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**E-NEWS LETTER**

**Master of Business Administration**

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**MBA (3rd Sem.)**

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**Vision Statement**

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

**V2-** To established and develop world class institute overall growth in an era of globalization.

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

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

**Mission Statement**

**M1-** To impact academic excellence in management education.

**M2-** To inculcate high Moral, Ethical and Professional standard among are student and to improve their overall personality.

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

**M4-** To evolve the institution to the status of a deemed university.

## Latest Update

### Japan lawmakers vote Fumio Kishida as new prime minister

Japan's Fumio Kishida was appointed prime minister by parliament Monday, and is set to reveal a new cabinet lineup as he seeks to revive support for his ruling party ahead of a general election that could likely come this month.

The ruling Liberal Democratic Party used its majority to formally elect Kishida, who will be the second premier in about a year, and is looking to hold a national election on Oct. 31, national public broadcaster NHK and Kyodo News said Monday, with an upper house vote due next year.

Most of the new cabinet members have already been reported by domestic media and the incoming premier may struggle to attract voter interest given that almost all of the members of his team are party veterans. After pledging to appoint younger lawmakers, he is set to remove 81-year-old Finance Minister Taro Aso from his post, replacing him with former Olympics Minister Shunichi Suzuki, 68.

Kishida won the LDP leadership race last week, beating three opponents, two of whom he's already appointed to party positions, with the third set to join his cabinet. The new team will need to help revive the pandemic-hit economy as it exits a state of emergency and also find a way to balance ties between China, the country's biggest trade partner and the U.S., its only treaty ally.

Kishida has pledged to create a position for a minister of economic security, as the country seeks to bolster its semiconductor

industry, amid worldwide shortages. He's also vowed to focus on bolstering the middle classes by raising incomes.

### 70% of media outlets in Afghanistan stopped working since Taliban's takeover

At least 70 per cent of media outlets have stopped working in Afghanistan since the Taliban took control over the country due to financial problems, National Association of Journalists.

A The national association of journalists in a press conference in Kabul on Sunday, said that they found the statistics after conducting an online survey in 28 provinces of Afghanistan, Khamma Press reported.

They said that 1,500 Afghan journalists had taken part in the survey.

As per the statistics of the organization, 67 per cent of the Afghan journalists have lost their jobs and 33 per cent of them are busy working under acute pressure and in tough situations.

The Head of the national association of journalists said Masroor Lutfi said that most of the Afghan media that are active are confronting dire economic and financial situations.

"40 per cent of the Afghan journalists are worried about their safety in Afghanistan and rest of them are living a difficult life as they have lost their jobs." Said Lutfi.

The re-emergence of the Taliban in Afghanistan raised the concerns among many that journalists in the country would be targeted to silence dissent.

## College Update

### Vishwakarma Jayanti



Vishwakarma is known as the divine Engineer since the Puranic age. As a mark of reverence the Lord Vishwakarma is not only worshiped by the engineering community but also by all other professionals. This festival is celebrated in the month of September. Shri Ram MurtiSmarak College of Engineering and

Technology celebrated Vishwakarma Jayanti on 17th September,2021 to honour Lord Vishwakarma, the divine architect and creator of the world who is also credited with Sthapatya Veda, the science of architecture and mechanics. A pooja and havan were performed in the mechanical workshop by the priest and Shri Dev Murti Ji - Chairman SRMS Trust, and attended by the deans of SRMS CET & CETR, Heads of departments, Faculty, and students. Everyone performed Pooja with devotion which was followed by the aarti and Prasad distribution.

## Departmental Activities

### Online Webinar on “Financial Management”

Date: 17th September, 2021

Time: 2:00 pm – 3:00 pm

Venue: **MBA Lab**, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly.

A one day **Financial Management** Online Webinar on, General Finance was organized by the **MBA Department** Faculty of Management Science, Shri Ram Murti Smarak College of Engineering & Technology, and Bareilly on 17th September, 2021. **Dr. Mohd. Salman Shamsi (Asst. professor)** MBA welcomed the guest speaker.

