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Jyoti Mishra Editor



Dear Folks,

We always thrive to bring you the best of knowledge about the corporate world and what is happening in the world. AI (Artificial Intelligence) is a very common phenomenon in today's world eating every young head in the country aspiring and threatening about getting and losing more and more jobs. This year's issue of I'M is more focused on AI and how this will help in the corporate world, how it is creating more and more jobs than losing jobs.

AI we consider is a boon for every aspirant who aspires to a fantastic and dream kind of a job. It is adding value in skills of job creators and job seekers as well as existing corporate personnel. Since my childhood, I have seen many new careers emerging. Computers and all other techniques started up when I was a child.

I have seen many careers becoming obsolete as well. As a young child, my duty was to eradicate the obsolete and grasp and glute the new coming up on a day by day basis.

At a young stage of yours, you also need to understand things on a faster basis.

The AI is one which is probably helping you to work smoothly and easily in a huge competition.

However, the content in the magazine will also connect the dots of world recession and opportunities for all important topics regarding management education before entering into business college.

All the very best for your future career endeavors. Wish you good luck!

Jyoti Mishra



Prabal K. Sen

Retired Professor-Economics Area & Chairperson,
Entrepreneurship Development Centre (EDC),
XLRI – Xavier School of Management, Jamshedpur
Currently Member, Board of Governors,
Management Development Institute (MDI)
Gurgaon

1. INTRODUCTION

1.1 Symbiotic Relationship between Technology and Business

Economic history is replete with instances of significant improvements in productivity and profits arising out of technological changes. Much of the progress in businesses is thus clearly ascribable to advances in technology. Some of the most dramatic examples of improvements in businesses on account of technological innovations witnessed not in the remote past, were (a) significant reduction in the cost of telecommunications simultaneously with perceptible improvement in their reliability following the use of fibre optics, (b) increase by over 50 per cent in passenger-miles per unit of input with the introduction of wide-body jets and (c) rise of the processing capacity by more than 1000 times over the last five decades because of improvement in computer technologies.

The relationship between technology and business however needs to be recognized as one of interdependence and symbiosis; one reinforcing the other. While technology has indeed contributed to improvements in business performance, the urge to achieve larger profits out of a business and/or to carry out an economic activity on a qualitatively higher plane has often triggered innovations in science and technology. Adam Smith wrote in his Theory of Moral Sentiments that the urge to make profit and accumulate capital “first prompted men to cultivate the ground, to build houses, to found cities and commonwealths and to invent all the sciences and arts which ennoble and embellish human life” (emphasis is that of the author). In other words, it is the dynamics of business which often are behind the initiatives for promotion of science and technology. In other words, advancement in technology and progress of business have a symbiotic relationship.

The long and not always invisible hand of technology has come to touch and impact not one but almost all facets of human life. Such a ubiquitous presence of technology today admittedly throws up a number of challenges besides evidently opening up unprecedented opportunities. It is against this background that the issues related to impact of technology on society and business have assumed significance not only for the scholars in the related fields of academic discipline but also for the world of business and the society at large.

1.2 Process versus Product Innovations

Like the symbiotic relationship between technology and business, another aspect vis-à-vis technological innovations

needs to be recognized on the conceptual front. That is about the distinction between process and product innovations. Process innovation is said to have occurred when new knowledge in the related fields improves the techniques of production, so that firms are enabled to produce more output with the same inputs or to produce the same output with fewer inputs. In other words, to borrow a typical economics textbook nomenclature, process innovation implies a shift in the production function, while product innovation, on the other hand, leads to generation of a new or improved product. While the effect of a process innovation is measurable in terms of improvement in productivity, that of a product innovation is sometimes too subtle to be quantified easily, though the same may be more important in raising the living standards of the people at large. Many of the goods and services that are currently in use are clearly different from and of a much higher quality than those in use say, half a century back. Pharmaceuticals, transport, communications and entertainment are some of the areas where effects of product innovations are quite pronounced. Product innovations thus quite often offer transformative solutions to a nation's problems, rather than incremental ones.

2. KEY ACHIEVEMENTS OF TECHNOLOGY IN INDIA

Having dwelt on some of the conceptual issues related to the subject in hand, it appears logical to refer to some of the major sectors of the economy of a country like India which manifest significant footprint of technological innovations, having more perceptible implications for either (a) growth of the economy or (b) empowerment of the people, in general, or both. It is in this context pertinent to examine the key issues relating to functioning of these sectors, and identify the challenges faced in this behalf, which would deserve specific attention of all those who are associated directly or indirectly with the pursuit of management education. The sectors which in this connexion need to be brought under focus are business process outsourcing (BPO), institutional finance, digital identification infrastructure, biotechnology, healthcare, nano technology and last but not least space research, to name a few.

2.1 Business Process Outsourcing

Outsourcing is based on the business philosophy that an organization should contract out any business activity that is not its core competence. This is largely on lines of the precept of the management guru, Tom Peters, who said “Do what you do best and outsource the rest.” It represents a means to achieve a competitive advantage by enabling one's business to focus on one's core competencies. At the strategic level, outsourcing is a business method adopted for staying ahead in competition by

ADVANCEMENT IN SCIENCE AND TECHNOLOGY - IMPLICATIONS FOR MANAGEMENT EDUCATION IN INDIA*

enhancing productivity and profitability. On operational front, it helps the outsourcing organization acquire flexibility in the matter of making such adjustments of staff and operations as are considered necessary to stay ahead of its competitors. For the service providers it is not only an avenue of earnings, but a source of gaining skills much valued the world over. Researchers in the field of management education in a country like India need to focus on ways and means for extracting the maximum possible gain for the country in this respect.

2.2 Institutional Finance

Unprecedented progress in the area of telecommunications and gradual synthesis of information and communication technologies (ICT) have enabled the financial sector, in general, and the banking segment, in particular, to make use of these technologies for intensifying their thrust on quality management and improved customer service.

Dramatic progress in the area of telecommunication and its synthesis with communication technologies referred to above have been responsible also to facilitate large scale movement of capital across national boundaries. It appears that capital movement will continue to be in far excess of the cross-border movement of goods and services and will become a powerful engine of global integration in the days to come. Also notable is the impact of the multi-lateral accord on financial services arrived at under the aegis of the World Trade Organization (WTO) in terms of which around 65 member countries have made commitments in banking services involving an estimated US \$38 trillion in global bank lending. Such movement towards globalization is expected to intensify the process of competition in the banking scenario vis-à-vis both domestic and foreign providers of financial services. Indian banks will be able to withstand the heat only by laying increased emphasis on improved customer service through betterment and diversification of the range of their products - tailored to the changing needs of their customers consistent with costs - and what is not less important, by strengthening their professional expertise through greater reliance on an appropriately upgraded technology.

On this front, there is a clear need for a consistent alliance between experts in technology and scholars in the field of management education so as to augment the outcome of the advances made so far.

2.3 Digital Identification Infrastructure

Recounting the story of technological odyssey in India is not

complete without a reference to a couple of other sectors of significant impact, namely, digital identification infrastructure, bio-technology, health sector, nano technology and space research.

It is widely recognized that identity of a citizen is important as it is, to quote Nandan Nilekani, Chairman of the Unique Identification Authority of India (UIDAI), is "a gateway to public services". The identification infrastructure built by UIDAI is the world's first digital identification (ID) infrastructure. It is an online ID which one can authenticate anywhere. As such, all kinds of online services should be available across the country, whether it is a Public Distribution System outlet in a village or a bank branch in a town. This initiative is expected to have a significant impact on access, convenience and empowerment of the people at large.

The US Social Security number was designed in the 1930s, pursuant to introduction of the Social Security Act. That was before the era of computers. On the other hand, India designed the system in 2009, in an era of cloud computing, analytics, and broadband connectivity. As such, India's ID infrastructure could be designed as an online system, which is on the cloud. The ID card so issued to a citizen is called Aadhar. Till the end of 2013, as many as 400 million Aadhar Cards had been issued, and in the subsequent years the UIDAI claims to have covered practically the entire population of the country.

This initiative has however been criticized as a possible threat to civil liberties as it may work as an intrusion into the privacy of an individual, which has been countered by UIDAI by stating that it is designed only to provide and authenticate the identity of an individual citizen and not to work as a surveillance system. The criticisms notwithstanding, Aadhar card, an outcome of the advancement in information and communication technology (ICT), has come in handy to provide an ordinary citizen of the country with a ready and hassle-free access to a host of public services where establishment of identity is a prerequisite. There is nevertheless the need for ongoing research by scholars in the field of business management to analyze and evolve ways for addressing the continuing concern about threat to civil liberties and encroachment on privacy of individual citizens following issuance of Aadhar Cards for all citizens of the country. This should be recognized as an emerging area of study in the field of management education.

2.4 Biotechnology

Advancement in biotechnology contributes to greater health security through design of vaccines, which have helped the world and India to (a) deal decisively with a large number

of infectious diseases, many of which are now almost obliterated, (b) reduce significantly the mortality caused by non-communicable ailments, like diabetes, cancer, and autoimmune diseases, and (c) to provide an effective and yet a significantly cheaper solution to the serious problem of large scale open - defecation witnessed in the country for decades, through design of bio-toilets. Also, the role played by advancement in this area in combating the Covid pandemic in the recent past can hardly be ignored.

Biotechnology can be of use also in turning seaweeds and algae into potent sources of environment-friendly renewable energy in the form of biofuel.

It is generally recognized that Indian biotechnology sector has the potential to contribute significantly to the country's socio-economic fabric by transforming health care, energy, environment and also agriculture provided that the country embraces, to quote Kiran Mazumdar-Shaw, "an innovation-led path ahead that combines new technologies, new methods and new knowledge". It is here that management education, whose span has expanded significantly in the last few decades, to cover almost all aspects of man's life, can play a decisive role in conducting both ex-ante and ex-post-facto studies with a view to sharpening the impact of the innovations made in this sector.

2.5 Healthcare

India has made some progress in the area of healthcare technology with a bearing on diagnostics, therapeutics as well as delivery of services. Success achieved in regard to low-cost, high-volume surgery, not only in the field of eye care (a la Aravind Eye Care model initiated by Dr Govindappa Venkataswamy in 1976), but also in more complex areas like cardiac surgery and hip replacements etc., has been remarkable. The country's performance in eradication of polio too has won accolades from far and near. One feels tempted to quote the comments made by Bill Gates in this respect: "Yes, India faces challenges in many areas that are well documented in the media. But in its fight against polio, India has shown the world that when its people set an ambitious goal, mobilize the country, and measure the impact, India's promise is endless". It would be in order for the scholars in the field of management education in India like their counterparts in the developed countries, to conduct ongoing studies in the related fields with a view to evolving strategies for carrying out course correction in this area. It may be done, if necessary, in collaboration with institutions like the Public Health Foundation of India (PHFI).

2.6 Nano Technology

India has in the recent past registered some progress in the field of nano technology, which may be of use in several areas of significance to the society at large including, notably, refinement and application of a number of consumer products - both electronic and otherwise. It may contribute to advancement in medicine and generation of energy from bio-materials too. At the same time, however, nano technology evokes concerns about toxicity and possible adverse impact on the environment. These concerns point to the need for introduction of an effective regulatory mechanism vis-à-vis innovations in and use of nano technology, which can and ought to be an area of ongoing study as a part of management education.

2.7 Space Research

The foundation of an ambitious space research plan had been laid in India shortly after Independence, under the visionary leadership of the country's first Prime Minister, Pandit Jawaharlal Nehru. The country made particularly rapid strides in the field, from the early 1960s (precisely 1962), when the Indian National Committee for Space Research (INCOSPAR) was established. The Indian Space Research Organization (ISRO), successor to INCOSPAR, was set up in 1969 as the principal agency for space research in India, which happens to be among the largest government space agencies in the world. Its primary objective has been to advance space technology and use its applications for promotion of national priorities. From building of the first satellite Aryabhata on April 19, 1975, to launching of the Mars Orbiter Mission (MOM) - popularly known as Mangalyaan - on November 5, 2013, which, entered the Mars orbit on September 24, 2014, ISRO has marked a spectacular journey across the fascinating world of space research.

