



MANIPAL UNIVERSITY
JAIPUR

(University under Section 2(f) of the UGC Act)

Department of Commerce **NEWSLETTER**

Issue: Jan-March 2025



INSTITUTION'S
INNOVATION
COUNCIL

(Ministry of Education Initiative)



Rankings 2024

University: **64**

Engineering: **64**

Management: **73**

Law: **29**

Architecture: **33**



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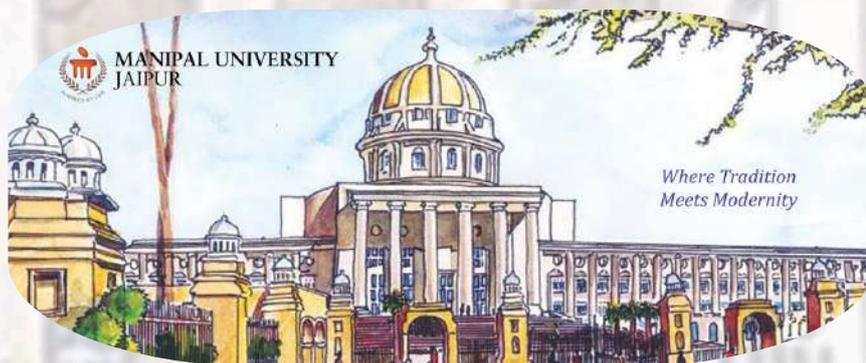
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About the Department

The Department of Commerce at Manipal University in Jaipur was founded in 2012. To strengthen academic industry linkages, the department has signed memorandums of understanding (MOUs) with the International Skill Development Corporation (ISDC) of the UK, the Association of Chartered Certified Accountants (ACCA) of the UK, NorthStar Edtech Pvt Ltd. and Certified Management Accountant (CMA) , USA. The Department of Commerce promotes excellence in teaching Graduate and Postgraduate programs. The department has two undergraduate programs and one postgraduate program. MUJ's commerce program is geared to meet the needs of emerging markets while also providing good work prospects to students. It seeks to equip students with a diverse set of skills and abilities in the fields of commerce and management. Bachelor of Commerce Hons. in Accounting has a collaboration with ACCA (Association of Chartered Certified Accountants) UK, which has nine papers exemption. Faculty members have an established track record of research and publishing in Banking, Accounting, Finance, Entrepreneurship, Marketing, Human Resources, and related topics.



Leadership Insights

HOD's Message

**Dear Students, Faculty Members, and Readers,
Greetings!**

It is my pleasure to present the quarterly edition of the newsletter of the Department of Commerce. This newsletter highlights the activities and events conducted by the department from January to March 2025. This quarter has been marked by active academic engagement, enthusiastic student participation, and collaborative achievements that reflect the dynamic spirit of the department. We successfully organized several key initiatives during this period, including guest lectures by industry professionals, skill-building workshops, and insightful seminars. These events have not only enhanced the students' academic learning but also bridged the gap between theory and real-world application.

As the field of commerce continues to evolve, we remain committed to preparing our students for the challenges and opportunities of the modern economic landscape. From discussions on sustainable business practices to the impact of digital finance, department efforts are focused on creating well-rounded and forward-thinking graduates.

I would like to congratulate our dedicated faculty and the ever-enthusiastic student body for their contributions in making this quarter a meaningful one. This newsletter stands as a reflection of your hard work, creativity, and growth.

Let us continue to move ahead with a sense of purpose, professionalism, and passion.

NEWS & Events Organized



A Grand Celebration of Sportsmanship at Manipal University Jaipur.

The Faculty of Management, Commerce, and Arts, in association with the Directorate of Sports, has successfully organized VARCHASVA 2.0 on 12th-13th February 2025—an electrifying sports extravaganza that embodied the spirit of competition, teamwork, and resilience!

With adrenaline-pumping matches, intense rivalries, and unwavering enthusiasm, the event saw incredible participation from students, faculty, and staff. Every game was a testament to the dedication and sportsmanship that define our university's vibrant culture. A heartfelt congratulations to all the participants, winners, and organizers who contributed to making VARCHASVA 2.0 a phenomenal success! Your passion and commitment continue to inspire a culture of excellence beyond academics.



Expert Session on
**NAVIGATING THE FUTURE: KEY TAX
REFORMS IN THE 2025 BUDGET**

A dynamic session on "Navigating the Future: Key Tax Reforms in the 2025 Budget" By CA Amit Vijay on 5th February was hosted by the Department of Commerce. The session aimed to educate students and faculty about the key changes in tax policies, their role in shaping future economic growth, and how these reforms will influence national and global financial landscapes.

