrepreneurship) Club of MBA on 25th february’2022 at 2:00pm to 3:00 pm. The purpose of this guest lecture was to elaborate the students regarding the PI round for higher studies and recruitments. The students learnt the practical aspect of the industry after their graduation. They all motivated to the great extent and appreciated

Ms. Tarannum Naseem Raza of T.I.M.E group( having an experience of more than 20 years )for her valuable tips to the MBA students. this was very handy virtual lecture to the MBA students and they(students) also learnt that for taking admission in post graduate course or even in the industry, PI round plays an important role for

the students and how easily they can qualify this round. Ms. Tarannum Naseem delivered and put her views



in front of the MBA Students, Whatever she has learned in her 20 years of experience.

### **Entrepreneurship & Business Finance**

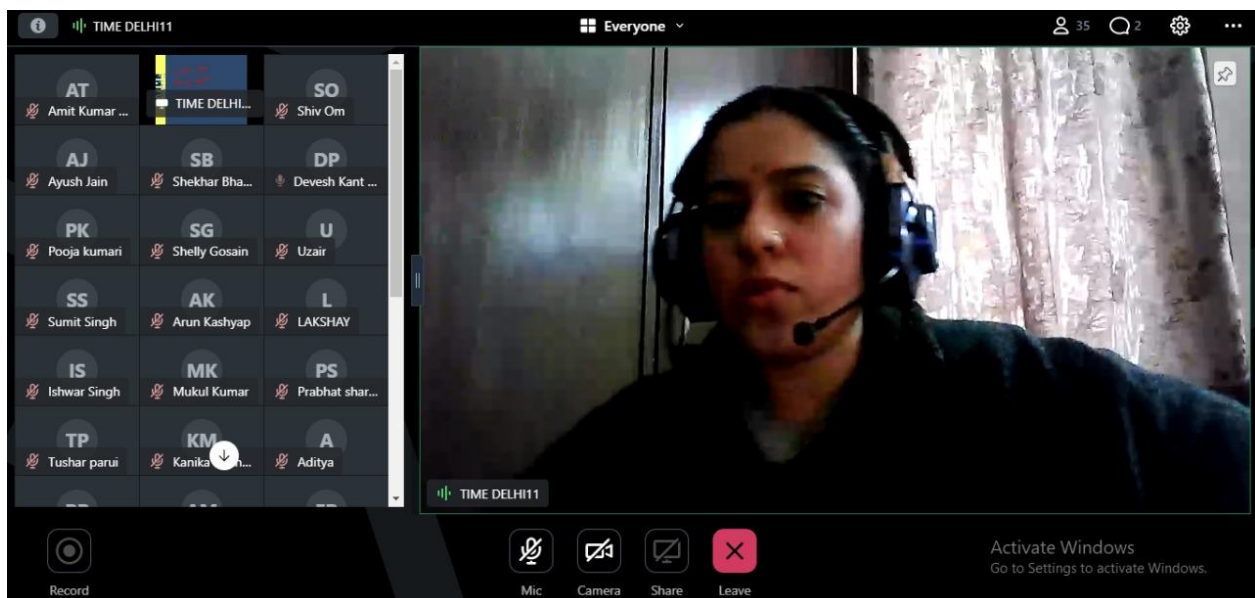
**ACTIVITIES UNDERTAKEN:** Management Department of ADGITM organized an Expert Lecture on the topic “**Entrepreneurship & Business Finance**” by Mr. Varoon Verma and Ms. Indrani Mahto (IIM Bangalore Alumnus). Ms. Indrani Mahto explained the students about Entrepreneurship and why it is being important in today’s scenario. If students are looking for a job, a population of 138 crore Indians is a huge market available in terms of customers. She also came up with the ideas of Business Model from scratch.