India's satellites communication network - one of the largest in the world - is used for a variety of applications such as land management, water resources management, forecasting of weather and natural calamities, radio networking, meteorological imaging and computer communication etc. Business and administrative services, and schemes such as the National Informatics Centre (NICNET) are direct outcomes of applied satellite technology, fine tuned over time by ISRO. The Indian Remote Sensing (IRS) satellites have been used extensively for putting in place a comprehensive Natural Resource Management programme in the country with the establishment of Regional Remote Sensing Service Centres (RRSSCs) in five Indian cities, and Remote Sensing Application Centres (RSACs) in twenty Indian states that use IRS images for a variety of applications related to social and

economic development. These include environmental monitoring, analyzing soil erosion, estimating impact of soil conservation measures, forestry management, determining land cover for wildlife sanctuaries, delineating groundwater potential zones, flood inundation mapping, drought monitoring, estimating crop acreage, deriving agricultural production estimates besides monitoring of fisheries and mineral deposits etc. In some cases the data thrown up by the remote sensing satellites are used for urban planning too.

ISRO has helped implement India's Biodiversity Information System too, completed in October 2002. "Based on intensive field sampling and mapping, using satellite remote sensing and geospatial modelling tools, maps have been made of vegetation cover on a 1 : 250,000 scale. This has been put together in a web-enabled database which links gene-level information of plant species with spatial information in a BIOSPEC database of the ecological hot spot regions, namely, northeastern India, Western Ghats, Western Himalayas and Andaman and Nicobar Islands. This has been made possible with collaboration between the Department of Biotechnology and ISRO." (Sen, Nirupa. "Indian Success Stories in use of Space Tools for Social Development" in *Current Science*, Volume 84, No. 4, 25 February, 2003 p 490)

While space research in India has been utilized predominantly for civilian purposes as delineated in the foregoing paragraphs, it has been on occasion been used for defence-related exercises too. For instance, the intermediate range Agni missile was drawn from the Satellite Launch Vehicle (SLV)-3 programme of ISRO.

In continuation of ISRO's march towards space exploration, its lunar mission Chandrayaan 3 touched down on the surface of the Moon - 600 km from the South Pole of the Moon on August 23, 2023. This feat on the part of ISRO has clearly made all Indians proud of such an achievement of their scientists. That is so because a total of only four countries- the US, Russia (formerly the USSR), China, and India could successfully land their spacecraft on the surface of the Moon.

Studies need to be made as a part of management education to ensure that research in the area of space exploration is used to address the day-to-day problems of man and society, and that the country does not indulge in the luxury of competing with the advanced countries in pursuits like extra-terrestrial exploration etc. merely to display its might. This is important inasmuch as vast resources are involved in space research,

3. CONCLUSION: Challenge of Technology Diffusion and Tasks Ahead

Admittedly, technology in its several manifestations have helped human society mark a dramatic improvement in the way life is pursued. However, diffusion of technology across varying strata of the society still poses a severe challenge. This is more apparent in regard to Information and Communication Technology (ICT), which in recent times, by virtue of its rapid, and far-reaching impact, has often assumed the character of a revolution. Like all technological innovations, this one has inspired hopes and occasionally fantasies. It is said that ICT revolution or the 'Digital Age' will soon bring (i) transparency of government, (ii) rationality of markets, (iii) universal access to information, (v) availability of life-and health-enhancing information to ordinary people throughout the world, and (vi) finally, blessings of democracy and prosperity for the entire population of about eight billion across the world. However, despite these lofty dreams, the Information Age has so far touched only a minority of the world's population. If household access to the World Wide Web (www) is used as a criterion for measuring progress made by the Information Age, not even one-fourth of world's population had gained access. [In India's case too it is merely around 24 per cent]. The remaining over-75 per cent of world population comprising largely those living in the rural sector, and those who are generally the poor irrespective of their location, still remain untouched by the so-called ICT Revolution. This is what is often referred to as the digital divide. If advancement in ICT has generally revolutionized man's life, the digital divide has accentuated the hiatus between the rich and the poor, and between the rural and the urban, leading to serious threats to social and economic harmony in any given society.

Also, one does not fail to note that in any given region, the impact of technology has not been experienced uniformly across sectors of an economy. In a country like India, for instance, agriculture and a vast range of activities pursued by an overwhelming majority of small economic operators constituting around 80 per cent of the country's work force, are hardly touched by technological innovations worth the name. It is in this context that the business management education across the world, in general, and in countries like India, in particular, ought to lay focus on ways and means for addressing the issues arising out of such severe disparity in the distribution of the benefits of the spectacular product of human ingenuity called technology.

-

* Note: A revised version of the author's paper entitled "Impact of Technology on Society: Issues and Challenges" published as a Chapter in the book titled *Society and Technology: Impact, Issues and Challenges* (2015)

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Ph.D, M.Phil, M.S

Assistant Professor - Industry & Academic - 20 Yrs Exp.
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Artificial Intelligence Going to Touch All of Us

We are living in a world where Artificial Intelligence (AI) is making influences beyond previous expectations. From office documentation to the moon landing, AI assists human endeavors by outdoing earlier standards. The transformative potential of AI is both promising and apprehensive in nature. Many fields, like academics and medicine, need help in continuing conventional methods, and they must find alternatives to counterbalance AI's influence. Chat GPT and Copilot have already created office work disruptions. The saddest thing is that the severity of challenges created by AI will not be uniform across the job hierarchy.

AI in education can potentially enhance accessibility toward quality teaching. Significantly, interactive AI can help students understand complex topics or subjects like mathematics in detail. It can help the students by quickly creating arguments and counterarguments and learning from the contrasts. Although an AI tutor cannot replace a good teacher, on the negative side, it disrupts conventional teaching methods, especially regarding evaluations. International students can benefit from AI as it helps to overcome language barriers. It also shows that AI can lead to enhanced levels of social communication and there will be mutual benefits for many.

The application of AI in some areas like financial markets has already made a pathbreaking impact. Trading strategies in financial markets heavily depend on the speed of information and counter-reactions. Algorithmic trading and other similar strategies heavily depend on AI. In terms of business, AI has rewritten the finance industry and on technology point, it has contributed heavily to the area.

The power of AI in breaking the communication barrier can help many people get better medical treatment. Similarly, AI can help bring medical care to remote areas and enhance equity in medical care. Moreover, with the increased available data, AI-based technologies like large Language models can improve treatment strategies and make them available to many people. We can surely expect that, very soon AI will transform medical accessibility to the next level.



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Dr. S. Saibaba

Assistant Professor
Marketing & Chairperson - Admissions
saibaba@sdmimd.ac.in
SDMIMD, Karnatka

Changing the Pattern of Management Education for the Future

In today's rapidly evolving world, the field of management education finds itself at crossroads. The traditional patterns of teaching and learning are no longer sufficient to equip students with the skills and knowledge they need to thrive in the dynamic business landscape. As a marketing faculty at SDMIMD in Mysore, India, I firmly believe that it is imperative to change the pattern of management education at various levels to prepare our students for the challenges and opportunities that lie ahead.

First and foremost, the business world is becoming increasingly globalized and interconnected. As such, management education must incorporate a more international perspective. Students need to understand the nuances of operating in diverse cultural contexts and the intricacies of global markets. This can be achieved through collaborative international programs, cross-cultural exchanges, and a curriculum that reflects the global nature of business.

Furthermore, the traditional classroom setting should be complemented by experiential learning opportunities. Practical experience is invaluable for students

to apply theoretical knowledge to real-world situations. Internships, case studies, and industry collaborations should be integral components of management education.

Moreover, the digital revolution has transformed the business landscape. Management education must adapt by incorporating courses on emerging technologies, data analytics, and digital marketing. Graduates need to be tech-savvy and capable of leveraging digital tools for strategic decision-making.

In conclusion, the need for changing the pattern of management education is undeniable. To prepare students for the future, we must embrace international perspectives, provide experiential learning, and integrate technology into the curriculum. By doing so, we can ensure that our graduates are not just well-versed in business theory but are also equipped to thrive in the ever-changing world of business. It is our responsibility as educators to mould the next generation of agile and forward-thinking business leaders.

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Prof. Dishan Kamdar
Vice Chancellor, FLAME University,
Pune

Role of interdisciplinary education in transforming higher education in India

In today's competitive academic landscape, interdisciplinary education has emerged as a powerful tool to enhance students' learning experiences, encourage students to explore various disciplines, and promote creativity, critical thinking, and adaptability. It enables them to solve complex problems by drawing knowledge from multiple perspectives and encouraging an entrepreneurial spirit.

Interdisciplinary learning incorporates interactive elements like role-plays, presentations, debates, and open dialogues to fuel creativity and imagination. It departs from traditional pedagogy by focusing on a holistic understanding of subjects.

The National Education Policy (NEP) of 2020 in India has ushered in educational reforms that embrace interdisciplinary education. The University Grants

Commission (UGC) has also provided guidelines to introduce interdisciplinary elements in higher education, such as engineering students studying humanities and vice versa. These changes have resulted in a more comprehensive and adaptable higher education system.

Having a high-calibre faculty is crucial to guaranteeing excellence in both teaching and research. Faculty research and the publication of findings enrich both teaching and students' learning experiences. Institutions must creatively arrange faculty to offer students more flexibility in designing their educational pathways.

This shift towards interdisciplinary education is poised to empower India's youth, preparing them to become influential leaders and changemakers in their respective fields and shaping the future of the nation.

IMF VS WORLD BANK



IMF

The International Monetary Fund (IMF) works to achieve sustainable growth and prosperity for all of its 190 member countries. It does so by supporting economic policies that promote financial stability and monetary cooperation, which are essential to increase productivity, job creation, and economic well-being. The IMF is governed by and accountable to its member countries.

The IMF has three critical missions:

- i. furthering international monetary cooperation,
 - ii. encouraging the expansion of trade and economic growth, and
 - iii. discouraging policies that would harm prosperity.
- To fulfill these missions, IMF member countries work collaboratively with each other and with other international bodies.

How does the IMF give policy advice?

To maintain stability and prevent crises in the international monetary system, the IMF keeps a regular policy dialogue with the governments of its member countries. It assesses economic conditions and recommends policies that enable sustainable growth. The IMF also monitors regional and global economic and financial developments.

What kind of financial assistance does the IMF offer?

Providing loans and concessional financial assistance to member countries experiencing actual or potential balance-of-payments problems is a core responsibility of the IMF.

What other assistance does the IMF offer?

The IMF provides capacity development, which is technical assistance and training of government officials to help member countries strengthen economic institutions and statistics, as well as capacities in areas such as taxation and administration, expenditure management, monetary and exchange rate policies, financial system supervision and regulation, and legislative frameworks.

HOW MANY COUNTRIES ARE IMF MEMBERS?

190

member countries

700 19th St NW,
Washington, DC
20431

WHERE IS THE HEADQUARTERS OF THE IMF?

HOW MUCH MONEY DOES THE IMF HAVE TO LEND?

About SDR 707 billion, or around US \$1 trillion

Most money comes from its members who contribute based on their size and economic position

WHERE DOES THE IMF GET ITS MONEY?

HOW MANY PEOPLE WORK AT THE IMF?

Approximately 2,900 staff from 150 countries

The United States, Japan, France, Germany, Italy, and the United Kingdom

WHO CONTRIBUTES THE MOST TO THE IMF?



With 189 member countries, staff from more than 170 countries, and offices in over 130 locations, the World Bank Group is a unique global partnership: five institutions working for sustainable solutions that reduce poverty and build shared prosperity in developing countries.

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The



Future of Fintech in India

Dr. Raviraj Gohil

Associate professor in Finance
Shanti Business School, Ahmedabad

Fintech, short for "financial technology," refers to the use of technology to improve and automate financial services. This broad term encompasses a wide range of innovations, from mobile payments to robo-advisors. Fintech is rapidly changing the financial landscape, and the pace of innovation is only accelerating. In 2023 and beyond, we can expect to see even more new and disruptive Fintech solutions here are some of the key trends that are shaping the future of Fintech in the world.

Blockchain: Block chain is a distributed ledger technology that can be used to record transactions in a secure and transparent way. This makes it ideal for applications such as digital payments, supply chain management, and asset tokenization. The famous cryptocurrency is also based on Blockchain concept.