**ACCA event, organized by the International
Skill Development Corporation (ISDC)**

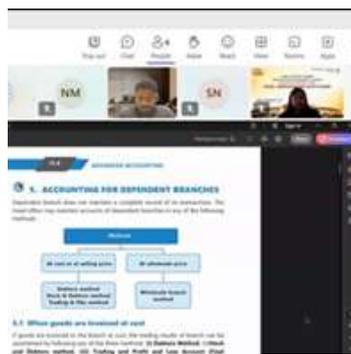
On February 17, 2025, the International Skill Development Corporation (ISDC) hosted an ACCA event at the Jaipur Marriott Hotel. Titled "Future Finance Leaders: Insights and Inspiration," the event aimed to equip B. Com (Hons.) Accounting students with essential finance skills and networking opportunities. Led by ACCA (UK) experts and guided by Dr. Sunny Dawar and Dr. Gaurav Lodha, the program provided valuable insights into future financial market transformations for first and third-year students.





Workshop on "Financial Education for Young Citizens"

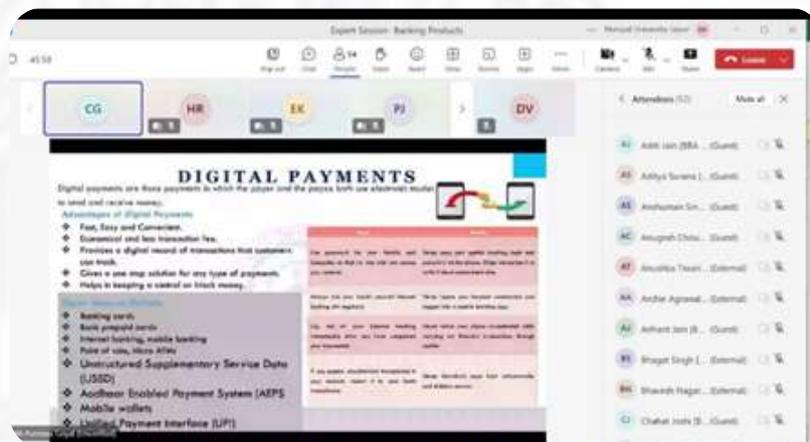
The Department of Commerce, partnered with NISM and SEBI to host a successful Financial Education for Young Citizen workshop, promoting SDG-4 (Quality Education). Dr. Ishu Tayal (NISM Empaneled Expert and Regional Head, NSDL) guided students on financial planning, investment, and risk management.



Expert session on Departmental Accounting

From February 09th -16th, 2025, the Department of Commerce, organised online expert sessions on accounting, finance, and auditing. Guided by Dr. Parthvi Rastogi and led by Mr. Sanket Gupta (EY Audit Consultant), these sessions provided students with practical industry insights.

Industry expert lecture on “Digitalization in the Banking Sector”



On February 24th and 27th, 2024, a curriculum-based expert lecture on ‘Digitalization in the Banking Sector’ was conducted. The session, led by CMA Purnima Goyal, Co-founder of Wealth-Pluz Financial Services and Joint Secretary at ICAI, Jaipur Chapter, provided valuable insights into the impact of technological innovations on banking operations and the introduction of new banking products. The speaker engaged with students, highlighting how digitalization has revolutionized the banking system and discussed the key challenges the sector faces due to technological advancements. Additionally, she introduced students to the various banking products offered by the industry.

Campus to Corporate



Excited to share that the Campus to Corporate event took place on March 26, 2025 in collaboration with ISDC. The event featured insightful sessions from the following speakers:

Hadrine H. Pereira, Head, Corporate Relations & Placement, ISDC.

Syed Ismail Zabiulla, Assistant Manager, Corporate Relations & Placement, ISDC

Siddhant Chandel, Regional Head, Business Relationship, ISDC

Dr. Renu Singh, Senior Trainer - Fintech, ISDC

It was an engaging and informative session bridging the gap between academic learning and the corporate world.



Faculty Retreat

The Department of Commerce is thrilled to share the success of our recent Faculty Retreat focused on "Building a High-Performance Organization." The event brought together our esteemed faculty members for engaging discussions, valuable insights, and collaborative efforts in shaping a high-performing future.

