



## Master of Business Administration

### Editorial Board

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### **Vision Statements**

**V1** - To help build India as a world leader in Management Education.

**V2** - To establish and develop world class Institutions for overall growth in an era of globalization.

**V3** - To facilitate easy access to professional education to all sections of society.

**V4** - To develop and provide a professionally qualified management workforce for augmenting the nation's human resources.

### **Mission Statements**

**M1**- To impart academic excellence in Management Education.

**M2**- To inculcate high Moral, Ethical and Professional standards among our students and to improve their overall personality.

**M3**- To enable rational thinking in students for efficient decision making.

**M4**- To evolve the Institution to the status of a Deemed University.

## LATEST UPDATE

### The eyes of the whole world behind Indian clinical trials and Covid-19 Vaccine

The world is in the midst of a COVID-19 pandemic. As WHO and partners work together on the response -- tracking the pandemic, advising on critical interventions, distributing vital medical supplies to those in need--- they are racing to find a vaccine.



There are currently more than 100 COVID-19 vaccine candidates under development, with a number of these in the human trial phase. WHO is working in collaboration with scientists, business, and global health organizations through the ACT Accelerator to speed up the pandemic response. When a safe and effective vaccine is found, COVAX (led by WHO, GAVI and CEPI) will facilitate the equitable access and distribution of these vaccines to protect people in all countries. People most at risk will be prioritized.

Many potential vaccines for COVID-19 are being studied, and several large clinical trials may report results later this year. If a vaccine is proven safe and effective, it must be approved by national regulators, manufactured to exacting standards, and distributed. WHO is working with partners around the world to help coordinate key steps in this process. Once a safe and effective vaccine is available, WHO will work to facilitate equitable access for the billions of people who will need it.

WHO is working with partners around the world to accelerate every step of this process, while also ensuring the highest safety standards are met.

A vaccine for the Coronavirus will likely be ready by early 2021 but rolling it out safely across India's 1.3 billion people will be the country's biggest challenge in fighting its surging epidemic, a leading vaccine scientist told Bloomberg. India, which is host to some of the front-runner vaccine clinical trials, currently has no local infrastructure in place to go beyond immunizing babies and pregnant women, said Gagandeep Kang, professor of microbiology at the Vellore-based Christian Medical College and a member of the WHO's Global Advisory Committee on Vaccine Safety.

Our prime minister held a meeting with Gennova Biopharma, Biological E and Dr. Reddy's. These three pharmaceutical companies are involved in developing an indigenous Covid-19 vaccine. PM Shri. Narendra Modi had also visited Zydus Cadila's manufacturing facility near Ahmedabad, Bharat Biotech's vaccine manufacturing facility at Genome valley at Hyderabad and Serum Institute of India (SII) campus at Pune to review India's preparedness.

The first lawmaker Haryana minister Shri. Anil Vij was administered a trial dose of Bharat Biotech's vaccine in November. Following to him Punjab chief minister Captain Amarinder Singh will take the first shot of the Covid-19 vaccine in Punjab.

ICMR-NICED started the phase III regulatory trials of Bharat Biotech's Coronavirus vaccine candidate Covaxin in Kolkata. Governor JagdeepDhankhar, who inaugurated the beginning of the Phase III trials, expressed hope that the trials will be conducted smoothly. The trial will involve 26,000 volunteers from all over the nation.

ICMR director Balram Bhargava said that the Covid-19 vaccine drive will primarily aim to 'break the chain of transmission', as reported by news agency PTI. He said, "Our purpose is to break the chain of virus transmission. If we are able to vaccinate a critical mass of people and break the chain of transmission, then we may not have to vaccinate the entire population."

"By year-end we will have data that will tell us which vaccines are working and which ones are not going to do so well," said Kang, who until July was heading the Indian government committee looking into prospective indigenous vaccine candidates. "If we get good results by year-end then we are looking at vaccines being potentially available in tiny numbers in first half of 2021 and larger numbers in the latter part."

India's indigenous vaccine developers Bharat Biotech International Ltd. are at the second-phase human trial stage and Zydus Cadila is in the process to receive approvals for conducting third-phase clinical trials.

India is hosting clinical trials for all the major vaccine contenders. Serum Institute of India, the world's largest vaccine manufacturer, is conducting trials for the vaccine developed by Oxford University. The drug maker Dr Reddy's Laboratories said last week it will distribute the Russian vaccine in India after conducting final-stage human trials and receiving regulatory approval.

Cabinet secretary Shri. Rajiv Gauba has also asked officials to develop a database of groups of people who will be prioritized for inoculation once the vaccine is made available. Government is planning to inoculate an estimated number of 1 Crore frontline health workers with the first dose of the Covid-19 vaccine. We hope that Indian vaccine will arrive first to sweep Corona virus from the world.