Artificial intelligence (AI): AI is being used to automate financial tasks, such as fraud detection and customer service. It is also being used to develop new financial products and services, such as personalized investment advice.

Machine learning: Machine learning is a subset of AI that allows computers to learn without being explicitly programmed. This is being used in Fintech to develop algorithms that can predict risk, optimize trading strategies, and personalize financial products.

Open banking: Open banking is a regulatory framework that allows consumers to share their financial data with third-party financial services providers. This is making it easier for consumers to switch banks and get the best possible financial products and services. The Open API framework enables open banking framework.

RegTech: RegTech is the use of technology to help financial institutions comply with regulations. This is

becoming increasingly important as the regulatory landscape becomes more complex.

Web3: Web3 is a new iteration of the internet that is built on blockchain technology. It promises to make the internet more decentralized and secure, and it is already being used to develop new financial applications, such as decentralized finance (DeFi) and non-fungible tokens (NFTs).

Fintech is still in its early stages, but it has the potential to revolutionize the financial industry. The event highlighted the many innovative ways that Fintech is being used to improve financial services. From mobile payments to robo-advisors, Fintech is making financial services more accessible, affordable, and convenient for everyone.

Blockchain is a key enabler of Fintech innovation. Blockchain is a powerful technology that can be used to improve many aspects of the financial system. The event featured a number of presentations on how blockchain is being used to develop new financial applications, such as DeFi and NFTs.

Regulation is a major challenge for Fintech. As Fintech continues to grow, regulators are scrambling to catch up. The event discussed the challenges of regulating Fintech and how to ensure that it is used in a safe and responsible way. Fintech is creating new opportunities for collaboration between financial institutions and tech companies. The event highlighted the many ways that financial institutions and tech companies are working together to develop new Fintech solutions. This collaboration is essential to the continued growth of Fintech.

Fintech is having a positive impact on the world. Fintech is making financial

services more accessible, affordable, and convenient for everyone. It is also helping to improve financial inclusion and make the financial system more transparent. Regarding the Indian Fintech industry, its future appears highly promising due to several factors that significantly contribute to its growth potential in India.

- A large and growing young population that is increasingly tech-savvy and demanding better financial services.
 - Rapidly growing internet and mobile penetration rates.
 - Government support for the Fintech industry, including initiatives such as the "Fintech India" initiative.
 - An abundant talent pool of skilled and talented engineers and technologists.
 - A relatively low cost of doing business.
 - A regulatory sandbox that allows Fintech startups to test their products and services in a controlled environment.
 - Open banking, which allows consumers to share their financial data with third-party financial service providers.
 - Investment from venture capitalists.
 - Global partnerships between Indian Fintech companies and global players.
 - Positive customer sentiment towards Fintech solutions.
- The future of Fintech is bright. The event highlighted the many innovative ways that Fintech is being used to improve financial services. From mobile payments to robo-advisors, Fintech is making financial services more accessible, affordable, and convenient for everyone. As technology continues to evolve, we can expect to see even more innovative and disruptive Fintech solutions in the years to come. Fintech has the potential to revolutionize the financial industry and make financial services more accessible, affordable, and convenient for everyone.

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Charanpreet Singh

B.Tech (IIT Kanpur),
MBA (University of Iowa)

He is a member of the Marketing sub-committee at the CII (East) and the IT sub-committee at the Bengal Chamber of Commerce.

Charanpreet worked in the corporate world for 20 years, with industries like Cryogenics, Steel, International Trade, Consulting and IT in organizations such as British Oxygen, Tata Steel, PwC and Compaq-HP before deciding to pursue his first passion, education. He is a founding member of Praxis Business School. A winner of the Chevening Scholarship for Young Managers awarded by the British Government, Charanpreet has keen interest in the areas of Branding, IT, Analytics and Business Communication. He taught at the University of Iowa, and has been a visiting faculty at IIM Lucknow, IIM Raipur, IIM Shillong and IIM Udaipur.

Skills for the digital future - PGDM/ MBA in Business Analytics

The big opportunity

We are experiencing historically high unemployment rates in the country. At the same time, we have recruiters saying they have hundreds of thousands of unfilled positions! There is, therefore, a mismatch between the skills that people have, and what the industry wants. Therein lies the big opportunity - if you are prepared to identify and acquire the right set of knowledge and skills, you have plenty of exciting career opportunities opening up for you.

Hot skills for today and the future

We are in the midst of the Digital Revolution - driven by high-speed internet connectivity and accelerated by the proliferation of mobile devices that provide easier and faster access. This has impacted every aspect of our lives - the way we work (Zoom), order food (Swiggy), shop (Amazon), do financial transactions (UPI), consume entertainment (Netflix) etc. One of the fall-outs of 'digital' is that we are generating huge amounts of data at massive speeds. Every digital transaction generates data about us and about the devices and machines people and companies use. These data are of critical value to businesses who want to improve their manufacturing processes and supply-chains, and find better ways of selling a variety of products and services to us. This is why I firmly believe that if you enhance your skills around handling and/or analysing data, you have a bright, sustainable career ahead of you.

PGDM/ MBA in Business Analytics

We pursue a PG Diploma/ Degree in Business Management to learn managerial and entrepreneurial skills, thereby improving our career prospects. While the first year of a two-year PGDM/ MBA is designed to give the student an exposure to the different functional areas of business, like marketing, finance, human resources, operations, information technology etc, the second year allows students to choose areas in which they would like to specialize.

One of the new-age specializations that is becoming increasingly popular is Business Analytics. Business analytics uses data analysis, statistical models and other quantitative methods for solving business problems. With organizations becoming more and more data-driven, business analytics is a much sought-after skill across industries (retail, manufacturing, pharma, banking, energy, telecom etc.) and functions (marketing, finance, HR, operations).

Recommendations by Netflix, dynamic fares at Uber, search results on Google, loan approvals by banks, personalised news-feeds, spam-folder in mail-box are all examples of business analytics at work.

A typical business analytics specialization will include courses in techniques like statistics and machine learning, tools like R and Python, and application of these tools and techniques to solve business problems in different industries and domains.

Companies compete on their ability to access and analyze data and make better decisions based on this data. If we have the capability to help the companies on this journey, we have an attractive career ahead of us.

Praxis Business School started the first full-time program in Business Analytics in the country in 2011, and introduced it as a specialization in 2012. Students with a Business Analytics specialization get, on an average, a 30% higher salary than others. If you are good with data and comfortable with technology, give a serious consideration to an MBA/ PGDM in Business Analytics



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School of Pharmacy

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School of Engineering & Technology

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- B. Tech - CSE (AI & ML)
- B. Tech - CSE (AI & Data Science)
- BCA (Bachelor of Computer Applications)
- MCA (Master of Computer Applications)

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- B. Des - Product Design
- B. Des - Fashion & Apparel Design
- B. Des - Visual Communication
- B. Des - Interior & Space Design

Ph.D. (Doctor of Philosophy)

School of Sciences

- B.Sc - Clinical Psychology
- B.Sc - Computer Science (Cyber Security)
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Dr. Rajeev Bhardwaj
Pro-Vice Chancellor,
Pimpri Chinchwad University, Pune

The Future of Management Education: A Paradigm Shift

The management curriculum adapts to rapidly evolving business, technology, and student preferences. To remain relevant, schools must serve students and employers. The adaptation consists of technology, practical experience, ethics, sustainability, and global consciousness. New paradigms of management education should produce graduates who are knowledgeable, adaptable, creative, and prepared to face contemporary business challenges. This paradigm shift in management education influences curricular changes.

The 2020 National Education Policy altered the management training of Indians. Indian education reform affects management education. NEP supports multidisciplinary management education. It believes that management education should incorporate additional subjects to make students more versatile and adaptable to changes in the business world. The NEP encourages curriculum flexibility in industry-specific management programs. The adaptability of a curriculum to market demands is facilitated by adaptability. The NEP encourages innovation in management education, entrepreneurship, and cutting-edge research.

Technology and the Internet have transformed management education. The classroom is being replaced by MOOCs, webinars, and digital platforms. Utilizing resources and tools facilitates flexible and interactive learning. Top universities accept students from anywhere in the world. Management schools, according to critics, emphasize theory over practice. Some students understand that business success requires practical skills. Through case studies, projects, business plans, internships, and simulations, PCU prioritizes experiential over theoretical learning. Teaching management and practice.

Modern business problems necessitate multidisciplinary approaches. PCU provides elective credit in the disciplines

of engineering, computer application, design, pharmacy, nutrition, and dietetics. Interdisciplinarity assists students in analysing and resolving intricate business problems.

Given the increased visibility of environmental and social issues, management education emphasizes ethics and sustainability. Programs in PCU management teach ethics, sustainability, and CSR. This modification satisfies student and employer demands for profit-maximizing, socially responsible managers. The socially conscious Pimpri Chinchwad University provides scholarships and other benefits to underprivileged students. PCU's specialization tracks and concentrations accommodate the diverse needs and aspirations of its students. The adaptability of course delivery permits students to study around work and other commitments.

As a result of big data and analytics, PCU management courses emphasize data-driven decision making. Management programs rely heavily on business intelligence, statistics, and data analysis. Data ought to aid graduates in strategizing and competing. However, communication, emotional intelligence, and leadership are becoming increasingly important. PCU's management students are taught leadership and teamwork.

Management schools encourage innovation and entrepreneurship. As the global start-up culture grows, PCU encourages entrepreneurial mindsets and provides students with resources to launch businesses. These programs produce innovative, adaptable managers.

According to Pimpri Chinchwad University, management education must meet business needs. Our curriculum places a strong emphasis on digital learning, practical skills, inter-disciplinary approaches, ethics, and sustainability. The management curriculum at Pimpri Chinchwad University is adapted to business changes. The Pimpri Chinchwad University offers cutting-edge business and student education.

G20



The Group of Twenty (G20) is the premier forum for international economic cooperation. It plays an important role in shaping and strengthening global architecture and governance on all major international economic issues.



How G20 Works



- *The G20 Presidency steers the G20 agenda for one year and hosts the Summit. The G20 consists of two parallel tracks: the Finance Track and the Sherpa Track. Finance Ministers and Central Bank Governors lead the Finance Track while Sherpas lead the Sherpa Track after Finance Track.*
- *The G20 process from the Sherpa side is coordinated by the Sherpas of member countries, who are personal emissaries of the Leaders. Finance Track is led by Finance Ministers and Central Bank Governors of the member countries. Within the two tracks, there are thematically oriented working groups in which representatives from the relevant ministries of the members as well as from invited/guest countries and various international organisations participate. The Finance Track is mainly led by the*

Ministry of Finance. These working groups meet regularly throughout the term of each Presidency. The Sherpas oversee negotiations over the course of the year, discussing agenda items for the Summit and coordinating the substantive work of the G20.

- *In addition, there are Engagement Groups which bring together civil societies, parliamentarians, think tanks, women, youth, labour, businesses and researchers of the G20 countries.*
- *The Group does not have a permanent secretariat. The Presidency is supported by the Troika – previous, current and incoming Presidency. During India's Presidency, the troika will comprise Indonesia, India and Brazil, respectively.*



The Group of Twenty (G20) comprises 19 countries (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Türkiye, United Kingdom and United States) and the European Union. The G20 members represent around 85% of the global GDP, over 75% of the global trade, and about two-thirds of the world population.

G20 Members



Argentina



Australia



Brazil



Canada



China



France



Germany



India



Indonesia



Italy



Japan



Mexico



Republic of
Korea



Russia



Saudi Arabia



South
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 2023 Amongst top 100 Management Colleges	 2022 Ranked 4 among top Eminent B-School for Super Excellence in INDIA
 2023 Ranked 16 amongst the top 150 B-Schools in INDIA	 2023 Ranked 23 amongst Top B-Schools in INDIA



Prof. (Dr.) Pooja Jain

Director, JIMS, Rohini (Delhi)

India's G20 presidency can be regarded as a historic moment, endorsing it as a major global power. The 18th G20 summit that was held in New Delhi on September 9th and September 10th prove to be a significant moment for India, one that could potentially alter the way the world views us. The summit's theme was, "Vasudhaiva Kutumbakam" for the year 2023. This phrase was derived from Sanskrit text of the Maha Upanishad meaning "One Earth, One Family, One Future" that embodies the idea of universal kinship. The theme also represents the ancient Sanskrit texts and the goal of sustainable development.