Event Highlights:

- Collaborative discussions to enhance faculty engagement and productivity.
- SWOT Analysis for department growth.
- Strategies for academic and research excellence.
- Best practices for fostering innovation and collaboration.
- Interactive sessions on leadership and professional development

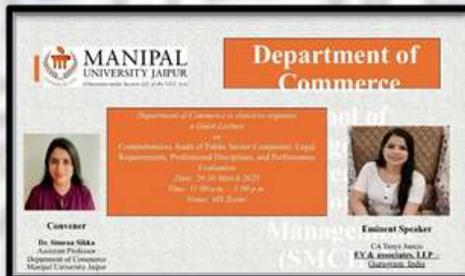
Empowering the Next Generation of Entrepreneurs: A Collaborative Effort by the Department of Commerce and AIC-MUJ!

In collaboration with AIC-MUJ, the Department of Commerce had the pleasure of hosting B.Com students, offering them an insightful exploration into the world of entrepreneurship and innovation. Through engaging discussions and interactive sessions, students gained valuable knowledge about the startup ecosystem, the support available to emerging entrepreneurs, and inspiring success stories from our incubation centre. This visit was a crucial step in nurturing an entrepreneurial mindset, encouraging students to think beyond traditional career paths and embrace innovation. Dr. Shilpa Joshi from Department of Commerce, coordinated this enriching event with AIC MUJ.

We look forward to seeing these students transform their ideas into impactful ventures!



Guest lecture on "Comprehensive Audit of Public Sector Companies: Legal Requirements, Professional Disciplines, and Performance Evaluation."



The Department of Commerce had the privilege of hosting an insightful industry guest lecture on "Comprehensive Audit of Public Sector Companies: Legal Requirements, Professional Disciplines, and Performance Evaluation."

A huge thank you to our esteemed speaker, CA Tanya Juneja from EY & Associates, LLP, Gurugram, for sharing her expertise and real-world insights into cost and management audit practices. From legal mandates to performance evaluation, the session provided a wealth of knowledge for our students and faculty alike.

Special thanks to everyone who participated and contributed to the engaging discussions. Looking forward to many more such enriching learning experiences!



Placements & ACCA Achievers

Successful Placements at Deutsche Bank

Congratulations to our students on their successful placements at Deutsche Bank! Your hard work and dedication are paying off, and we can't wait to see where this journey takes you.



Placements at Genpact

A heartfelt congratulations to our exceptional stars from the Department of Commerce who have successfully secured positions at Genpact! This achievement stands as a testament to your determination and effort. As you step into this exciting new chapter, we wish you nothing but the best in your journey ahead!

In Pursuit of Excellence: Celebrating Our ACCA Achievers



**220903060
Ishita Agarwal**



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**220903033
Suhani Jain**



**220903004
Nandini Punjabi**



**220903005
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**220903024
Rashi Yadav**



**220902041
Anubhav Jagnani**

Faculty Publications January-March '2025

Between January and March 2025, the department showcased a strong academic performance with a total of six Scopus-indexed publications. These included two publications in Q1, one in Q2, one in Q3, and two in Q4, reflecting a balanced contribution across different quartiles. Additionally, the department enriched its research output by publishing one Scopus-indexed book chapter, further demonstrating its commitment to quality scholarly work.

Journal Publications					Scopus-Indexed Book Chapter
Count	Q1	Q2	Q3	Q4	
	2	1	1	2	1

Newly joined faculty Member



Dr. Jose Mamman
Ph. D. From Manipal Academy of
Higher education, Manipal.
Broad Area of Research:
Entrepreneurship

Reflection



Dr. Jose Mamman

The Impact of Terrorism on Regional Tourism

Introduction

Tourism is one of the most dynamic and fastest-growing sectors in the global economy. It provides employment, promotes cultural exchange, and fosters regional development. However, it is also one of the most vulnerable industries, especially to sudden shocks such as natural disasters, pandemics, and terrorism. Of these, terrorism poses a particularly complex threat because it directly targets perceptions of safety and stability, which are critical to the success of any tourist destination.

This article explores how terrorism affects regional tourism, the economic consequences that follow, the social and psychological impacts on host communities, and strategies for recovery and resilience.

Understanding the Relationship Between Terrorism and Tourism

Terrorism Defined

Terrorism refers to the use of violence and threats to intimidate or coerce, especially for political purposes. It often involves attacks against civilians and is designed to create widespread fear and insecurity. When terrorism occurs in or near popular tourist destinations, it significantly affects tourism patterns.

Tourism's Dependence on Safety

Tourism is highly sensitive to real or perceived risks. Destinations perceived as unsafe quickly fall out of favor with travelers. Even when incidents are isolated, they can cause long-lasting reputational damage. Unlike other economic sectors, tourism involves discretionary spending, and tourists can easily choose alternate destinations in response to security threats.