## DEPARTMENTAL ACTIVITIES

### ORIENTATION 2020 (MBA-MCA)

Faculty of Management Sciences, Shri Ram MurtiSmarak College of Engineering & Technology, Bareilly organised the Orientation Week 'Aarambh – 2020' for MBA and MCA (Batch of 2020-22) from 24 November, 2020 to 30 November, 2020 to help students acclimate to their new environment. These fun-filled day were started for the tech and management enthusiasts who eagerly dove into the event, which had various stimulating programs.

The Orientation week was graced by guest lectures led by experienced entrepreneur, Mr. Sanjay Verma, Mr. UmeshYadav, Sales Head Bareilly and Uttrakhand Radio City 91.1 FM, Mr. Anoop Parashar, Mr. Yogendra Tripathi, Associate Vice President, HDFC Bank, SRMS alumnus (MCA, 2001-03) Mr. Rachit Jain, Regional Risk & Security Officer (APAC, CMEA, SEA), Compass Group, an online video session with Dr. Vinod Kumar, HoD, Management and Humanities, IIIT Lucknow. All the guest lecturers have provided students the insights of industry, how focusing on upgrading knowledge on the new revolutions and skills is important and Guests have encouraged all the students to make utmost use of this entire phase of MBA & MCA.

To bring out the best from the new bees, various exciting events were conducted like 'Quiz-O-Mania', Symbiosis, Quiz on Mental and Analytical Reasoning, Caricature and Corporate Rangoli coordinated by Faculty of MBA and MCA. These activities have helped students to showcase their knowledge, creativity, leadership skills, team building, presentation and communication skills.

Few more hands on sessions were conducted to bring practical insights on the conceptual learning.

- Students were made to learn " Basics of Ms Power point" an exclusive takes through Dr. Ruchi Jain Garg HOD- MBA Department.
- Basics of MS Excel by Mr. Vijay Dubey.



- Basics of Website design by Mr. Abhay Singh Bhadauria
- Basics of Android Application by Mr. Arvind Mishra
- Basics of Digital Marketing by Mr. Abhay Singh Bhadauria

The week further progressed with the sessions taken by faculty of MBA & MCA for understanding specializations. Fruitful faculty interaction with students held to uncover domain-specific facts and a building up of concepts that helped them towards charting their career goals.

Orientation Week has brought a lot of opportunities for students to learn and explore more about the need of various skill sets for entering into the corporate world and earn success. Nothing Great can be accomplished without Passion and that is what the students have understood in the very beginning of their Professional Journey.



#### **Faculty Contribution towards Research: Publications:**

1. **Srivastava, A.K.,** Gupta, A. and Dixit, S. (2020), "Indian Perspective in CSR: Mapping Leaders' Orientation", Crowther, D. and Quoquab, F. (Ed.) CSR in an age of Isolationism (Developments in Corporate Governance and Responsibility, Vol. 16), Emerald Publishing Limited, pp. 205-217. <https://doi.org/10.1108/S2043-052320200000016011>, (**Scopus Indexed, Published on 30<sup>th</sup> Nov.2020**).
2. Kumar, S., Garg, R.J. and Saini, C.P. (2020), " Identification of key drivers to shopping malls: a case of Indore city", International Journal Indian Culture and Business Management, (Accepted for publication)



#### **2<sup>nd</sup> International Conference IICBI Presentation by Faculty Members of MBA Department – SRMSCET Bareilly ( Held on 28<sup>th</sup> Nov. 2020):**

- \*Mohd Danish Chisti, "A Patient-Centric Approach For Healthcare Business Management: Need of Implementing Patient Centric Cancer Care in Assam".
- \*Mohd Salman Shamsi, "Strategic Analysis of Online Management Education In India".
- \*Ruchi Jain Garg, "Quality of Work Life and Employees' Performance: A Study On Employees of Private Sector Banks At Raipur Region".
- \*Amit Kumar Srivastava, "Role of CSR & MDG in Solving The Problems of Triple Bottom Line".
- \*Amit Kumar Srivastava, "Significance of Make in India for Maintaining Sustainability in Triple Bottom Line".
- \*Ankita Tandon, "Passive Euthanasia for 7billion or Else"!
- \*C P Somasundaran & Mohd Danish Chishti, "Connecting the Unconnected – Taking The Financial Services to the Last Mile".
- \* C P Somasundaran & Mohd Danish Chishti, "An In-depth Analysis of Microfinance Schemes of NMDFC and Entrepreneurship Development among SEBCs with special reference Delhi and NCR".
- \*Human Resource Management Practices In India"Ruchi Jain Garg, "Revitalizing Employer Branding And Envisioning Employee Retention Among Millennials Academicians – AnAnalysis".
- \*Swapnil Mishra, "Influence of Digitalization onHuman Resource Management Practices In India".

