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**E-NEWSLETTER**

## **Master of Business Administration**

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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.

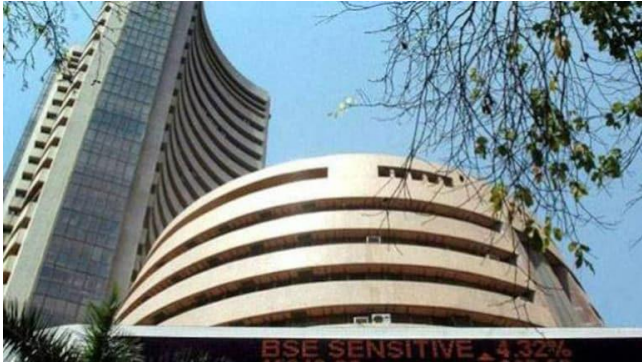
**M2-** To inculcate high Moral,Ethical and Professional standard among are student and to improve their overall personality.

**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

**Sensex crashes over 740 points, Nifty down at 16,448.20 as Russia-Ukraine conflict intensifies.**



The share market fell more than 1 per cent in early trade on Monday, with investors joining a global flight from riskier assets on worries that fresh sanctions on Russia could impact oil shipments, while the market focus was also on economic growth data due later in the day.

The blue-chip NSE Nifty 50 index was 1.26 per cent or 210.20 points down at 16,448.20, and the S&P BSE Sensex dropped 1.34 per cent or 746.80 to 55,209.58. Both the indexes posted their third straight weekly losses on Friday.

### **GDP OF INDIA**

India's GDP data is set to be released today. The country's economy likely grew 6 per cent year-on-year during the three months ended December 2021, slower than the previous two quarters, with fears growing over slowing momentum after Russia's invasion of Ukraine, a Reuters survey of economists showed last week.

### **OIL PRICES**

Oil prices jumped on Monday on escalating sanctions on Russia, heightening fears that oil shipments from the world's second-largest producer could be disrupted.

**Crypto currency price latest: Bit coin drops below \$38,000, other major altcoins fall**



Prices of bit coin and crypto currencies dropped significantly as the Russia-Ukraine war intensified. In global crypto currency markets, bit coin was in the middle of its recent range, trading just below \$38,000. Other major altcoins have plummeted.

### **BITCOIN, ETHER DOWN**

Bit coin was down by over two per cent at \$37,803.62. The second largest crypto currency by market capitalization, Ethereum, was down over three per cent at \$2,610.33.

### **OTHER CRYPTOCURRENCIES FALL**

XRP was down by over two per cent, Terra fell by three per cent, and Solana crashed by 0.64 per cent, Avalanche was over five per cent, Polkadot fell by two per cent.

Other crypto currencies, Stellar was down by over three per cent, Dodge coin over one per cent, Shiba Inu fell by over one per cent, and Polygon dropped over one per cent.

### **GLOBAL CRYPTO VOLUME TANKS**

Bit coin dipped last Thursday while it gained momentum and has been trading above US\$37,000 over the weekend," Edul Patel, CEO and Co-founder, Mudrex said.

"Immediate resistance of US\$40,000 can stall the current price bounce. The second-largest crypto currency, Ethereum, is currently

trading at the US\$2,700 level. According to the market cap, major crypto currencies fell due to the war crisis between Russia and Ukraine. The situation is creating tension among crypto traders.

## College Update

### Awareness and Training program

**Date:** 15th February, 2022.

**Venue:** New Auditorium

It was the moment of great pleasure that Shri Ram Murti Smarak College of Engineering and Technology, Bareilly organized an awareness and training program on "INTELLECTUAL PROPERTY RIGHTS" on 15th February, 2022.



The elocutionist of the session was Mr. Shailendra Singh (Examiner of Patents and Designs, Group-A Gazetted) and his professional working was from DPIIT, Patent Office, Ministry of Commerce and Industry, New Delhi. The speaker was gratified with the sapling. Intellectual Property Rights (IPRs) are legal rights that protect creations or inventions resulting from intellectual activity in the industrial, scientific, literary or artistic fields. The intact training session brought the theme "Creative India, Innovative India" among the

audience. The absolute gross concepts of the IPRs were integrated in the domain by the key note orator. The program concluded with the vote of thanks by Prof (DR.) Nitin Sharma (Director, Pharmacy) and was flooded with the waves of experience on IPRs.