Economic Impacts of Terrorism on Regional Tourism

1. Decline in Tourist Arrivals

The most immediate impact of terrorism is a sharp decline in tourist arrivals. Terrorist incidents can lead to mass cancellations, especially when widely reported in the media. International travel advisories often follow such incidents, further discouraging potential visitors.

For example, after the 2015 Paris attacks, France saw a significant drop in tourism, particularly from Asian markets. Similarly, countries like Egypt, Turkey, and Sri Lanka have seen major declines in visitors following terrorist incidents.

2. Loss of Revenue and Employment

Tourism is a major source of income for many regional economies. A decline in tourist numbers directly affects revenue for hotels, restaurants, transport operators, tour guides, and other businesses. This, in turn, leads to job losses, particularly in areas where employment opportunities outside tourism are limited.

In regions like Bali, Indonesia, or Goa, India, where the local economy relies heavily on seasonal tourism, a single incident can lead to widespread economic hardship. This is especially true for informal workers and small businesses, which lack the financial resilience to withstand long downtimes.

3. Reduced Investment and Business Confidence

Investors are wary of unstable regions. Terrorist activity can deter investment in tourism infrastructure, such as hotels, resorts, and transport facilities. Businesses that do operate in such regions face higher insurance costs, reduced customer demand, and potential legal liabilities.

Furthermore, governments may need to redirect funds toward security and emergency response rather than tourism promotion and development. This shift can further slow down tourism recovery.

Long-Term Impacts on Destination Image

1. Damage to Destination Branding

A destination's image is crucial to attracting tourists. Once linked to violence or terrorism, a region struggles to rebrand itself as safe and attractive. For example, despite increased security and positive developments, Pakistan and Afghanistan continue to face challenges in rebuilding their tourism sectors due to persistent associations with terrorism.

Media coverage plays a powerful role in shaping these perceptions. Images of violence or civil unrest broadcast globally can override years of promotional work. As a result, even remote or unrelated areas within a country may suffer due to regional proximity to the incident.

Case Examples

1. Kashmir, India

The region of Jammu and Kashmir, particularly towns like Pahalgam and Gulmarg, is a prime example of how terrorism impacts regional tourism. Known for its stunning landscapes and religious significance, Kashmir has experienced several decades of political unrest and militancy.

Terrorist incidents—such as attacks on security forces or pilgrims during the Amarnath Yatra—have repeatedly led to tourism slowdowns. The ripple effect impacts thousands of local workers who depend on tourist seasons for income. Despite repeated attempts to revive tourism, lingering security concerns, negative media portrayal, and travel advisories continue to limit growth.

Strategies for Recovery and Resilience

1. Crisis Management and Communication

Quick and transparent communication is critical following a terrorist incident. Governments and tourism boards must coordinate to issue timely updates, reassure travelers, and correct misinformation.

A designated crisis management task force, media liaison officers, and 24/7 tourist hotlines can help manage uncertainty and build trust.

2. Improved Security and Emergency Preparedness

Tourist destinations should invest in visible but non-intrusive security measures. These include:

- Surveillance and monitoring systems
- Emergency evacuation plans
- First aid and medical support near major tourist attractions

Training hospitality workers in crisis response also helps mitigate panic and ensures safety.

3. Public-Private Partnerships

Collaboration between governments, private sector businesses, and local communities is essential for rebuilding tourism. Public-private partnerships can help finance security upgrades, promotional campaigns, and rehabilitation programs for affected businesses.

Involving local voices in decision-making ensures that recovery efforts are culturally sensitive and sustainable.

Conclusion

Terrorism poses a grave threat to regional tourism, striking at the heart of what makes travel desirable: safety, freedom, and enjoyment. Its impacts are far-reaching, affecting not just visitor numbers but entire local economies, social structures, and mental well-being.

However, history shows that recovery is possible. With the right mix of policy intervention, community resilience, and strategic planning, regions can bounce back and rebuild stronger, more sustainable tourism systems. The key lies in not only responding to terrorism but in proactively preparing for the challenges it presents—protecting both visitors and the communities that welcome them.