## Live Project – Phoenix United Mall, Bareilly

To make management education more realistic and relevant to the corporate world, Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly provided opportunity to five students, i.e., Agrima Goel, Vedika Goyal, Pragya Saxena, Ankit Mishra and Satyam Kumar to do live project in Phoenix United Mall, Bareilly from 02 November, 2020 to 11 November, 2020.

During the live project students interacted with the visitors of the mall to know the changes in their buying behaviour due to Covid-19. Students also got the opportunity to have a talk with the managers of various retail outlets of the mall to find the changes made by them due to covid-19 to attract more and more customers.

This live project helped the students to apply what they have learned in classes to real world scenarios. In all, this live project had made students professional ready and confident to work in any company as soon as they graduate.



## Live Project- Vishal Mega Mart, Bareilly

SRMSCET, Bareilly arranged a live project for the five students, i.e., Surya Patel, Tanya Mishra, Siddharth Sisodia, Harsh Chauhan and Gaurav Sharma of MBA 2019 Batch Vishal Mega Mart, Bareilly from 7 November, 2020 to 13 November 2020 to give students practical corporate exposure.

Vishal Mega mart a retail store had a great encouragement for the students as they could easily interact with customers who were there to find goods of their interest. The students were trained under the guidance of Mr. Shahroz Khan (ASM). Initially they were made aware of the goods provided in the store gradually, the pressure of handling the product of the store and managing their quantities, polished their pressure handling ability more over it nourished interactive ability with people of different fields.

The most important task was to satisfy the customer so as they would appreciate the service to attract them. The Customer Service Desk was the real challenge for all the students as it had the maximum approach as on the cash counters the billing has to be done with all the senses. Another most important work was to attract people by the gifts and offers provided to them, the students managed this desk by giving them details of the offers and giving gifts accordingly.





## Industrial Training – V Mart

To develop employment abilities in students and to provide industrial insights, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly offered golden opportunity to the MBA students (2019 – 2020) to do industrial training in V-mart from 02 November, 2020 for 60 days.

During this program, class room training was given to students through Google meet sessions and different aspects of retail industry were taught and on weekend's students visited V-mart stores, so that, they can apply what they have learned in classes to real world scenarios. Students also interacted with customers at the stores which helped them to build confidence as they were exposed to the new environment.

The industrial training equips students to understand the contemporary retail environment and examine core retail aspects like retail management, visual merchandising, retail marketing, retail mechanism, etc



## Internship – Zee 5

To give students real life experience and exposure, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly provided opportunity to two MBA students (2019 Batch) ,i.e., Satyam Kumar & Ankit Mishra to do internship with Zee 5.

During this internship, students got chance to apply their classroom knowledge to work and also test their aptitude and practical skills as they were asked to do market research and meet different ISP's to develop business. Students also learned how they can handle real life corporate situations. Students were placed in the professional corporate environment during their internship. They got chance to engage with the industry professionals and learn a lot from their practical experience which they might not learn in classroom.

Internship helped the students to bridge the gap between the theoretical knowledge and practical skills and at the same time they also got the chance to explore the real world.



## 2<sup>nd</sup> International Conference

Faculty of Management Sciences, Shri Ram Murti Smarak College of Engineering & Technology, Bareilly organized 2<sup>nd</sup> International Conference on “Emerging Issues on Contemporary Business Practices in the Era of Intelligence” (EICBI) on 28th November 2020 in association with UN Global Compact Network India and Dr. APJ Abdul Kalam Technical University, Lucknow.

The inaugural session started with calling the house to the order by MOC Dr. Ankita Tandon followed by welcome address by Dr. Prabhakar Gupta - Dean Academics SRMSCET, Bareilly.

He in his opening remarks heartily appreciated the presence of Bhimaraya Metri, Director at IIM Nagpur - Chief Guest of the Day. He extended his warm welcome to Esteemed Guest of Honor Dr. Hamid Saremi President (Chancellor) Asrar Higher Education Institute (Deemed to be University) - Mashad –Iran in the International Conference. He also greeted respective dignitaries, HODs, eminent faculty member, participants, students and everyone who has joined virtually. He also talked about the contemporary business practices.

Further Dr. Anuj Kumar - Head Training and placement cell, SRMSCET, Bareilly introduced the Theme of the Conference. He in his address spoke about the inevitable existence and need of technology in all sphere of life today. He talked about technology and emerging issues in business practices

The session was further graced by Shri Aditya Murti - Secretary SRMS Trust. He stressed upon apprehending this fact and learning the ways to imbibe advanced technology in our work sphere as well.

The changes in Medical Industry and Global Business Changes that have taken place over the years. He discussed about the role of artificial intelligence and the recent developed changes in technologies which is helping our whole life personally and globally.