The G20 originated in 1999 in response to the Asian financial crisis of 1997-98, initially serving as an informal platform for finance ministers and central bank governors from both developed and developing economies. In 2008, following the global financial crisis, the G20 expanded to include the heads of state of member countries. The G20 Presidency rotates annually under a troika system, involving the current, previous, and next host countries. In 2022, India took over the G20 Presidency from Indonesia, the preceding member of the troika. The presidency has now been passed to Brazil, the next troika country.

In this manner, a group of 20 major blocks of the world make G20 as one of the most powerful economic forum globally. Countries including Argentina, Australia, Brazil, Canada, China, France, Germany, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, UK, US, EU, and India are a part of G20 consortium. All these countries collectively account 85% of the Global GDP. This year, the G20 leaders agreed to admit the African Union as a permanent member of the G20, which is a major step towards increasing the representation of developing countries in the forum.

G20 summit in India: India a face of leadership on the world map

In 2023, India hosted over 200 G20 events across the country and New Delhi has sought to reaffirm its sovereignty and territorial integrity. This year's G20 agenda was focused on highlighting and resolving issues mainly pertaining to the 'green summit' as India promoted several climate policy initiatives including an International Biofuels Alliance, 'Mission LiFe' and green hydrogen standards. Some key priorities in this summit were, Green development, Climate Finance and LiFe (encourages climate conscious practices), Accelerating progress on SGDs, Technological transformation, digital public infrastructure, Women-led development (providing women leadership positions to boost socio-economic development) along with other initiatives.

The G20 Summit outlined the priorities and commitments of Urban Planning and Development issues. It focused on planning and financing of urban infrastructure thereby leading to building Cities of Tomorrow. The declaration outlined enablers of inclusive cities. It also highlighted Quality Infrastructure Investment (QII) Indicators, efforts towards Disaster Risk Reduction,

sustainable lifestyles impacting Sustainable Development, and a Resilient Blue/Ocean-Based Economy.

India was lauded on the commendable success of Chandrayaan-3 by the G20 nations. Other key areas were the initiatives where India seeks to position biofuels as a key component of the energy transition and contribute to job creation and economic growth. It will help accelerate India's existing biofuels programs such as as PM-JIVANYojna, SATAT, and GOBARdhan scheme.

The G20 declaration even highlighted the human suffering and impact of the war in Ukraine on global food and energy security, supply chains, inflation, and economic stability. Owing to this situation, The G20 leaders called for full, and timely implementation of the Black Sea grain initiative. Another initiative known as MAHARISHI (Millets And other Ancient Grains International research Initiative) was presented that aims to advance the research collaborations and generating awareness about millets and other ancient grains during International Years of Millets 2023 and after.

As India hosted the G20 Leaders' Summit for the first time ever, it showcased the influential economic and diplomatic power of the nation. At the end of the summit, Prime Minister of India handed over the customary gavel of the G20 chair to Brazilian President Luiz Inacio Lula da Silva, who will officially take over the presidency on December 1, 2023.

The positive outcome of the summit is that it will drive massive investment and trade flows into the world's most populous country, India. The success of the event has proven that India's big moment has arrived on the global pedestal with India inching harmoniously with the major power blocks of the world.



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Dr. Sapna Rakesh

Director
GL Bajaj Institute of Management & Research
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Excelling in the Market: Key Management Lessons

In today's fast-paced business world, effective management is pivotal for success. Managers guide teams towards achieving business goals. Here are essential strategies for businesses to thrive.

Adaptability is crucial. Being open to change and embracing new ideas allows a company to stay ahead. This agility enables quick responses to evolving customer demands and industry shifts.

A customer-centric approach is paramount. Understanding and meeting customer needs is the foundation of a successful enterprise. Seeking feedback, using data, and tailoring products or services builds strong customer relationships, leading to loyalty.

Empowering and trusting the team is critical. A motivated and empowered team is vital. Autonomy cultivates responsibility and accountability, leading to higher productivity and innovation.

Data-driven decision-making is essential. Managers should use data analytics for deep insights into market trends, customer behavior, and operational efficiency.

Continuous learning is imperative. Stagnation can lead to obsolescence, so a culture of ongoing learning is essential. Investing in employee development and staying updated on industry trends are critical.

Ethical conduct and corporate social responsibility are non-negotiable. Acting with integrity and considering the impact of business decisions builds trust and goodwill with stakeholders.

Having a clear plan and well-defined goals provides a roadmap for success, offering a sense of direction and purpose.

By integrating these management lessons, businesses can navigate and excel in today's dynamic market, forming the foundation for long-term success and growth.

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From AY 2024 onwards, ITM's highly sought-after ITM PGDM iConnect will be offered as an MBA award under ITM Skills University. This future focused change is going to further transform the ITM MBA iConnect into a modern, technology and industry aligned experience!

Rankings & Placements

- #12th Maharashtra by EW India Higher Education 23-24
- #8 Top B-Schools in Mumbai by BT 2023
- Diamond Band with A+ Grade by OBE Ranking Survey 2023

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Prof. (Dr.) Lakshmi Mohan

Pro Vice Chancellor,
ITM Skills University & Director,
ITM Business School, Navi Mumbai

Highlights of the G20 Education discussion include:

1. Education is an enabler of human dignity and empowerment. All the countries need to collectively build a resilient, inclusive, equitable, and sustainable future through education.
2. Irrespective of age, gender, socio-economic or cultural background, mental or physical disabilities and special needs, education and training should be made available to all.
3. Skill development needs to be prioritised. Technical and vocational skills are important to be future ready. Education must move beyond four walls of the classroom and build life skills.
4. Special emphasis was laid on lifelong learning.
5. Provide blended learning facilities. Collaborative and tech enabled learning opportunities must be more rampant.
6. Education for sustainable development, women empowerment and preparing the students for a digital world.
7. It is important to make learning available in local languages, easily accessible and affordable for all.
8. Encourage collaboration or tie ups between industry - academia and societies, the sync would widen knowledge and benefit the society.
9. Capacity building and exchange programs that help development of faculties.
10. Academic collaborations among educational institutions to promote dual degrees, joint programs, research and other benefits.
11. Upgrade and update curriculum, teaching learning methods, pedagogical tools, research and innovation to prepare students for the 21st century VUCA world.

G20 - Education Insights

The kind of education we impart our children will greatly determine "One Earth, One Family, One Future".

The Group of Twenty (G20) was founded in 1999, a forum of 20 countries with an objective to discuss sustainable development, trade, health, education, environment, anti-corruption, , global economic and financial challenges. India has the privilege to hold the Presidency of the G20 from 1st December 2022 to 30th November 2023.

The focus of G20 Education discussion was on equitable, relevant, and quality education coupled with lifelong learning opportunities for all. Prime Minister Shri Narendra Modi highlighted that education is not only the foundation upon which our civilization has been built, but it is also the architect of humanity's future. G20, with high level participation from the globe, was a perfect occasion to discuss global focus on education and its very nature to build a transformative path to achieve the goal of "One earth, One family, One future".

Progress of India in Education:

SWAYAM- "Study Webs of Active-learning for Young Aspiring Minds", is an online platform that hosts courses from school to post graduate level. It enables remote learning, encompassing equity, quality and accessibility. The learning platform has more than nine thousand courses and about 34 million enrolments. Diksha is another such digital intervention which is a knowledge sharing platform for students living in remote areas and are not in a position to attend regular classes. Learning is imparted in twenty-nine Indian languages and has 137 million enrolments. The Atal Tinkering Labs across India is another initiative that encourages students to develop curiosity, imagination, and creativity. India has made progress in digital learning, but technology can also pose serious challenges, which can be overcome with collective support of other countries.

ITM Business School has been in the education space for 32 years and has been an epitome of the values of Diversity-Equity-Inclusion and this has laid the foundation for innovation. We encourage different perspectives through Dialogue and Brainstorming. Students from different streams and diverse backgrounds bring unique experiences which forms the peer learning on campus. The cognitive and functional diversity at ITM is a lesson for students to carry to their workplace in future. We are known for our demographic diversity, the potential to attract students from almost 26 states and different socio-economic backgrounds.

Involving every employee and student regardless of their differences is the best form of inclusion and the open culture at ITM can vouch for this ambience in every ITM campus. A sense of belonging, respect and equity for all members builds a progressive and productive institution.

Thrive on Diversity

Quality on Priority

Make Equity a Choice

Act on Inclusion & Innovation

The present G20 motto, "One Land, One Family, One Future," will support India's worldwide efforts to foster education and bring about oneness. India's global charisma is undoubtedly growing as a result of its G20 presidency, which will be extremely helpful in persuading other nations to support its goals.

Multitasking is said to be the new age revolution, Right? I think you all must have agreed to this. Let us introspect why multitasking is called an "impending epidemic"

Have you any time felt there is some issue with doing different tasks at a time give it a thought.

Well let me tell you being a multitasker you think can be a boon, but it can be also a bane.

Ok, come on how many of us feel proud about being a multitasker? Yes, we all pat ourselves on being able to do ten things at a time.

Have you any time felt there is some issue give it a thought. well let me tell you being a multitasker you think can be a boon but also a bane.

So read this article and decide for yourself. In the West, the tendency to multitask is called an "impending epidemic".

Now let's compare what happens when we multitask and concentrate on a single task. when we are involved in doing single work productivity increases, when multitasking it decreases by 60 percent (may not seem).

Second, the retention power is high when we are working on one thing while multitasking, we lose our power to remember things.

chances of doing mistakes are less in a single task as compared to ten things at once.

We are calm and controlled while handling single work at a time. where else feel stressed by multitasking because our tasks control us.

Also, the research says we are likely to be more creative while concentrating on one task and have less or zero creativity while multitasking.

The research says it has been scientifically proven that if we continually ask our brains to switch back and forth between tasks we waste time, make more mistakes, and remember what we have done.

who were multitasking had serious problems identifying them.

MULTITASKING

Boon Or Bane?

According to several studies conducted at Stanford University by Clifford Ivar Nass describe our generation is suffering from an epidemic of multitasking. One such study analyzed the behavior of hundreds of students, dividing them into groups based on the number of things they tended to do at once. The students who were the most addicted to multitasking typically alternated among more than four tasks, like taking notes while reading a textbook, listening to a podcast, answering messages on their smartphones, and social media.

Each group of students was given the task of identifying blue and red dots and counting them.

At first, students answered correctly but when the dots increased the students who were multitasking had serious problems identifying them.

~ **Jyoti Mishra**

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Dr. Aditya Bavadekar

Director - Business
MIMA Institute Of Management, Pune

How to Efficiently Use Artificial Intelligence Tools for MBA Preparation

Are you considering pursuing an MBA and want to maximize your preparation efforts? Look no further than the power of Artificial Intelligence (AI) tools. These cutting-edge technologies are revolutionizing the way we approach business education, offering MBA candidates unprecedented opportunities to enhance their studies.

AI Tools for Specific Areas of MBA Preparation

Let's explore some AI tools specifically designed for different areas of MBA preparation:

1. Quantitative Aptitude: Khan Academy, Brilliant, and Magoosh offer interactive lessons and practice exercises for improving quantitative aptitude skills. These tools provide step-by-step explanations, adaptive learning, and progress tracking to enhance numerical problem-solving abilities.

2. Verbal Ability: AI tools like PrepScholar,

Vocab Victor, and Rosetta Stone improve verbal ability through vocabulary building, grammar exercises, and pronunciation practice. They offer personalized learning paths and real-time feedback to enhance language skills.

3. Data Interpretation: Tools like Tableau, Power BI, and Google Data Studio help analyze complex data sets for MBA programs. They enable creating interactive dashboards and reports to draw insights from data.

AI Tools for Specific Areas of MBA Preparation

Preparing for MBA interviews? Consider using these AI tools to sharpen your interview skills:

1. Interviewing.io: Interviewing.io offers AI-powered mock interviews with experienced professionals. It provides detailed feedback on your interview performance, highlighting areas for improvement and offering valuable insights to enhance your interview skills.

