MANIPAL UNIVERSITY JAIPUR

Department of Commerce
NEWSLETTER

Issue: April-June 2024

ज्ञान–विज्ञानं विमुक्तये
UGC
*(University under Section 2 (f)
of the UGC Act)*

A+
NAAC

Accredited with
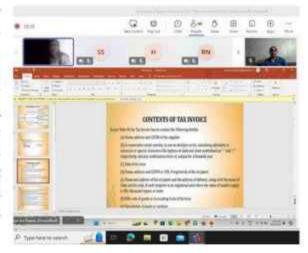**NAAC A+ Grade**
with 3.28 Score

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.

Curriculum-based industry expert lecture on "Tax Invoice, Debit Note, Credit Note, Reverse Charge Mechanisms, Returns, Audit in GST"

The recent curriculum-based industry expert lecture, led by CA. Priyanka Bapna was organised on 10th April 2024 focusing on critical aspects of GST including Tax Invoices, Debit Notes, Credit Notes, Reverse Charge Mechanisms, Returns, and Audits. Given GST's significance as a major indirect tax in India, this session aimed to provide B.Com (Pass) and B.Com (Hons.) students with comprehensive knowledge on GST provisions, essential for future business practices. With over 8 years of expertise in GST reporting and audits, CA. Bapna offered detailed insights and practical guidance, helping students understand and navigate the complexities of GST compliance.
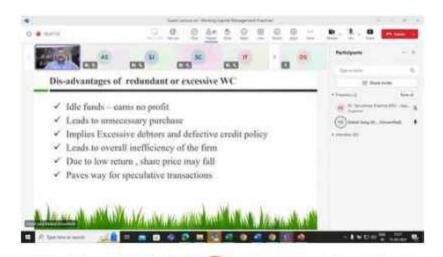

Industry Expert Lecture on "Filling of Company Accounts"

The Faculty of Management and Commerce (FOMC) at Manipal University Jaipur hosted an industry expert session on "Filling of Company Accounts" by CA. Deepak Kumar on 12th April 2024 for second-year B.Com students. The session focused on the preparation and compliance of company accounts, including financial statements, balance sheets, and GST filings. The event aimed to inspire students and provide practical insights into working with company accounts, emphasizing the importance of regulatory compliance and transparency. The session was well-received, with Dr. Tina Shivnani extending a vote of thanks at the conclusion.

Guest lecture on "Working Capital Practices"

The Department of Commerce organized a guest lecture on "Working Capital Practices", led by CA. Vishal Garg, Head of Finance and Control at Nokia Solutions and Networks on 15th April 2024. Aimed at educating B.Com. students, the session provided practical insights into working capital management and its impact on financial health and operational success. With 24 years of extensive experience in various industries, including technology, FMCG, and manufacturing, CA Garg shared his expertise on managing working capital, balancing growth, profitability, and liquidity. The well-received lecture concluded with a vote of thanks from Dr. Tanushree Sharma.

Curriculum-based industry expert lecture on "Investment Accounting, Analysis, and Avenues"

The curriculum-based industry expert lecture on "Investment Accounting, Analysis, and Avenues" was conducted on 18th April 2024 to help B.Com and M.Com (Financial Analysis) students understand various investment options and their analysis to enhance profitability. Led by Mr. Harsh Singh, a seasoned Freelance Investment Advisor, the session aimed to provide an overview of investment avenues and strategies for maximizing returns. Emphasizing the importance of investment accounting and effective fund utilization, the lecture equipped students with essential knowledge to navigate the financial world and make informed investment decisions

Three-day National webinar Series on "Business Valuations"

A webinar on "Business Valuations" was conducted on 21st,22nd and 24th April 2024 by Dr. Neelam Rani from IIM Shillong,aimed at B.Com and B.Com (Honors) students. The event focused on educating participants about the importance of business valuations in understanding a company's current financial health, development potential, and market position. It highlighted how valuations provide critical insights that can guide investors in making informed investment decisions and assist business owners in identifying areas for improvement to enhance value.

The session underscored the necessity of accurate and timely business valuations for making strategic decisions, negotiating deals, and raising funds.

Two Day Workshop on "Vittiya Saksharta" "ek kadam samridhi ki rah par"

The Department of Commerce, in collaboration with the HR department, organized a two-day workshop titled "Vittiya Saksharta: Ek Kadam Samridhi Ki Rah Par" for the security guards at Manipal University Jaipur on May 22-23, 2024. Led by Dr. Bhaskar Arora and Dr. Saurabh Sharma from the Department of Commerce, the workshop focused on equipping participants with practical financial management skills and strategies to enhance their income. Aimed at improving financial literacy and promoting overall well-being, the event provided valuable insights to help security guards navigate their economic challenges and secure a better financial future.

Faculty Publications- (April-June 2024)

The Department of Commerce published three papers: one in QI (Scopus), one in Q3 (Scopus), and one in ABDC. Additionally, the department released six Scopus- indexed book chapters and one non-Scopus book chapter. Between April and June 2024, the department also secured two patents.