Reflection



Khushi Maniyar
(B.com Hons. 3rd Year)
(Graduated)

Will AI Replace Humans? An Exploration of the Future of Work and Human-AI Interaction

Artificial intelligence (AI) has ignited discussions on if it will replace humans in several areas of life and labor because it has developed at a very fast pace in the past several decades. Technological evolution continues still, yet the basic question arises: will AI replace any humans? Both hope and also fear are raised by machines that may be replacing humans. The full effect of AI upon society, creativity, and human work generally still remains to be seen, whereas AI holds the entire key to innovation, efficiency, and convenience. The following is an article that examines AI's possible ramifications on human work and presents both the challenges and opportunities. AI describes how such devices imitate human intelligence and programs those selfsame devices, so they reason, learn, and think. Important strides in such fields as robotics, automation, AI, natural language processing, and machine learning have been made throughout the years. Industries from healthcare, finance, and manufacturing as well as even customer service have already begun to change due to these advancements. AI is able to analyze great amounts of data, recognize different trends, and then decide, thus changing the way businesses operate and the way people interact via technology. AI capabilities are in the process of being integrated into tools.

Thus, human productivity is in this way being improved upon. AI-powered virtual assistants such as both Siri and Alexa help people to manage the daily tasks. For example, state-of-the-art artificial intelligence algorithms drive autonomous vehicles as well as drive robots in warehouses. The ability of AI to accomplish repetitive jobs at a faster and higher rate than humans is pushing it towards becoming popular in all industries. Although, this growth raises the question: Will AI someday surpass human intelligence in every aspect, leaving human employees out of jobs? One of the greatest concerns about AI is that it will replace human employees. Industries with repetitive, manual, or data-driven jobs are most vulnerable to automation. These types of jobs in sectors like manufacturing, logistics, and customer service are already undergoing significant shifts due to AI and automation. For example, in the automobile sector, robots build cars with a precision and speed that is much greater than human labor. Along similar lines, AI is transforming fields such as finance, where algorithms can now scan financial markets, conduct risk analysis, and even make investment decisions faster than any human can. The advent of robo-advisors for wealth management is another sign of AI doing jobs previously performed by financial advisors. Besides, AI has revolutionized data analysis in the healthcare sector. Machine learning algorithms can now diagnose diseases, interpret medical images, and even predict patient outcomes from previous data. While AI is seen as a technology that can assist healthcare workers, its growing capabilities are dreaded to lead to the automation of healthcare jobs, potentially reducing the need for some medical staff. For instance, in arts, AI can create music or produce paintings in a style that already exists, but it does not have the same level of emotional depth and personal experience that motivate human creativity. Likewise, AI is unable to perfectly imitate human emotional intelligence—the skill to understand and handle one's emotions, as well as the emotions of others.

Certain careers like counseling, teaching, and social work demand an in-depth understanding of human behavior, something AI cannot do. Additionally, decision-making and leadership in complex, uncertain situations are human capabilities by nature. Inspiring, motivating, and relating to people are capabilities that AI cannot copy. Humans have a certain empathy, intuition, and comprehension that machines are still unable to match, and therefore positions in management, diplomacy, and negotiations are domains where human capabilities take center stage. Instead of replacing humans, it is more probable that AI will enhance human abilities. Most experts are of the view that AI will serve in the future as a collaborator, complementing the productivity and creativity of humans. For instance, in the area of education, AI-based tools can assist in personalizing learning processes, enabling students to receive customized recommendations based on their learning capabilities and requirements. Teachers, nonetheless, will remain necessary to direct students, encourage critical thinking, and provide emotional support. AI's integration into workplaces can also free humans from mundane, repetitive tasks, allowing them to focus on more complex and strategic aspects of their jobs. In industries like healthcare, for instance, AI can assist doctors by analyzing patient data and providing insights, but human doctors will still be responsible for making final decisions and offering personalized care. The partnership between humans and AI could lead to more innovation and efficiency. For instance, in computer programming, AI-based tools can help programmers write code faster by finding bugs or offering recommendations. Yet, programmers must still make overall decisions and guarantee that the code will suit users' needs. The issue of whether AI will replace humans is not a straightforward one. While AI can transform industries, enhance efficiency, and complement human abilities, it is not likely that it will completely replace humans.

Rather, AI is likely to change the character of work and human roles within society. Instead of regarding AI as a rival of human labor, we need to regard AI as a complementary strength for further accelerating human ability. With routine, repetitive processes going over to robots and software systems, we should turn more effort toward projects which call on humanity's talents and creativity of vision—competency in matters AI can currently neither approach nor equate.". Ultimately, the question needs to be one of how we can learn to adapt to changing work patterns and make sure AI is working for the best interests of humanity. This will demand careful planning, investment in retraining and education, and dedication to applying AI in ethical, equitable, and socially beneficial terms.





INSPIRED BY LIFE