2. My Interview Practice: My Interview Practice offers AI-generated interview questions and simulated interview experiences. It provides personalized feedback on your answers, helping you refine your responses and boost your confidence for MBA interviews.



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New Edge Education Paradigm in India

Education is going to experience an unparalleled shift in a world where technology is always evolving. With a rich history of education, India is currently leading the way in using technology to influence the pattern of education. Kalinga University, known for its commitment to innovation and quality education, exemplifies the changing paradigm in Indian education.

As we sense this paradigm shift, our dedication to fostering holistic development, cutting-edge research, and global perspectives sets us apart in the realm of higher education.

Yes, you heard it right; forget old-school methods; Kalinga University is diving headfirst into a world with diverse academic programs, led by a team of experienced faculty designed to instil not only knowledge but also critical thinking, creativity, and a sense of social responsibility.

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Promoting Digital Literacy: Teachers for the Future

Nowadays Educational organisations such as Kalinga University, offer cutting-edge tech-based solutions that enable educators to create engaging and successful learning experiences for students by fostering interactive learning and improving understanding with Digital Classroom.

Wrapping up

Kalinga University's evolving educational landscape is proof of the technology's ability to advance society. As we continue to transform education, we are also transforming India's future - a future in which every student is empowered and every teacher is prepared to lead them to success.



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Dr. Subhendu Dey

Professor and Director
Indus Business Academy, Bangalore

Importance of Case Study in Management Field

Introduction:

A case study depicts a real business problem/dilemma faced by a manager or an organization. It expects students to step into the shoes of the manager facing the problem/dilemma, or assume the role of a consultant whose role is to advise the organization facing the problem/dilemma. Students are required to evaluate alternate solutions based on the information and data provided to come up with a solution to the problem/dilemma.

Origin of Cases

While case studies are an integral part of learning in business schools, interestingly, the origin of cases lie in an experiment conducted by Professor Agassiz who taught Biology at Harvard University on his student Samuel H. Scudder sometime between 1850 and 1860. He placed a haemulon fish in front of Samuel and asked him to observe. After staring at the fish for several hours, noting down all that he could and yet with no sign of the professor returning, Samuel began to draw the fish. While doing so, he discovered some new features previously not observed. At the end of the day Professor Agassiz appreciated the efforts of Scudder, and asked him to come back the next day. This went on for five days, and every observation of Scudder was greeted with appreciations, and the professor would leave him to observe more, and one day he told Scudder that, "Facts are stupid things, until brought into connection with some general law." This laid the foundation for case studies in business schools when in 1908, Harvard Business School started using case studies as a useful tool for students to learn management. The first casebook was developed Harvard Business School in 1919-1920 and by 1922, it was adopted as text in 85 business schools.

Importance of learning management through Case Studies

The importance of learning through the case method has been described by Boehrer (1995) beautifully through his depiction of interaction in case studies. He describes it by saying that in case discussion, students meet study materials more directly, and the two act together in the learning process aided by the teacher. The teacher's role is to manage the encounters between the two towards purposeful ends. In case discussion, teacher and students share intellectual and procedural authority. This results in student's learning the concepts much better, because the more a student studies a problem/dilemma, the more he tries to search for solutions. Like what Prof Agassiz did with his student, a case teacher helps students master the art of observation, the orderly structuring of facts and their interpretation, and skills in conceptualization.



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Prof. Sudhir Agarwal
Head, IPS BUSINESS SCHOOL, Jaipur

AI: The New Power Tool for Businesses!

In today's digital age, Artificial Intelligence (AI) is more than just a buzzword. It represents a transformational shift in the way businesses operate and manage their resources. As the corporate person, I've observed the vast potentials and nuances that AI brings to the table. To begin with, let's understand AI in its simplest form. AI is the simulation of human intelligence processes by machines. It encompasses learning, reasoning, and self-correction. When we talk about AI in business, we're referring to machines and software that can analyze data faster and more accurately than humans can.

Why is this so vital? In the world of business, data is the new gold. Every transaction, interaction, and even sentiment expressed on social media provides valuable information. The sheer volume of this data is overwhelming. Here's where AI shines. It can sift through massive datasets, identify patterns, predict trends, and even recommend actions. This capability is invaluable in sectors ranging from finance and marketing to supply chain management and customer service. Consider a simple e-commerce platform. AI can help personalize shopping experiences by analyzing individual customer behaviors and preferences. It can predict what products a customer might be interested in and can even manage inventory based on predicted demands. The outcome? Increased sales, reduced inventory costs, and a highly personalized user experience.

Furthermore, in the realm of management, decision-making is paramount. AI tools provide managers with insights that are backed by data, minimizing the risks associated with decisions. Imagine having a system that can predict the market's reaction to a new product or the possible fallout of a certain business decision. With AI, this isn't just a dream but a reality.

AI also plays a pivotal role in process automation. Routine tasks that once consumed hours of manpower can now be executed in minutes. This not only enhances efficiency but also allows human employees to focus on more strategic roles, fostering innovation and growth.

Of course, with every technological advancement comes challenges. Ethical considerations, data security, and job displacement are genuine concerns associated with AI. As educators and business leaders, it's our responsibility to guide the next generation in harnessing the power of AI while being aware of its implications.

In conclusion, AI's significance in the business and management world cannot be understated. It's not just about machines taking over tasks; it's about augmenting our capabilities, making informed decisions, and driving businesses towards unprecedented success. AI is the future, and understanding its role is crucial for any business leader in the 21st century.

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Transforming Business Education: The Profound Influence of Social Impact

Albert Einstein on his School and the Education System

As mentioned in "Einstein and the Poet: In Search of the Cosmic Man (1983)" by William Hermanns

"It bored me. The teachers behaved like sergeants. I wanted to learn what I wanted to know, but they wanted me to learn for the exam. What I hated most was the competitive system there, and especially sports. Because of this, I wasn't worth anything, and several times they suggested I leave...I felt that my thirst for knowledge was being strangled by my teachers; grades were their only measurement...How can a teacher understand youth with such a system?"

Perhaps business schools across the globe have taken cue from the above insights of a renowned scientist like Albert Einstein, and have re-aligned their core values with the **Triple Bottom Line** business concept of **People, Planet, and Profits**.

Presented below are four specific structural changes in the curricula and teaching methods that educational institutions have adopted in the 21st century to deliver socially-conscientious education.

Emphasis on Entrepreneurship: Gone are the days when students were expected to listen to lectures in a classroom, do a mundane project, write examinations, and get a coveted certificate. Educational Institutions are making students keenly observe, identify problems (both business and social), think on their feet, and figure out ways and means to solve the same. Entrepreneurship education has become mainstream rather than being a distant choice. There is a greater emphasis on taking up social entrepreneurship and corporate social responsibility (CSR) projects.

Experiential Learning using Disruptive Technologies: Immersive multimedia solutions have replaced the traditional lectures using blackboard-chalk and/or whiteboard-markers. Fetch, drag, and drop of content (text, images, audio, and video) from the cloud to provide real-life business simulation using real-time data, information, infographics, and knowledge have

become the norm for delivering lectures in a classroom setup.

Focus on Sustainable Practices: With large-scale industrial development and rapid urbanization taking its toll on the environment, climate, and society at large, businesses have become more conscious of using clean energy and reducing waste to become environmentally-friendly. Countries have whole-heartedly embraced The United Nations Sustainable Development Goals (SDGs) and are partnering with Higher Educational Institutions (HEIs) to integrate sustainability into their core practices as well as the curricula.

Industry-Academia Collaboration for building an Inclusive Community: Businesses have begun to think beyond profits and are keen to pursue ethical means of building/scaling their ventures. To achieve this, they are joining hands with educational institutions to reach out to people across the economic strata, tackle poverty and inequalities by imparting quality education, and promote social justice by advocating diversity and inclusion.

After decades of indifference, educational institutions are slowly but surely managing to cut through the clutter of mediocrity and deliver contemporary education that will produce entrepreneurial, socially-conscious, employable youth who would probably go on to change the world for the better.

The fact that various global ranking and accreditation bodies have taken cognizance of these seismic transformations and have been adapting their evaluation frameworks is a fantastic indicator of how education systems have changed.

If Einstein had been alive today, he'd probably be happy to attend school!





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Former Consultant to Govt. Of Bhutan

Invitee to the Education & Skill Committees of ASSOCHAM and DMA

IMS Ghaziabad, one of the trusted Business Schools in India with 34 years of academic legacy, was established in 1990 to create and nurture competent business leaders for the dynamic 21st-century workplace. It offers PGDM program which is approved by AICTE, endorsed by the National Board of Accreditation (NBA) and has equivalence to MBA by Association of Indian Universities (AIU) for more than two decades. IMS Ghaziabad is also accredited globally by ASIC, U.K, and is a member of AACSB Business Education Alliance, USA. It is one of the few Higher Educational Institute in Delhi and NCR to be awarded with the elite ISO 21001:2018 (EOMS) Certification.

Academic Excellence

IMS Ghaziabad is dedicated to providing a dynamic, action-oriented & experiential learning experience through case studies, simulations, projects etc. that empowers our students to thrive in today's competitive business landscape. Having a diverse and enriching curriculum, it offers dual specializations with electives spanning across Marketing, Finance, Human Resource, Operations, and Business Analytics. National Immersion Programs, in collaboration with premier B-schools like IIM-Indore, IIM-Nagpur, IIM-Lucknow, MDI; Memorandums of Understanding with international universities and associations such as Northern Illinois University, USA; Fort Hays State University, USA; University of Fredericton, Canada; IGMA, Dubai have facilitated a seamless flow of knowledge, exposing our students to global practices and perspectives.

Research Orientation & Publications

Taking forward our initiatives for collaborative research, a joint research proposal by IMS Ghaziabad and IIM Mumbai has been accepted by Indian Council of Social Science and Research (ICSSR) and has received a research grant of Rs.10 lakh. Our faculty members have presented research papers at prestigious institutes, published papers in elite journals and filed multiple patents. We have been successfully organizing international & national conferences and have embedded 21 credit courses related to research and data analysis. Students have presented their research work under the mentorship of faculty guides in the prestigious "International conference of Project Management, Tokyo, 2023".

Innovation, Incubation & Entrepreneurial Initiatives

A cornerstone of our innovation ecosystem is the establishment of our Incubation Centre, which provides critical support, including access to mentors, industry experts, networking opportunities, and essential resources to transform innovative concepts into viable businesses. Our primary aim is to ensure that startups emerging from our Incubation Centre are "funding ready." Our Institution Innovation Council plays a pivotal role in nurturing innovation and fostering an entrepreneurial mindset among our students.

Professional Upskilling & Lifelong Learning (PULL)

The Professional Up skilling & Lifelong Learning (PULL) at IMS Ghaziabad is a holistic endeavour that emphasizes cultivating essential skills and competencies needed to excel in the modern workplace. Incorporating experiential learning and having a sequential & step wise approach, the key thrust areas are development of Communication Skills, Data Literacy, Attitudinal & Behavioural Skills, Aptitude Training, Versant Training, Psychometric Testing, Customized Domain Specific Skill-Building, Tally Training, Mock Interviews, just to name a few. Workshops & competitions are being conducted for fostering the habit of reading newspapers, business magazines and other information sources.

Faculty Development Initiatives

IMS Ghaziabad is regularly organizing Faculty Development Programs focusing on enhancement of research acumen, teaching pedagogy, academic processes as well as domain specific FDPs for its intellectual capital. By providing access to cutting-edge research software, databases, financial incentives for publications in esteemed journals, faculty internships in industry, the institute has successfully cultivated a thriving research culture among its faculty.

Student Excellence Council

The Student Excellence Council at IMS has the crucial role of sharing information between administrative officials and the students, promoting the welfare concerns of the students, maintaining discipline within the campus premises, organizing student driven initiatives & competitions through various clubs & committees and ensuring the optimal utilization of the institute's facilities. The council diligently addresses the concerns raised by the students, giving due attention to their needs and aspirations.