Placements Statistics April-June 2024

Rida Fatima
India First

Akram Raza
Cincooni

Bharti Vyas
India First

Nistha Sethia
Cincooni

Purav Bhayana Prahit
Consulting Services

Yash Kapoor Prahit
Consulting Services

Reflections

Dr Simran Sikka
Assistant Professor

Unleashing the power of AI in social media

With artificial intelligence (AI), computers can now mimic human intelligence and carry out operations that have historically required human cognition. AI is a paradigm change in computing. The development of algorithms and models with independent reasoning, data-driven learning, and decision-making capabilities is the essence of artificial intelligence (AI). Artificial intelligence (AI) is transforming every industry and our relationship with technology. For example, intelligent systems like self-driving cars and medical diagnostic tools, as well as voice assistants like Siri and Google Assistant. Artificial intelligence (AI) systems can examine large volumes of data, identify patterns, and extract previously unattainable insights by utilising methods like deep learning, machine learning, and natural language processing. A computer program or robot with artificial intelligence (AI) can learn and develop to address problems that humans or intelligent subjects often handle. In today's world, social media and artificial intelligence (AI) have grown entwined, with AI technology influencing how social media platforms function and how users interact with information. How social media and artificial intelligence (AI) work together has completely changed how people engage online and consume material today. Social media platforms cannot function without artificial intelligence (AI) technology, which powers complex content personalisation and recommendation systems that examine enormous volumes of user data to customise feeds and adverts, increasing user pleasure and engagement. While AI-powered content moderation tools use computer vision and natural language processing to quickly identify and remove offensive or harmful content, machine learning algorithms optimise content delivery to ensure users receive pertinent information promptly. This helps to maintain a friendly and safe online community. Additionally, by segmenting consumers according to demographics and behavioural patterns, AI makes targeted marketing and advertising more accessible and allows advertisers to create more effective campaigns that yield a higher return on investment. AI- powered chatbots and virtual assistants offering in-the-moment assistance and interactive engagement can improve user experiences, and trend prediction algorithms can assist in curating trending and newly discovered material that promotes community involvement and exploration. With tools that greatly expedite the development and delivery of material, artificial intelligence has completely changed how influencers and content creators manage their social media presence. After investing significant effort in creating engaging content, creators may now rely on AI- powered tools to automatically generate and schedule posts across several social media channels, complete with appropriate hashtags and shortened URLs. In addition to improving content management efficiency, this automation frees more time for strategic emphasis.

Furthermore, by evaluating enormous volumes of data from brand accounts and audience interactions, AI-driven social media listening solutions offer deep insights that assist marketers and producers in identifying patterns, improving content, and fostering more effective engagement. AI also predicts the language and ad formats that will work best to optimise social media ads, increasing click-through rates and conversions. Additionally, it helps find the proper influencers by utilising data to identify people who can significantly increase a brand s visibility and engagement. These developments in AI enable marketers and producers to manage their social media presence more efficiently and significantly. The spread of false information via AI-generated bots and deepfakes, as well as ethical issues with privacy, algorithmic bias, and transparency, are significant obstacles to integrating AI. Strong AI governance is required to address these problems, and cooperation between tech firms, governments, and civil society is essential to ensuring that the advantages of AI in social media are used sensibly and reasonably. The future of digital communication will indeed be shaped by AI's increasing integration with social media, which will drive innovation while also requiring careful control to minimise any potential adverse effects on society.

Student

Komal Singh
Student – M.Com. III

Emerging issues of Commerce
"Key Challenges and Trends in Modern Commerce"

Emerging issues in commerce are reshaping how businesses operate and interact with consumers in an increasingly digital and globalized world. One of the most significant challenges is the rise of e-commerce, which, while offering convenience, also presents concerns around cybersecurity, data privacy, and customer trust. As more transactions shift online, businesses must invest in robust security measures to protect sensitive customer information from data breaches and cyber-attacks. Failure to do so can lead to severe reputational and financial damage, as well as loss of consumer confidence. Another emerging issue is the rapid growth of mobile commerce (m-commerce), where consumers increasingly use smartphones and tablets for purchasing goods and services.

This trend pushes businesses to create mobile-optimized websites and apps, ensuring seamless shopping experiences. However, the challenge lies in balancing convenience with security, as mobile platforms are more vulnerable to hacking attempts, phishing scams, and malware. Additionally, the global nature of commerce today brings regulatory challenges. With businesses now operating across borders, they must navigate complex legal landscapes, including taxes, tariffs, and differing consumer protection laws. Compliance with the General Data Protection Regulation (GDPR) in the European Union and similar laws in other regions adds another layer of complexity, requiring businesses to adapt their practices to meet local legal standards. Sustainability is also becoming a major concern. Consumers are more conscious about the environmental impact of their purchases, pushing companies to adopt eco-friendly practices. This shift requires businesses to rethink their supply chains, packaging, and overall business models to reduce their carbon footprint, creating both opportunities and challenges. In conclusion, the emerging issues of commerce—cybersecurity, mobile commerce, regulatory compliance, and sustainability—are pushing businesses to innovate and adapt. Those that successfully navigate these challenges while building trust and offering value to customers will thrive in the evolving commercial landscape.

Dr. Jai Prakash Asopa
PhD from TAPMI, Manipal University Jaipur
Broader Area of Research: Student Satisfaction in
Management Education

Dr. Pushpender Kadian
Ph.D. from Department of Commerce, Central University
of Rajasthan, Ajmer Broader Area of Research:
Intellectual Capital, Corporate Governance, and
Environmental Accounting

INSPIRED BY LIFE