She also highlighted that how to start a business even if one doesn’t have enough capital, students also gain knowledge about Loan Amortization. The lecture was started at 10:00am onwards and was hosted by Management Student Ms. Arya and memento to the Resource Persons was given by Prof.(Dr.) Tusshar Mahajan (Dean-Management) and Prof. (Dr.) Sanjay Kumar (Director).

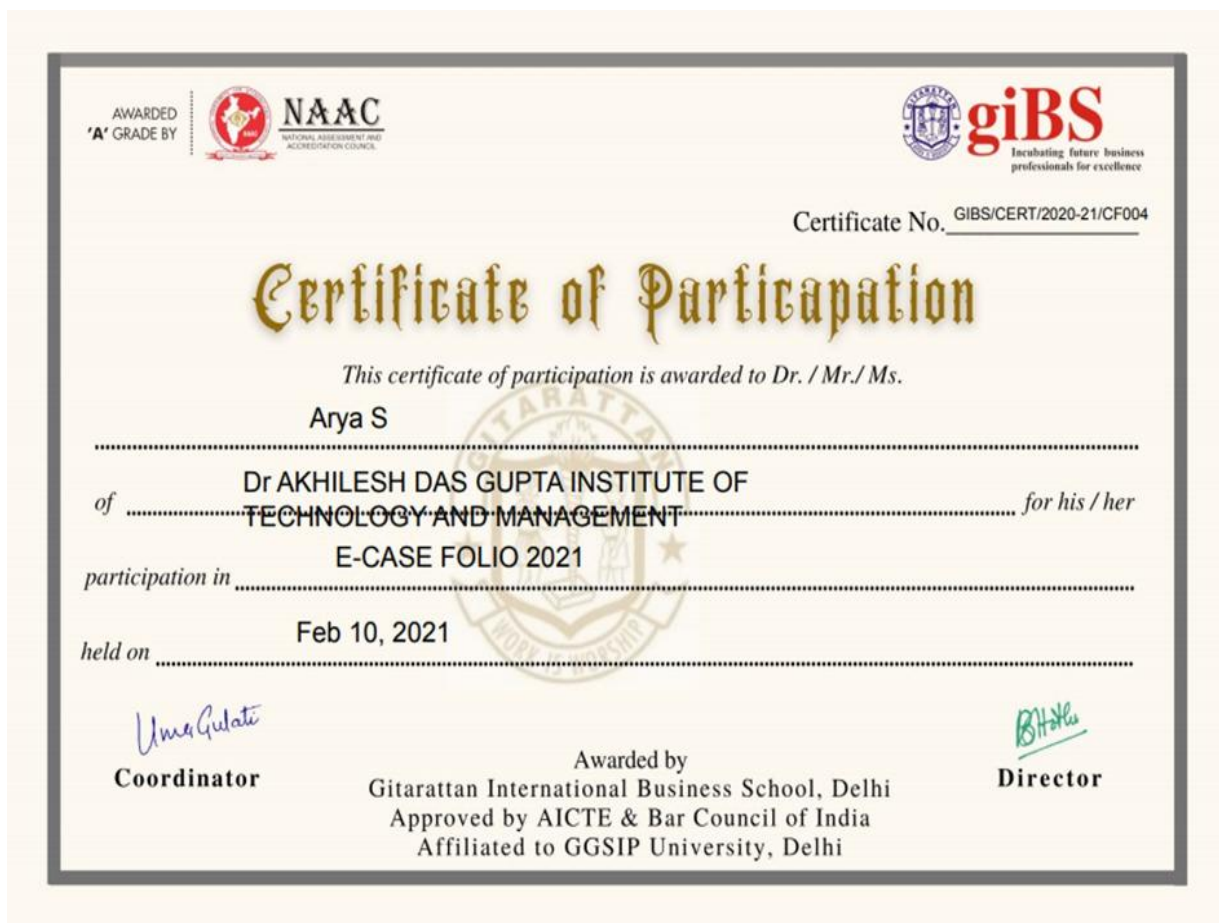
### *Workshop on “CV Writing”*

The T.I.M.E Education Group conducted the CV Writing workshop to the undergraduate students of MBA. Students were provided live virtual examples that during the campus interviews in their final year i.e 3<sup>rd</sup> Year, How must they design their Curriculum Vitae-CV and for that students were given crucial tips for the same.