International Collaborations

IMS Ghaziabad actively participated in the Nusantara Project, an initiative by the Association of International Business and Professional Management (AIBPM), Indonesia. Students from across the world collaborated for research papers on business and management topics to create research papers. Our students actively presented their research findings in the 2023 Tokyo International Conference of Project Management (ICPM 2023), hosted by AIBPM. We are intensively undertaking faculty & student Exchange Programs for joint research projects and sharing of knowledge.

Industry Connect

Industry Connect is designed to provide students with valuable corporate experiences and opportunities. Practical exposure was given to faculty & students through Management Development Programs, Live Projects and Industry Visits, Global Talk Series featuring renowned global leaders from USA, France & UAE, Outreach Programs organized by industry bodies such as ASSOCHAM, PHDCCI, FICCI, and many more.

CSR Initiatives

The institute fostered multiple CSR and nation building activities like "Free Health Check Up Camp" in collaboration with Medanta Hospital, "Tree Plantation Drives", multiple "Collection & Distribution Drives" (Clothes, Uniforms, Books, Stationary, Bags etc.), Awareness session on Menstrual Hygiene., Nukkad Natak, etc in collaboration with NGOs. Monetary assistance was also extended by the Institute.

Placements & Summer Internships

As a testimony to our stellar placements, our students are the choice of leading companies like Deloitte, PwC, KPMG, EY Wipro Blackstone, Asian Paints, Berger Paints, MRF Tyre, JK Tyre, Dabur, Colgate, Cadbury, Amul, ITC, Marico, Himalaya Group, Zydus, Gartner, Aquity Knowledge, NRI Consulting; TCIL, DHL, Federal Bank, ANZ Bank, Kotak Bank, IDFC Bank, Axis Bank, GIC Housing, Tata Group, Bajaj Group, Howden Group and many more. Our recruiters include international brands like Khimji Ramdas and IPP Dubai. IMS Ghaziabad has been consistently offering Summer Internship Projects (SIPs) with stipend in top organizations.

Unlocking the power of new age learning practices, IMS Ghaziabad is striving to shape the future of our global society.

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35th Batch: 2024-2026



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- Holistic Development and Life Skills

ADMISSIONS

Eligibility

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Prof. (Dr.) S. V. Ramana Rao
Director, Siva Sivani Institute of Management (SSIM)
Hyderabad

Artificial Intelligence: The Gen Z's Career Booster

Artificial Intelligence or AI is not merely a buzzword these days. It has already transcended the boundaries of 'Nice to Have' to the 'Must Have' sides. Yes! Artificial Intelligence is the keyword to be adopted by any organization in order to maintain pace with the industry and the global competitors.

The necessity and urgency of this 'must-have' technical competency is clear from the fact that earlier analytics/data science/computing would have been a lone department in the organization where computer hardware/software/network related issues would be referred. However, these days analytics or data computing and analysis is integrated with all the major functions of the organization. For e.g., Marketing team does branding, sales, promotion, advertisement and other such activities based on the specified data obtained from Marketing Analytics specialists in the team. Similarly Financial Analytics, Human Resource Analytics, Media Analytics, and other such functional analytics manages the core functions of all business organizations.

When the organizations cannot operate on its core business functions without Analytics, an essential output of Artificial Intelligence (the technology simulating human intelligence in machines programmed to think and learn like humans), how can the institutions neglect and not integrate the same into its operations and curriculum.

Various institutions provide certifications on various technical topics such as AI, Visual Reality (VR), Augmented Reality (AR), Gamification, Blockchain, Chatbots, Internet of Things (IoT) and Metaverse. There are very few institutions, like Siva Sivani Institute of Management, Hyderabad, which provides a 2 Year Post Graduate Diploma in Management Business Analytics degree specializing in all these aspects of technology. Apart from these technologies, the students also master in the individual areas of integrated functional analytics, such as Marketing, Finance and HR Analytics.

These students, therefore, become the right choice for becoming future managers taking informed decisions using technological platforms and the right set of data.

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- 1000+ hours specialization Summer Internship in preferred industry vertical
- 100+ hours of Winter Internship to foster ISR & CSR
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Dr. Poonam Nikam
Dean, IIEBM, Indus Business School, Pune

Expanding Horizons: Exploring Generative AI's Role in Management Education

The realm of management education is experiencing a transformative shift with the introduction of Generative Artificial Intelligence (AI). Generative AI, renowned for its capacity to simulate human creativity, is revolutionizing the traditional methods of imparting management knowledge and skills. This article aims to explore the multifaceted role of Generative AI in management education, explains its impact on curriculum development, student engagement, and the cultivation of critical decision-making abilities.

Generative AI has the potential to revolutionize the management education landscape by fostering personalized learning experiences tailored to the specific needs and learning styles of students.

By leveraging Generative AI, educators can create dynamic and interactive learning materials that simulate real-world business scenarios, providing students with a practical understanding of complex management concepts.

Through the utilization of Generative AI-powered tools, students can actively engage in hands-on learning experiences, refine their analytical skills, and develop a comprehensive understanding of data-driven decision-making in the context of modern business environments.

The integration of Generative AI in management education facilitates a holistic approach to learning, emphasizing the importance of innovation, entrepreneurship, and strategic thinking.

By incorporating Generative AI-powered simulations

and case studies, educators can instill in students a deeper understanding of practical business challenges and foster a proactive approach to problem-solving.

Additionally, Generative AI enables students to analyze extensive datasets, predict market trends, and make informed business decisions, thereby preparing them for the dynamic and competitive landscape of contemporary business enterprises.

Furthermore, the role of Generative AI in management education extends to promoting a culture of creativity and innovation, encouraging students to explore novel business models and develop disruptive strategies for sustainable growth and development.

Through the integration of Generative AI, management education transcends traditional boundaries, enabling students to navigate complex business scenarios, embrace technological advancements, and emerge as competent and agile business leaders of the future.

In conclusion, Generative AI serves as a catalyst for the transformation of management education, fostering an inclusive and immersive learning environment that prepares students to navigate the complexities of the global business landscape.

By embracing Generative AI, management educators can empower students with the necessary tools and skills to thrive in an ever-evolving and technologically advanced business environment.

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Prof. (Dr.) M.K. Vajpayee
President, Sir Padampat Singhania University, Udaipur

Importance of Case study in Management Field

The field of management is a multifaceted, lifelong journey encompassing various disciplines like marketing, finance, human resources, operations, and strategy. It operates within a constantly evolving business landscape. Utilizing case studies as an educational tool is not just advantageous for individual managers but is also imperative for organizations aiming to make well-informed decisions and maintain competitiveness in today's dynamic business environment. In stark contrast to theoretical models, case studies are grounded in actual business situations, offering a reflection of the real-world challenges' organizations confront. Case studies are unique in their ability to amalgamate different facets of business, compelling to consider diverse viewpoints. They are an indispensable asset within the realm of management, serving as invaluable resource for accumulating subject knowledge and nurturing students' analytical acumen. These case studies offer tangible insights into intricate business scenarios, providing students with not only valuable information but also actionable solutions.

The pivotal role of managers is to make sound

decisions. Case studies present complex dilemmas that demand managers to scrutinize information, identify crucial issues, and formulate viable solutions. Case studies reflect the latest trends, innovations, and challenges in the corporate world. By studying current cases, the students can gain insights about the industrial developments, emerging opportunities and threats. From triumphant success stories to cautionary tales of failure case studies helps us to stay updated on industry developments and gain insights into emerging opportunities and threats. As management is inherently tied to problem-solving the case studies help addressing a spectrum of issues spanning market dynamics, organizational conflicts, strategic planning, and resource allocation. It helps cultivate the ability to diagnose problems, strategize effectively, and implement solutions that work. This hands-on approach nurtures problem-solving skills and offers a rich source of experiential learning and practical insights. Case studies provide a platform for continuous learning and professional development.



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Dr. Ray Titus

**Pro Vice-Chancellor (Incubation and Innovation)
Dean, Alliance School of Business**

Navigating Economic Challenges: Inflation, Recession, and Opportunities Post-MBA

As recent MBA graduates step into the complex world beyond academia, a concrete understanding of economic dynamics is indispensable. Inflation, the subtle erosion of purchasing power, and recession, a precursor of job market uncertainties, pose tangible challenges. The post-MBA journey demands more than theoretical insights; it requires graduates to decode the practical implications of inflation, recognizing the shift in consumer behavior, understanding the strategic repositioning needed for businesses to weather the pricing storm, and grasping the tangible impacts on market demand.

In the face of recession, it's not just about securing a job; it's about proactive skill enhancement. Economic downturns present tangible opportunities for graduates to invest in developing competencies that align with evolving market needs. It's a concrete response to the job market's demand for adaptability.

Why does this practical perspective matter? Because beyond the theoretical discourse, success in the professional arena hinges on applied knowledge. Graduates must leverage economic challenges as catalysts for strategic advantage, turning uncertainties into opportunities for professional growth.

As MBA graduates navigate the uncertainty of economic challenges, the conclusion underscores the importance of a transformative educational institution that can translate theoretical concepts into actionable skills. Envision a future with Alliance University where economic challenges are not vague obstacles but tangible scenarios to be navigated with precision. Explore the strategic advantage provided by Alliance University that empowers students to lead in the current age of economic uncertainty.

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2	Indian Institute of Management (IIM)	Bangalore
3	Indian Institute of Management (IIM)	Calcutta
4	Indian Institute of Management (IIM)	Lucknow
5	Indian Institute of Management (IIM)	Indore
6	Indian Institute of Management (IIM)	Kozhikode
7	Rajiv Gandhi Indian Institute of Management (RGIIM)	Shillong

Second Generation IIMs

1	Indian Institute of Management (IIM)	Rohtak (Haryana)
2	Indian Institute of Management (IIM)	Raipur
3	Indian Institute of Management (IIM)	Ranchi
4	Indian Institute of Management (IIM)	Tiruchirappalli (Tamil Nadu)
5	Indian Institute of Management (IIM)	Kashipur (Uttarakhand)
6	Indian Institute of Management (IIM)	Udaipur

New IIMs

1	Indian Institute of Management (IIM)	Amritsar
2	Indian Institute of Management (IIM)	Bodh Gaya
3	Indian Institute of Management (IIM)	Jammu
4	Indian Institute of Management (IIM)	Nagpur
5	Indian Institute of Management (IIM)	Sambalpur (Odisha)
6	Indian Institute of Management (IIM)	Sirmour (Himachal Pradesh)
7	Indian Institute of Management (IIM)	Vishakhapatnam
8	National Institute of Industrial Engineering (IIM)	Mumbai



Dr. V M Bansal

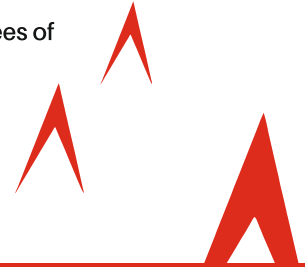
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Special Invitee PHDCCI Management Committee
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Special Invitee to the Education and Skill Committees of FICCI, ASSOCHAM and DMA

Member AICTE (Govt. of India), National Steering Committee on Internships and NITTTK, GOI



Set up in 1992, NDIM is Approved by the AICTE, Govt. of India, since 1996 as an Institution of higher learning, imparting Govt. of India approved Post Graduate Diploma in Management (PGDM) declared equivalent to MBA by the AICTE in 2008. NDIM is Accredited by the National Board of Accreditation, Govt. of India and accorded MBA equivalence by the Association of Indian Universities.

Continuing with 100% placements year after year - Declared Best for Industry Linkages and Placement Environment by AICTE and Business Chambers: NDIM is the only B-school continuously declared as the Best B-school of India 3 years in a row for 'Industry Linkages' & under 19 other parameters by the AICTE, Government of India and the Confederation of Indian Industry. NDIM has been declared 'Best' for Placements and as the Most Preferred B-School in North by ASSOCHAM for 6 years in a row, Best in India by FICCI for 'Excellence in Employability through Industry Engagement' and 'B-School of the Year' by Outlook Business Icon Awards in 2022. NDIM is the 1st and the only B-school which has been declared best by all the National business chambers and the AICTE.