The guest speaker created the understanding of major terms related to finance which everyone should know. He made the participants understand the different types of mutual fund and insurance. Throughout the session he explained the different financial instruments .At the end of the webinar the queries were handled wherein the doubts of the students and faculty were clarified.

Everyone joining the webinar was able to learn the basic things involved in Financial Management in embolden way. It was a great opportunity for every participant to attend this webinar and gain a great practical knowledge which will help them



to secure themselves and their families with the different financial challenges of the life.

### **Management Activity**

**Date: 16 Sept, 2021**

**Time: 2.30 - 4 PM**

**Venue: MBA Seminar Hall**



The Management Club in association with Value Added Club conducted an activity for MBA batch of 2020.

The activity took place was “**Social Awareness Activity**” where 4 teams was formed, 5 students in each and they were asked to create awareness about “**Internet Safety and Cyber Crime**” in other departments and shoot a video for the same. All the Groups went to respective departments that were assigned to them and interacted with the students as well as Faculty. After completion of video shooting, the Groups edited their videos in a creative way and presented in presence of **Dr. Ruchi Jain Garg - HOD MBA** and all Faculty members of MBA Department.

As a result, all the students were able to learn how to interact with new people. The purpose of the activity was to boost confidence and motivate the Budding Managers for Public speaking without hesitation.

In the end, Dr. Ruchi Jain Garg appreciated the students for their efforts and addressed the positive aspect of conducting this Activity.

Overall the activity was fun and a new learning experience for students.



**Date: 23 September, 2021**

**Time: 2:10pm – 4:10pm**

**Venue: Sports Ground**

Shri Ram Murti Smarak College of Engineering and Technology, Faculty of Management Science,



The Management Club organized Sport Activity for MBA batch of 2020.

In this Cricket activity total there were two teams having 10 participants each , faculty members and other students are also gathered to cheer the teams , it was seven over match, team A had won the toss and they did the batting first, team B was doing fielding. The activity was perfectly organized and each student had participated in the activity according to the group division.

Sport certainly is a tool which keeps the body disease free and physically fit. It strengthens the heart and increase the life

expectancy of an individual, appropriate body weight is easy to maintain because of sports.

Everyone enjoyed a lot during activity, and understands how to perform during tough situation and make right decision. And each one has built self-confidence.

Both the activity led the student's team building and motivation.

The activity was judged by Ms. Swapnil Mishra, Dr. Danish Chishti and Dr. Salman Shamsi

Winner of the match was Team A.

### **Faculty Arena**

Dr. Mohd. Salman Shamshi participated in Management Development Program on “ Decision Making through Analytic Hierarchy Process (AHP) “ on 11<sup>th</sup> September, 2021 at Lloyd Business School via Online Mode.

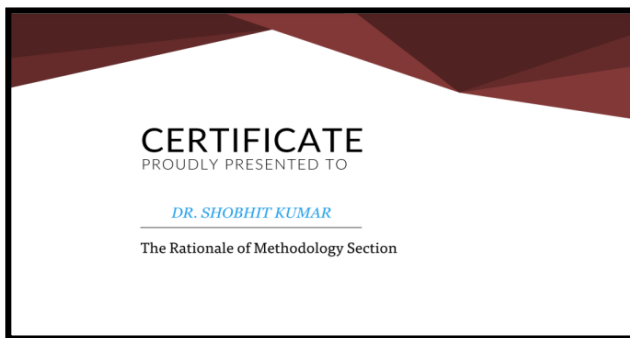


Dr. Shobhit Kumar participated as a delegate in the 7 days National FDP on Research Methodology in Social Sciences held from 22<sup>nd</sup> September to 28<sup>th</sup> September, 2021 organized by Internal Quality Assurance Cell of Dr. G Shankar Government Women's First Grade

College and P.G Study Centre, Ajjarkadu  
Udupi



Dr. Shobhit Kumar received a certificate on the Rationale of Methodology Section on 29th of September, 2021 organized by Emerald publishing



## Student's Corner

### What Machine Learning Teaches Us about CEO Leadership Style

CEOs are communicators. Studies show that CEOs spend 85 percent of their time in communication-related activities, including speeches, meetings, and phone calls with people both inside and outside the firm.