### Motivational Lecture

**Date:** 11th February, 2022.

**Venue:** New Auditorium

The online motivational lecture on "ME, MY FAMILY AND MY NATION" by key note speaker and special guest Commander VK Jaitly: Ex-President IIT Kharagpur Alumni Foundation was scheduled by SRMSCET, BAREILLY on 11th February, 2022 from 11:20 AM - 12:20 PM. The target audience various students from different departments along with the faculty members.

He inspired the youth to care for the family, and nation. The entire session was persuasive and encouraging. The session ended by fabricating the auditorium with enthusiasm.

## Departmental Activities

The Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly (SRMSCET) in collaboration with the UN Global Compact Network India (UNGC) and Dr. A. P. J Abdul Kalam Technical University, Lucknow(AKTU) organised the 3rd International Conference on Emerging Issues on Contemporary Business Practices in the Era of Intelligence (EICBI) - Sustainable Economic Development through Technological Transformation on 26th February 2022 in New Seminar Hall, at Shri Ram Murti Smarak College of Engineering and Technology, Bareilly. The International

Conference saw the presence of more than 300 delegates from all over the world and more than 62 papers were accepted.

The Itinerary of the Conference was preceded by calling the House to Order by MOC, Ms. Happy Sinha

The conference was also addressed by Shri Dev Murti – Chairman, SRMS Trust, he delivered his Words of Wisdom and added interesting perspective about the Era of Intelligence with a quote “Data is becoming new Raw Material for the business”.



The Best Paper award for the tracks were as follows:

**Track 1 Marketing:** Role of demographic factors in making customer aware regarding corporate social responsibility in banking industry.

**Track 2 HR:** Panoptic study of digital competence: A Bibliometric study using vosviewer.

**Track 3 (GEN MGMT and IT):** Role of family and home caregivers in Home Healthcare Management their dilemma and challenges for chronic and critical disease patients in Covid times.

**Track 4 (FIN):** Impact of Microfinance on Quality of Life of Poor People before and after joining Self Help Groups” A Comparative study on selected blocks of Meerut District.

### Workshop on Excel Analytics

The Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly (SRMSCET) organized a 5 days’ workshop on Excel analytics wherein in the students will be learning advanced excel, VBA automation, Macros, Pivot table etc.

This workshop is an initiative to make the students industry ready.



### Student’s Achievement

The students showed great enthusiasm in the International Conference and wrote research papers for the same. The students were guided by the faculty guides who acted as mentor for the students and kept motivating them for research.

The students got aware about how the research is done. A separate track was finalized for the students where they presented the paper which was session chaired by Dr. Shobhit Kumar Saxena .

The best paper award was given to the paper titled: **Impact of Facebook as learning tool on students during Covid which was written by Ms. Muskan Rana and Ms. Shubhi .**

## Faculty Arena

Dr. Pankal Agarwal, Associate Professor at SRMSCET Bareilly acted as the resource person in a live webinar Digital Marketing on 21st February, 2022 organized by RNB Global University. He briefed about the importance of Digital Marketing in today's corporate life. He deliberated on how the Digital marketing has brought an effective change in today's era where Covid has affected the life style of every individual and Business enterprises



He also imparted a guest lecture on Diital Marketing: A Bandwagon organized by Teerthanker Mahavir Institute of Management

and Technology via online mode. He emphasized on how Digital Marketing has transformed today's era into a global Village where every thing is available at single click.

## Student's Corner

Moonlighting refers to as an employee direction to work with two different companies at same time. Many Employees contribute to the second job by working additional hour either through additional jobs or through self-employment. A second job also called a second gig, is an additional job that a person takes in addition to primary job with respect to supplementary income. When employee not satisfies by current job and income, then they move to second job.

Over the past decade a job satisfaction is very initial factor of employees. Seeking for second job is taking a place of trend among professionals. At present time, desires are endless of each and every one. Moonlighters are increase because of remote work. Betts (2006) found that it was a persistently well-established global trend and moonlighting practices were found in both skilled and unskilled labor.

Meyer and Allen (1991) have depicted that work related factors are some of the major determinants of job satisfaction. According to Lambert and Hogan (2009) work related factors may be economical, psychological or social in nature.

Their research depicts moonlighting as a result of "financial gluttony", but this is not the only reason that motivates people to seek second job in addition to the first permanent job.

Therefore, the present study aims creating employee awareness and perception in an organization.

# Motley