Students Hired by Top Recruiters - Deep Industry Connect: NDIM Students are recruited by 250+ Top Companies much before completion of their 2-year PGDM (MBA). The Institute had excellent campus placements for both the Batches impacted by the deep pandemic. More than half of the 2021-23 Batch that completed their course in July 2023 already got the Best job offers in the 3rd semester itself, i.e. 6 months before course completion. Like each year the placements for the 2021-23 batch were successfully completed before completion of the course. Full time campus placements for the 2022-24 batch started with the biggest MNCs from Sep 2023 itself.

Led by Best Connected Board and Academic Advisory Council: CEOs, Presidents, and CMDs of global repute have been a big support to NDIM and have been guiding its students, courtesy of its highly connected Board of Directors, Academic Advisory Council of 132 senior professionals belonging to the corporate

world and top faculty drawn from 261 industries. NDIM is the only B-school in India with serving Presidents of FICCI, PHDCCI, ASSOCHAM, BRICSCCI, AIMA, 5 top Industrial houses and 6 Padma Awardees on its Board who continuously help multiplying career and employment opportunities manifold.

Mentorship Program - Support by 354 Corporate Mentors: Strong Industry Interface has helped NDIM have 354 Mentors from the Industry under its highly successful Corporate Mentorship Program. This platform provides a unique opportunity for our students to stay connected with the real workings of the industry.

Continuous Campus to Corporate Grooming: Students are trained in soft skills for 400+ hours at NDIM based on continuous fortnightly evaluation by the industry experts. All the 6-industry led full time NDIM trainers are apt at understanding industry expectations and ensure that students keep pace with tomorrow's expectations of the industry, not just meeting today's requirements.

Full-fledged Japan Centre at NDIM - Licensed to Train and Send Manpower to Japan: NDIM is a funded partner of National Skill Development Corporation (NSDC), and the only partner PGDM institute for the Indo-Japan TITP of the NSDC. NDIM has also been catering to the training needs of a large number of Japanese multinational companies and helping them in re-skilling their employees.

Korea Centre: Opportunities with Korean Companies: NDIM recently co-hosted more than 130 Korean and Indian Industry leaders with the active support of

the Korean Ambassador to launch skill development initiatives. Korean Chamber of Commerce also announced its intent to connect NDIM with Korean companies including LG, Samsung, Doosan Group, CJ Group, The Woori Group, opening new opportunities for its students.

Tech-enabled futuristic PGDM specializations: Tech-enabled PGDM specializations at NDIM are loaded with fundamental knowledge about latest trends, building blocks of digital platforms and best practices of business models from different industry verticals. Irrespective of specializations opted by students, all of them get a good understanding of enabling technologies for building up a digital enterprise. All Students attain Managerial Skills in Data Analytics with Excel as well as R, Data Visualization through Tableau, Business intelligence with Power BI, Salesforce CRM etc. which is helping them become better prospects for the Corporate World.

Strong Alumni Support: Being a 30-year-old institution, NDIM has a sprawling network of highly successful alumni who provide hands-on support to the current students in their corporate readiness and placements.

Unparalleled International Connect: NDIM has been Accredited with 'Premier College Status' by British Govt. Approved Accreditation body ASIC, UK, based on rigorous and detailed inspections held in October 2014. NDIM also offered over 120 Live projects of six-week duration to its students across Russia, China, Malaysia, Egypt, Mauritius, Philippines, Vietnam, Indonesia, Tanzania, etc. All the projects were a mix of management disciplines and social responsibility.



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- B.Tech. - Computer Science and Technology (Big Data)
- B.Tech. - Computer Science and Technology (Devops)
- B.Tech. - Computer Science and Technology
- Specialisation: Artificial Intelligence and Machine Learning
- B.Tech. - Computer Engineering
- Specialisation: Artificial Intelligence and Machine Learning
- B.Tech. - Computer Science and Engineering (Networks)
- B.Tech. - Computer Science and Information Technology
- B.Tech. - Information Science and Engineering
- Specification : Artificial Intelligence and Robotics
- B.Tech. - Information Science & Technology
- Specialisation: Artificial Intelligence and Data Science
- M.Tech. - (Data Science)
- M.Tech. - (Artificial Intelligence)

SCHOOL OF ENGINEERING

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- B.Tech. - Electrical and Electronics Engineering
- B.Tech. - Electronics Engineering (VLSI Design and Tech)
- B.Tech. - Electronics and Communication Engineering
- B.Tech. - Mechanical Engineering
- B.Tech. - Mechanical Engineering
- Specification : Mechatronics
- B.Tech. - Petroleum Engineering
- B.Tech. - VLSI
- M.Tech. - (Embedded System and VLSI)
- M.Tech. - (Building and Construction Technology)
- M.Tech. - (Product Design and Development)

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- BBA (Digital Marketing)
- BBA (Business Analytics)
- BBA (Aviation Management)
- MBA
- Specialisation : Finance / Marketing / Human Resource Management / Operations and Supply Chain Management / Business Analytics / Digital Transformation [Dual Major]
- MBA (Business Analytics)
- MBA (Digital Marketing)
- MBA (Banking and Finance Management)

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- BA LL.B. [Hons.]
- B.Com. LL.B. [Hons.]
- LL.M. Intellectual Property Rights (IPR)
- LL.M. Technology Law

SCHOOL OF COMMERCE

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- Specialisation : Banking & Finance / Corporate Accounting & Taxation / Business Analytics / Corporate Accounting
- Intergrated with CMA-US
- B. Sc. - Economics

SCHOOL OF MEDIA STUDIES

- BA - Journalism and Mass Communication

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DR. KUNAL SAXENA

Associate Director, Presidency University, Bangalore

2023's DIGITAL MARKETING REVOLUTION: RIDING THE WAVES OF INNOVATION

The world of digital marketing is a dynamic and exciting place to be. It's not just about staying ahead of the curve; it's become a necessity for businesses to thrive. We're currently witnessing a remarkable transformation in this realm, driven by innovation and adaptability.

In today's ever-evolving market, several key factors are propelling its growth and shaping its future. One of the primary drivers is the exponential rise in population, which has created a vast consumer base looking for new products and services. The widespread adoption of smartphones and the internet has revolutionised the way people connect, communicate, and consume information. As digital channels of media continue to gain popularity, traditional forms of media are gradually being overshadowed. This shift has opened up new avenues for businesses to reach their target audience through various digital platforms.

In a promising forecast for the years 2023-2028, experts predict that the digital market is set to experience substantial growth, with an estimated value of approximately USD 19,268.7 million by the year 2028. This projection highlights the immense potential and lucrative opportunities that lie ahead for investors and businesses operating in this industry. As the market continues to evolve and expand, stakeholders can look forward to a prosperous future filled with exciting possibilities.

One of the most notable trends this year is the substantial increase in digital marketing budgets. A whopping 63% of businesses have boosted their digital marketing budgets in the past year alone. This surge in investment highlights a growing recognition of the critical role digital marketing plays in reaching target audiences and achieving business objectives.

Between 2020 and 2021, spending on digital marketing by businesses grew by an impressive 14%. This shift underscores the increasing importance of digital channels as the primary means of engaging with consumers and driving revenue. When it comes to return on investment (ROI), paid advertising channels stand out. Among them, Facebook Ads and Google Ads are the undisputed leaders, consistently delivering the highest reported ROI rates, making them indispensable tools for digital marketers.

The ascent of digital marketing shows no signs of slowing down, with digital channels now accounting for a staggering 55% of total marketing efforts. This underscores the paradigm shift towards digital platforms and emphasizes the need for businesses to allocate resources and expertise accordingly.

In this digital marketing game, organic search remains a cornerstone of success. A remarkable 49% of businesses claim that organic search provides them with the best marketing ROI. This statistic highlights the enduring importance of search engine optimization (SEO) and the need for businesses to optimise their online presence to harness the potential of organic search.

Email marketing continues to be a star performer in 2023, particularly for small businesses. It's hailed for its remarkable ROI, making it a favored marketing channel for many. Content marketing remains the mainstay of digital marketing strategies. In 2023, 89% of marketers are investing heavily in content marketing, and 78% of consumers believe that businesses providing custom content are more trustworthy. Blogs and articles are gaining traction as they tend to rank higher in search engines, helping marketers achieve their SEO goals.

But it's not just about specific channels; social media platforms have evolved into digital marketplaces. Online reviews have become a critical part of the consumer decision-making process, with a staggering 93% of people reading them before making any decision. What's intriguing is that consumers can spend up to five times longer on a website after interacting with negative reviews. This emphasises the importance of managing online reputation and leveraging reviews as an opportunity to engage and convert potential customers.

Surprisingly, Voice search is transforming the way consumers access information. By 2023, it's projected that there will be 8.4 billion voice assistants in use. Voice search will become a significant digital advertising medium as audio search capabilities improve, offering similar levels of targeting as other online formats but at a lower cost. Voice-activated search is on the horizon, with 55% of households expected to have a smart speaker by 2025.

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Prof. Raja P Pappu
B.Engg, MSc, PhD, MBA
Dean of the School of Business
and Director of the Research &
Development Cell at GITAM University

The Power of Case-Study Pedagogy - Transforming the MBA Classroom

In the dynamic landscape of business education, classroom learning goes beyond textbooks and lectures, emphasising more on practical application and real-world decision-making. The case-study method is one pedagogical approach that has brought these aspects to MBA programmes worldwide. . The first case study, "The General Shoe Company", was introduced in Harvard Business School's curriculum in 1921, written by Clinton P. Biddle. After that, practitioners and academicians worldwide wrote thousands of cases that have become integral to the MBA teaching-learning process.

Traditional lecture-based learning has merits, but MBA programs worldwide increasingly acknowledge the need for a more immersive and hands-on learning experience. Case studies seamlessly integrate into the curriculum and bridge theory and practice, allowing students to handle the complexities of actual

business situations. The case study teaching method drives students to move up their learning curve to fostering their higher-order skills such as critical thinking, problem-solving, and strategic decision-making abilities. By analysing real-life scenarios, students understand the theoretical underpinnings and witness the consequences of strategic decisions in a controlled learning environment, preparing students for the challenges they would encounter in their professional endeavours.

Case studies are inherently designed to be complex and ambiguous, mirroring the unpredictable nature of the business world. This complexity compels students to think critically and develop practical problem-solving skills. By analysing diverse perspectives, weighing alternative solutions, and making decisions under uncertainty, students enhance their ability to manage the complexities of real-world business problems.



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The interactive nature of case-study discussions fosters a vibrant and participative classroom environment. Students are encouraged to debate, voice their opinions, challenge assumptions, and engage in constructive debates. This collaborative learning experience enhances comprehension and fosters the development of effective communication and teamwork skills—essential attributes for successful business leaders, preparing students for the collaborative decision-making processes.

Case studies cover various industries, business models, and organisational structures. This diversity exposes students to different business contexts, helping them understand the corporate landscape holistically. Whether it's a case of a tech Startup, a multinational corporation, or a non-profit organisation, students gain insights into different sectors and learn to adapt their strategic

thinking accordingly.

Adopting case-study pedagogy in MBA classrooms represents a paradigm shift in business education. By providing a dynamic and rigorous learning experience in the classroom, this approach equips students with the essential skills and perspectives needed to thrive in the fast-paced and unpredictable business world. As MBA programmes continue to evolve, embracing case-study pedagogy is not just a trend but a strategic investment in shaping the next generation of business leaders who can navigate complexity, think critically, and drive meaningful change in the global business landscape.

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Artificial Intelligence and Data Science: A Management Perspective

Artificial Intelligence and Data Science hold a key importance in managing the organizations of all sizes. The management practices are getting revolutionised with the help of Data Science and Artificial Intelligence. The primary role of AI and Data Science is emerging in efficient decision making and designing error free processes. Tons of data are produced each day in all functions of management, AI and Data Science utilised the underlying potential of this data in understanding the patterns and making business predictions with high accuracy. The scope of AI and data science is spread over all functions of management i.e., marketing, human resources, finance and operations. Data science with its subdomain data analytics works as an umbrella for decision making in contemporary fragmented business environment.

One of the key functions of AI and data science is to empower decision-makers by providing timely and accurate insights. These insights help managers making informed decisions that are highly prone to suitable outcomes.

Further, AI and Data Science algorithms are effective tools to make precise predictions such as future demand, anticipated need of manpower, estimated market growth etc using historical data.