## Achievements

1. MBA 1ST SEMESTER STUDENT PURNIMA SHARMA AND EMANUEL VIJAY PARTICIPATED IN AN INTERNATIONAL E-CONFERENCE ON GLOBAL INFORMATION & BUSINESS STRATEGIES (AS A TEAM) AND PRESENTED A RESEARCH PAPER ON "EMOTIONAL INTELLIGENCE-AN EMERGING CONCEPT IN DAILY LIFE AND BUSINESS" ON 9TH JANUARY 2021. THE EVENT WAS ORGANIZED BY "GITARATTAN INTERNATIONAL BUSINESS SCHOOL, ROHINI, NEW DELHI-1 10085, INDIA"
2. MBA 1ST SEMESTER STUDENT PURNIMA SHARMA, EMANUEL VIJAY AND ARYA S. PARTICIPATED(AS A TEAM) IN "15TH NATIONAL CASE ANALYSIS & PRESENTATION COMPETITON" HELD ON 10TH OF FEBRUARV 2021 IN THIS EVENT THEY PRESENTED THE PPT ON GIVEN CASE STUDY TOPIC THAT WAS ON COVID-19. THE EVENT WAS ORGANIZED BY "GITARATTAN INTERNATIONAL BUSINESS SCHOOL ROHINI, NEW DELHI-110085, INDIA"
3. MBA 1ST SEMESTER STUDENT GAURIKA ARORA, RUDRANSH KAUSHIK AND NIDHI NAGAR PARTICIPATED(AS A TEAM) IN "15TH NATIONAL CASE ANALYSIS & PRESENTATION COMPETITON" ON 10TH OF FEBRUARY 2021 IN THIS EVENT THEY PRESENTED THE PPT ON GIVEN CASE STUDY TOPIC THAT WAS ON COVID-19. THE EVENT WAS ORGANIZED BY "GITARATTAN INTERNATIONAL BUSINESS SCHOOL, ROHINI, NEW DELHI-110085, INDIA"





## NATIONAL WEBINAR-CUM-QUIZ COMPETITION

*'Reduce Recycle & Restore Ecosystem - Save Earth'*



Organised by

**Institute of Law & Research**

Jasana, Faridabad, Haryana-121101

Sponsored by

**Earth Initiative Foundation &  
GEM Enviro Pvt. Ltd., Delhi**

### CERTIFICATE OF PARTICIPATION

This is to certify that **Mr/Ms/Prof Arya S** From **Dr. Akhilesh Das Gupta Institute of Technology and Management** participated in National Webinar-Cum-Quiz Competition on theme **'Reduce Recycle & Restore Ecosystem - Save Earth'** Organised by **Nature Club, ILR** on **July 3, 2021 (Saturday)**. We appreciate his/her sincere involvement and active participation throughout the event.

**Dr. Ravi Kumar Handa**  
Director, ILR

**Mr. Vinod Kumar Singh**  
Asst. Prof.(Law) & Event Convener

Certificate ID: **JULY2021ILRWQC-CP-25**

(This is an electronic certificate generated by the organizer of the workshop and can be verified from the same.)



**Babu Banarasi Das Engineering College Lucknow**

Department of Computer Science and Engineering

### *Certificate of Participation*

This is to certify that  
**Ms. Arya S of ADGITM**  
successfully participated in the Webinar held on **January 22nd, 2021**, on the  
topic **"Reinforcement Learning"** by **Dr. Navjot Singh, MNNIT ALLAHABAD..**

**Prof. (Dr.) Monica Mehrotra**  
Director  
BBDEC