Now, new research using machine learning is attempting a deep dive into the words and facial expressions of chief executives to see if leadership style can be correlated with a firm's performance. The researchers believe their work could open new directions in big data analysis, combining image and textual analysis to create a more complete picture of how a chief executive influences firm performance.

“Machine learning is able to utilize data that is both large in size, but also in a different form than what would traditionally fit into an Excel spreadsheet,” says Harvard Business School's Prithwiraj (Raj) Choudhury, the Lumry Family Associate Professor in the Technology and Operations Management Unit. “We are now able to work on all these rich new sources of visual data.”

**Identify, analyze and mitigate the social risks to your business**



Organizations have traditionally considered followed a target market's laws to be sufficient due diligence. However, as many companies now produce their products or source their services in one country, and



then sell them to customers in another, they are increasingly under public scrutiny and face social risks to their reputation. Social risk arises from negative perceptions of an organization's impact on the community. The social risks of a venture depend on the specific issues associated with an organization's operations, the industry sector and the geographic context. Risks typically include environmental pollution, hazards to human health, safety and security, and threats to a region's biodiversity and cultural heritage. Social risk is characterized by four components in combination: an issue, a stakeholder or group of stakeholders, a negative perception about an organization, and the means to do damages.

Social risk is characterized by the following components: 1. Issue: Societal and environmental issues are taking on heightened significance on a global level. The issue is specific to the organization, the target market and the planned ventures. 2. Stakeholder: For social risk, stakeholders are a broad group that includes any person or group who may have an interest in the issue. For instance, Nike now engages with environmental organizations, human rights groups, students, colleges, trade unions, socially responsible investor groups and academia, in addition to traditional stakeholders like shareholders, employees, customers, and suppliers. 3. Perception: Stakeholder perceptions are based on various information sources, including official news media, the Internet, word of

mouth and the organization itself. Negative perceptions are more likely to arise in the absence of regular information or communication from the organization itself. Negative perceptions can be accurate or inaccurate; both can lead to challenges for the company. 4. Means: A stakeholder may possess a variety of means to affect organizational conduct. Small grassroots non-profit organizations may be able to mobilize large networks of allies very to allies very quickly.

Management and mitigation of social risk factors are increasingly important for business success abroad. The costs of losing that social license, both in terms of the organization's share price and the bottom line, may be significant. Ignoring social risk factors can lead to significant negative consequences to an organization's reputation and operations. With no mitigation plan in place, these organizations have been subject to bad publicity, consumer boycotts and other negative outcomes. The advent of social media has had a large influence on how quickly these negative consequences can be realized and spread. As organizations take advantage of global opportunities, there is a growing understanding that it makes good business sense to incorporate responsible business practices into investments and operations abroad; these practices also benefit the local economies and communities. When organizations operate in an economically, socially and environmentally responsible

manner, and they do so transparently, it helps them succeed. This is accomplished through encouraging shared values and social license with clients, customers and stakeholders. In most cases, organizations can take steps to mitigate these risks. Some organizations have successfully mitigated these concerns through a range of activities classified as corporate social responsibility (CSR), which covers all of the voluntary actions a company can take to operate in an economic, social and environmentally sustainable manner. Popular CSR steps include building closer relationships with local partners and stakeholders.

**Mr. Aman Anand ( MBA II Year )**

### **Level 5 Leadership**

e have always associated leadership with a very visible and popular role which gives you recognition and a larger than life status as a leader however the level 5 leadership proposes quite opposing characteristics of a successful leader. Jim Collins and his research team were exploring the factors that made good companies great way back in the 1960s. It was then that they stumbled upon the Level 5 leaders who were invariably at the helm of affairs of all the companies which went on to become great in their respective fields. Who exactly is a Level 5 leader? Collins describes Level 5 leader as Humility + Will = Level 5. They are the nurturing leaders who do not want credit but want success to sustain over a

longer period of time, long after they are gone.