AI and data science have also felicitated high efficiency in the organizations. The automated processes trigger the required information at suitable points and managers can focus on high value job, while staying in the comfort of regular process optimization.

Highly personalised customer experiences are

ensured by AI and data science tools. This is effectively used in e-commerce. The customers have been provided with the customised information as per their portfolio, liking and need. The companies also focus effectively on the targeted markets, which ultimately raises the value of money invested on advertisements and promotions.

Another key role AI and Data Science play is in managing the risk. No financial analysis gets completed these days without using data science and AI tools. The risk involved in financial investments, projects is effectively identified by understanding the historical patterns and triggered to the decision maker while making futuristic decisions.

Also, the business areas like supply chain, talent management, market expansion, legal considerations, interdisciplinary collaborations are largely driven by AI and Data Science. For instance, providing optimised transportation plan, screening the CVs during recruitment process, ensuing data privacy, and allocation of resources are some features effectively controlled by AI and Data Science.

It can be said that AI and Data Science have a promising future in organization management. The skill-set managers need to operate in contemporary business environment has been changed significantly. The managers shall keep on upgrading their knowledge with AI and Data Science for better career progression in all domains of management.



MR. ANUP SINGH

AGM, Presidency University, Bangalore

BUILDING BRANDS, INSPIRING MINDS: THE POWER OF EDUCATION MARKETING IN 2023

In the ever-changing world of education, the role of marketing strategies has become increasingly crucial in steering institutions towards triumph.. Nowhere is this more evident than in India, a country renowned for its rich educational heritage and a burgeoning market for educational services.

One of the most prominent trends in education marketing is the rise of digital platforms. With the advent of technology and the widespread use of smartphones, educational institutions are increasingly leveraging digital channels to reach their target audience. From social media campaigns to interactive websites, these platforms offer a myriad of opportunities to engage with students and parents, providing them with valuable information and insights about the institution.

In a country known for its massive population and rapidly expanding internet access, institutions are seizing the opportunity to tap into the digital realm like never before. With a keen eye on the future, they are investing unprecedented amounts in online advertising, recognising the immense potential it holds. India's population, which stands as the largest in the world, has become a magnet for institutions seeking to make their mark in the digital landscape.

With the digital revolution firmly entrenched, educational institutions in India have had to adapt swiftly to stay competitive. The COVID-19 pandemic accelerated this transformation as it necessitated a shift from physical classrooms to virtual ones. Even after the pandemic was over, e-learning momentum continued to surge. Recent data shows that the global e-learning market is projected to reach a staggering 30 billion by 2030. Educational providers have embraced this trend by offering a myriad of online courses, webinars, and interactive learning platforms. The ability to learn from anywhere at any time has become a major selling point for students, especially for those who wish to balance education with other commitments.

By 2025, educational marketers will harness the power of data analytics to create personalised learning experiences. These insights help institutions understand each student's strengths and weaknesses, allowing them to tailor educational content accordingly. Data-driven marketing strategies have led to more targeted advertising. Educational institutions are employing predictive analytics to identify potential students who are most likely to enrol in their programmes. This not only reduces marketing costs but also enhances the chances of conversion.

Social media platforms like Instagram, Facebook, and LinkedIn continue to be indispensable tools for

education marketers. Institutions are not just using these platforms for advertisements but are actively engaging with students and parents through compelling content. Stories of student success, faculty achievements, and campus life are shared to build an emotional connection with the audience. A Facebook sponsored ad campaign is an excellent starting point for enhancing enrollment numbers across Facebook and Instagram. According to 96% of marketers, Facebook's targeted advertising, fast reach, and low cost make it a high performer in social media advertising.

YouTube videos offer a valuable platform for enhancing awareness and promoting the visibility of your educational institution. Additionally, it enhances search engine optimisation (SEO) performance and provides backing for various digital marketing initiatives. With a monthly active user base of 2.6 billion, YouTube is an ideal platform for effectively engaging with potential students.

When delving into the creation of responsive advertisements, there exists ample room for creativity in terms of ad formats, copy, headlines, and visuals. Responsive ads are ingeniously designed to dynamically adapt their size, shape, and appearance to seamlessly blend into the layout of websites or apps. This dynamic adaptability not only enhances their visibility but also ensures they are incredibly effective, all without causing disruptions to the user experience. Unlike their static counterparts, responsive ads offer a distinct advantage - a notable boost in click-through rates (CTR) and impression volume. According to Google, responsive search ads can achieve CTR figures that are 5-15% higher compared to standard search ads.

As competition continues to escalate, staying on top through innovative strategies like responsive ads becomes not just an option but a necessity for success in the ever-evolving realm of higher education marketing.

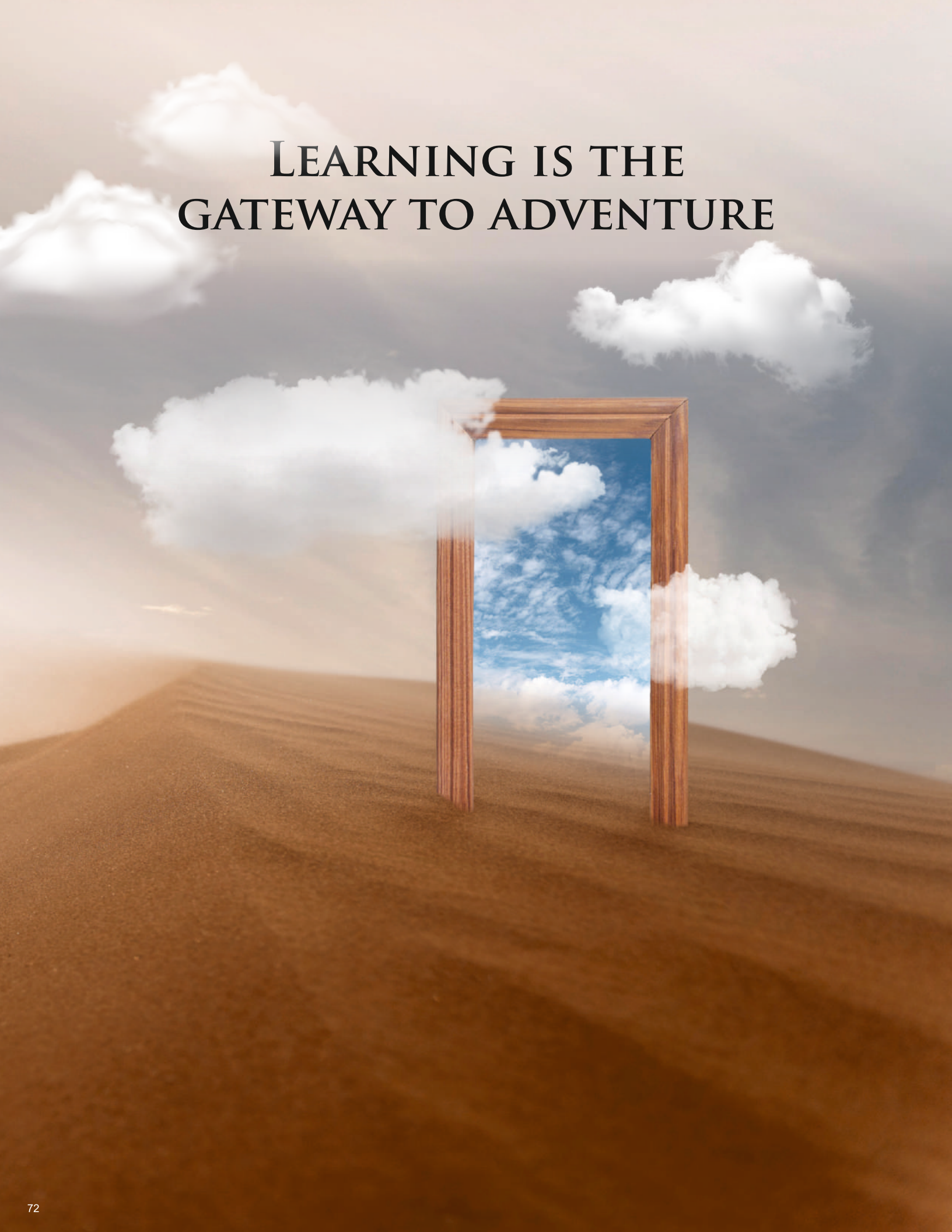
Due to technological advancements, data analytics, and shifting student expectations, marketing in India will undergo a remarkable transformation in 2023. The digital era has ushered in a new era of personalised, accessible, and engaging learning experiences. As educational institutions continue to evolve, these trends will shape the future of education marketing, ensuring that students receive the best possible education tailored to their needs and aspirations.

In the years to come, it will be exciting to witness how these trends further revolutionise the Indian education landscape. The journey is ongoing, and the destination is a future filled with limitless possibilities for education in India.



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Prof. (Dr.) Uday Salunkhe

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CSR Sports Events Are Bringing Community Together

There is a lot of talk about social media and its impact on society and culture. In the positive light, technology and social media have become catalysts for community development. The question is - who and what is the catalyst for digital communication platforms? The answer is human and human empathy. Some of the best consumer experiences stem from the ability to understand human need. And such understanding is acquired by upping the human factor and improving inter-personal skills. One of the ways to connect with others is through community events and social causes like beach cleaning.

The digital web media is also creating mediums for a host of social causes run on crowd funding sites. These sites are creating digital experiences on learning, communication and knowledge about the underprivileged in the society.

According to History, cultural events have formed the bond of unity in the society. Barring religion and ethnicity, these community events invite people from all walks of life to come together and celebrate life. Over the last decade, city music and cultural fests are adding life to the fast paced city life. Music, art, movie and literature fests are informative, recreational and mostly food for thought. Recently, Mumbai has witnessed sports events like marathons, yoga and the recently cyclothons promising an empowering experience.

Sports are a growing avenue for corporate social responsibility in India. While most of the companies are doing their bit to save the green cover and reduce carbon footprint, there are corporate names and education institutes who are transforming an elusive CSR act to a community inclusive initiative.

Such events allow opportunities for the common man to be a part of the cause. Promoting social cause through health and fitness community events is what community sustainability is all about. The experience of connecting with the society for a community driven cause, is what makes us socially cultural.

As a stakeholder in higher education, I have realised that diversity and inclusion of community welfare are best driven by sports, health and wellness initiatives. These events challenge our mettle and inspire us to overcome barriers as one 'WE'. Many of my students have shared a feedback as to how sports helped him/her journey as a better person and professional.

The thought of sports recreation events have the power to channelize the energy of young minds in the right direction. Participation in sports tournament not only develops the personality of the individual but also inter connects young and old together. B-School cricket tournaments could develop students, who have a key role to play in the social and national development of the country.

In a scenario with an uptick in the levels of awareness towards social issues in India, more and more education institutes as well as corporate houses could support a much needed social messages such as quit smoking and start walking.

From a management education perspective, curriculum must include CSR projects at a research and grassroots level. Education must be connected with a social cause to aid in the development of society. The dynamic networking power of social media must empower everyone to step out and make a difference for the society. One need not be a

sociopreneur to do good for the society. Even a school student can begin small for the benefit of the society.

As the world grows into an extremely competitive arena, most of us are losing basic emotions of empathy and compassion. It has become increasingly necessary to inculcate the idea that being a good human being is an essential quality over achieving professional success. B schools are an ideal platform to create such an environment where giving back to the society is emphasized upon and encouraged among students. Education institutes have the resources to associate themselves with different causes and promote it as well. These events could become community events which are open to public participation.

We could be a nation of start-ups and IT talent, but its progress begins with each one becoming educationally privileged to access basic necessities of life. The urban -rural divide must exchange their cultural practises and progress with a healthy mind-set. Some of the management lessons are best learned on streets or villages through real life experiences.

B-schools are responsible for nurturing future leaders and thus bear a responsibility to ensure that leaders of tomorrow are sensitive towards corporate social responsibility, and are passionately committed towards ethical practices, in the conduct of their personal and professional lives.

In conclusion, it can be stated that igniting young minds with CSR will educate future leaders who not only excel at their business but also take initiatives towards philanthropy and nation-building.

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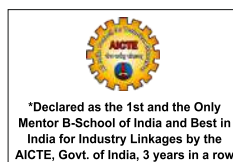
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