The informative session has graced by Chief Guest of Honor Dr. Hamid Saremi President (Chancellor) Asrar Higher Education Institute (Deemed to be University) - Mashad –Iran. He focused on artificial intelligence and role of AI in different economies of the World. Talking also about the current pandemic he added that life is in process and in this situation we should not lose hopes.

The session further progressed by Dr. Bhimaraya Metri, Director at IIM Nagpur - Chief Guest of the Day, He firstly acknowledged all the eminent panelists who joined today’s conference. He talked about mantras of Innovation & Adaption, digital learning, Machine Learning, Cross functional skills, HR assessment Tools, Liquid Workforce, theory of Unlearn, Learn & Relearn and so on. It was a very insightful session.

Mr. Anurag Kulshreshtha, President CEO, Anantics Inc. Livonia, Michigan, United State emphasized upon the need for preparing industry ready graduates. He has drawn the attention towards incorporation of technology and use of sensors, Auto IT Technology, RFID, Data Reality, Virtual Reality and Cyber Security. Ended his session by motivating students to Dream Big and Everything is Possible.

The inauguration session concluded with a vote of thanks by Prof. (Dr.) C.P Somasundaran.





The technical session of the conference was started with zeal and as there was huge number of presentations, therefore, five parallel sessions had been conducted in different tracks. Around 300 participants registered for this conference from different institutes across the nation and took part in the International e-conference.

Although 60 research papers were submitted, some of them are “Marketing Communication in Rural India – Select Success Stories of Marketers” which was presented by Dr. C.B. Venkata Krishna Prasad - Dept. of Management Studies (MBA-BU), Dayananda Sagar College of Arts, Science & Commerce, Bangalore-Karnataka and Dr. M. R. Jhansi Rani - ISBR Business School, Electronic City, Bangalore (Karnataka), “Online Buying for Electronic Products: An Empirical Study” presented by Mr. Manmohan Bansal - Invertis University, Bareilly UP and Dr. Dheeraj Gandhi-Invertis University, Bareilly UP, “Recent Trends in Retail Marketing in Context to India” presented by Ms. Richa Singh and Dr. Divya Khanna - Department of Business Administration, MJPRU, Bareilly, “Influencer Marketing with Ref. to Digital Influencers in the Beauty Segment” presented by Prof.( Dr.) Ekta Rastogi - Shri Ram Murti Smarak International Business School, Lucknow and “Passive Euthanasia for 7billion or Else!” presented by Mr. Vishwas Gupta -Mittal School of Business, Lovely Professional University, Jalandhar and Dr.Ankita Tandon - Department of MBA, Shri Ram Murti Smarak CET Bareilly.

The valedictory session started with calling the house to the order by MOC Mrs.Swapnil Mishra which was followed by Dr. Ruchi Jain Garg, Head MBA Dept. giving brief details of the whole event systematically in which she highlighted topics covered by speakers along with its learning outcomes for participants.



Chief Guest Mr. Rishikesh Patankar, Chief Operating Officer-Education, Skill Development & CSC Academy, e-Governance Services India Ltd. New Delhi, shared his views about the event focusing on the new technology and artificial intelligence. He also emphasized on the importance of research and development activities in the today’s scenario and its significance for the betterment of mankind. He appreciated all the speakers and participants for their knowledgeable sharing and told that this will be helpful in near future.

The session proceeded with an informative and encouraging talk by Prof. (Dr.) Vikas Kumar, Professor and Dean at Chaudhary Bansi Lal University, Bhiwani, Haryana. He discussed about how the business world is becoming smarter with modern technology. He also briefed about the importance of supply chain in this pandemic.

The session further graced by Dr. Shobhika Mukul, Associate Professor, SGNO Khalsa College, University of Delhi. She emphasized on the data science and how it is changing all the dimensions of business and management.

The International conference ended with a hearty vote of thanks by Dr.Deepesh Tiwari, Conference Convener.

#### **The winning papers of the conference are:**

Track 1: “Streamlining the OT Process By Improving Communication Among Operation Theatre Workers Based on Nabh in Sarvodhya Hospital, Faridabad, Haryana”– Ms.Pragati Kumari, Dr.Iffat Naseem and Prof.Shibu John.

Track 2: “Authentic Leadership, Employee Engagement and High Leader- Member Exchange: Exploring Mediating Effect of Interactive Justice” – Mr.Lalit Kumar Yadav and Mr. Ashish Kumar.

Track 3: “Assessing the Applicability of Eduqual: With Special Reference to Self-Financing Institutes” - Dr.Samridhi Tanwar.

Track 4:“Role of Micro Finance and Participatory Finance in women Empowerment and Poverty Eradication in Meerut District” - Dr.Sapna Kumari.

Track 5: “Digitalizing Micro, Small, and Medium Enterprises for Inclusive Growth in India” - Ms.Sadaf Ahmad.



# Motley