**Level 5 leaders are modest, shy and fearless and possess the capability to transform an organization from good to great without portraying themselves as wizards with magic wands.**

They prefer talking about the company and the contribution of other people but rarely about their role or achievements. Let us have a look at the hierarchical level of leadership identified:



The Level 5 leadership clearly reestablishes the facts about a simply living and high thinking with an emphasis on personal humility taught by the older generations. The financial breakthroughs achieved by level 5 leaders prove that these characteristics can achieve tangible results as well. The most important example in this context can be cited of great world leaders like M.K. Gandhi and Abraham Lincoln, who always put their vision ahead of their

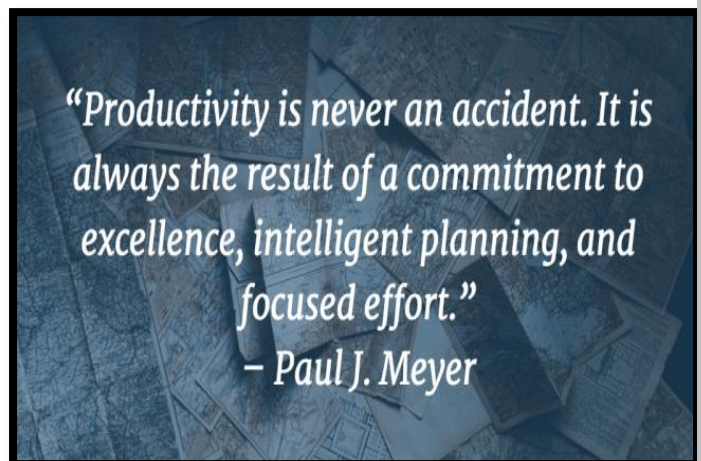
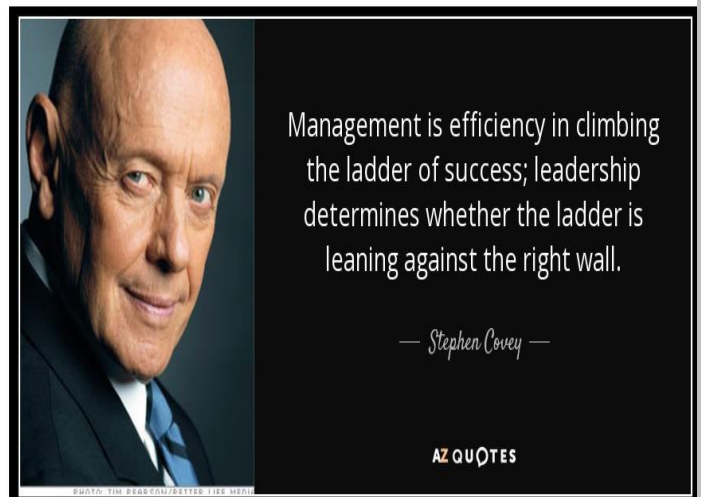


egos. They came across as shy and defenseless people in their mannerism and speech but were hardly so when it came to actions. The other example from the business leaders who fitted perfectly into this category was Darwin E Smith who was the CEO of the paper company Kimberly-Clark and turned it around to become the biggest consumer paper product company. He was a unique mix of personal humility and will; combined with risk taking ability which made him a role model for the business leaders of today.

There are certain actions performed by Level 5 leaders which separate them from the rest of the leaders and senior executives.

- The first step is their ability to identify and include right people with them towards achieving goals. Unlike the traditional method of building strategies and then looking for the right people to carry them out, they take a different route. It's about getting the right people on board and then deciding on the destination.
- They also do not shy away from facing and accepting brutal truths and realities of data, numbers and situations but at the same time they do not lose hope of a better future.
- They also strive towards aligning consistent efforts towards a goal, rather than giving one massive push they believe in small but firm pushes to bring in the momentum.

- They also exercise their judgment to understand an aspect, in depth and thoroughly, rather than burdening themselves with myriad information.
- They practice and encourage a disciplined approach towards their work life and as visionaries use carefully identified technologies to give their businesses strategic advantage.



# Motley

