



MANIPAL UNIVERSITY
JAIPUR

**VOLUME 6
JANUARY –
MARCH
2025**

MANAGEMENT INSIGHT NEWSLETTER

**BY DEPARTMENT OF BUSINESS
ADMINISTRATION**



DEPARTMENT OF BUSINESS ADMINISTRATION

JANUARY – MARCH

BUSINESS THOUGHT

**“SUCCESS IS OFTEN ACHIEVED BY
THOSE WHO DON'T KNOW THAT
FAILURE IS INEVITABLE”**



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INTRODUCTION OF THE DEPARTMENT

The Department of Business Administration was established in 2016. The department fosters excellence in teaching graduate in business administration. Apart from classroom learning, students are given practical exposure through frequent industry interactions and internships with reputed banks and financial institutions, chartered accountants, hotels, and other concerned industries.

DEPARTMENT VISION

The vision of BBA department is excellence in management education with focus on holistic development of students.

DEPARTMENT MISSION

The mission of BBA department are –

- Promotion of inclusive quality management education and lifelong learning.
- Nurturing students and making them competent professionals and responsible citizens with a global outlook.

PROGRAMMES OFFERED

- BBA (Hons)
- BBA (Business Analytics)
- Integrated MBA

OUR LEADERS



DR. N. N SHARMA
PRESIDENT
MANIPAL UNIVERSITY JAIPUR



DR. KARUNAKAR. A. KOTEGAR
PRO PRESIDENT
MANIPAL UNIVERSITY JAIPUR



DR. AMIT SONI
REGISTRAR
MANIPAL UNIVERSITY JAIPUR



PROF. (DR) BRAJESH KUMAR
DEAN , FOMCA
MANIPAL UNIVERSITY JAIPUR



DR. TINA SHIVNANI
HEAD OF DEPARTMENT(BBA)
MANIPAL UNIVERSITY JAIPUR



DR. NARESH KEDIA
DEPUTY HOD (BBA)
MANIPAL UNIVERSITY JAIPUR

FROM DEAN'S DESK

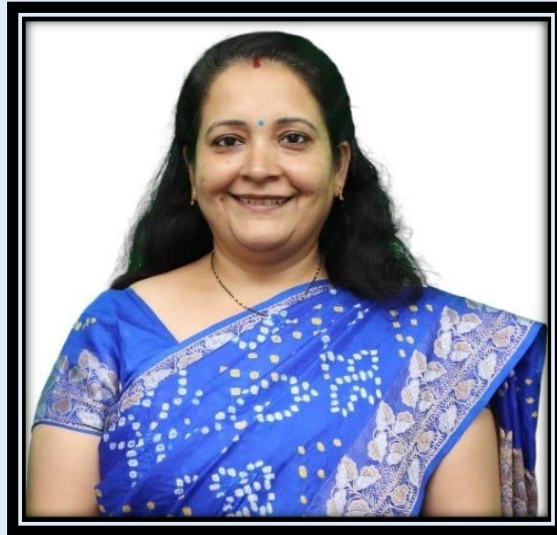


I congratulate and convey my best wishes to the Department of Business Administration and the entire editorial team on the launch of the January – March 2025 newsletter Management Insight.

Our vision is to create World Class Manager and Leaders who will manage and create powerful organizations in the emerging and changing scenarios corporate landscape. The curriculum of different programmes is industry oriented and based on best global practices. Different pedagogic tools not only help our students develop a comprehensive approach and perspective towards business but also enable them with the capability to seize opportunities in a competitive business environment as well.

The aim is to develop students as global citizens, and inculcate qualities like broad-mindedness, respect, and appreciation towards diverse cultures for a life changing experience. We build our students to be initiative-taking, independent, train them through case studies, and by putting them in practical situations for enhancing their decision-making ability – essential to accept leadership roles in the future.

FROM HOD'S DESK



I am pleased to present Management Insight, the newsletter of the Department of Business Administration, January – March 2025 issue.

The Department focuses on equipping students with fundamental business and management skills. It covers areas such as finance, marketing, human resources, entrepreneurship, and business analytics. The department aims to develop leadership, problem-solving, and decision-making abilities through theoretical knowledge and practical applications like case studies, internships, and industry projects. The newsletter has the details of the development and achievement of department and the students. It is comprehensively designed and will present a broad outlook of the department.

Our department has evolved itself with such a pedagogy that enables the students to be future ready with all the required skill set. We follow a comprehensive teaching, learning pedagogy including casebased teaching, business games, simulation exercise, experiential learning expert talks from industry and academia.

I congratulate and convey my best wishes to the Department of Business Administration and the entire editorial team for the newsletter.

NEWS & EVENTS

- The Department of Business Administration, School of Management, Commerce & Hotel management, Faculty of Management, Commerce, and Arts (FoMCA), organized a two-day Faculty Development Program (FDP) on the topic: "Innovative Teaching Pedagogies: Enhancing Learning Outcomes" on 15th - 16th January 2025 at Manipal University Jaipur. The resource person of FDP was Dr. Atul Parvatiyar, Professor of Practice, Marketing & Supply Chain Management Area, Rawls College of Business, Texas Tech University. The convener of the event was Dr. Madhu Bala Kaushik, Assistant Professor, Department of Business Administration, FoMCA. The FDP provided valuable insights into innovative teaching strategies and methodologies aimed at enhancing learning outcomes. It is an excellent opportunity for knowledge exchange and professional development.



**MANIPAL UNIVERSITY
JAIPUR**




Faculty of Management, Commerce and Arts (FoMCA)
School of Business and Commerce,
Department of Business Administration

Two Days FDP
on

Innovative Teaching Pedagogies: Enhancing Learning Outcomes

Date: January 15-16, 2025 | Time: 10:00 am to 4:30 pm | Venue: Conference Room , 2 Floor, AB-3

Resource Person



Dr. Atul Parvatiyar
 (Chair Professor, Department of Business Administration, FoMCA)
 Professor of Practice, Marketing & Supply Chain Management Area
 Rawls College of Business, Texas Tech University

Chief Patron



Mr. S. Vatheeswaran
Chairperson,
MUJ

Patron



Dr. N N Sharma
President,
MUJ

Co-Patrons



Dr. Karunakar A Kotegar
Pro-President,
MUJ



Dr. Nitu Bhatnagar
Registrar,
MUJ



Dr. Brajesh Kumar
Dean, FoMCA,
MUJ

Organizers



Dr. N S Bhati
HoD, Business Administration
MUJ



Dr. Naresh Kedia
Deputy HoD
Business Administration
MUJ

Convener



Dr. Madhu Bala Kaushik
Assistant Professor
MUJ

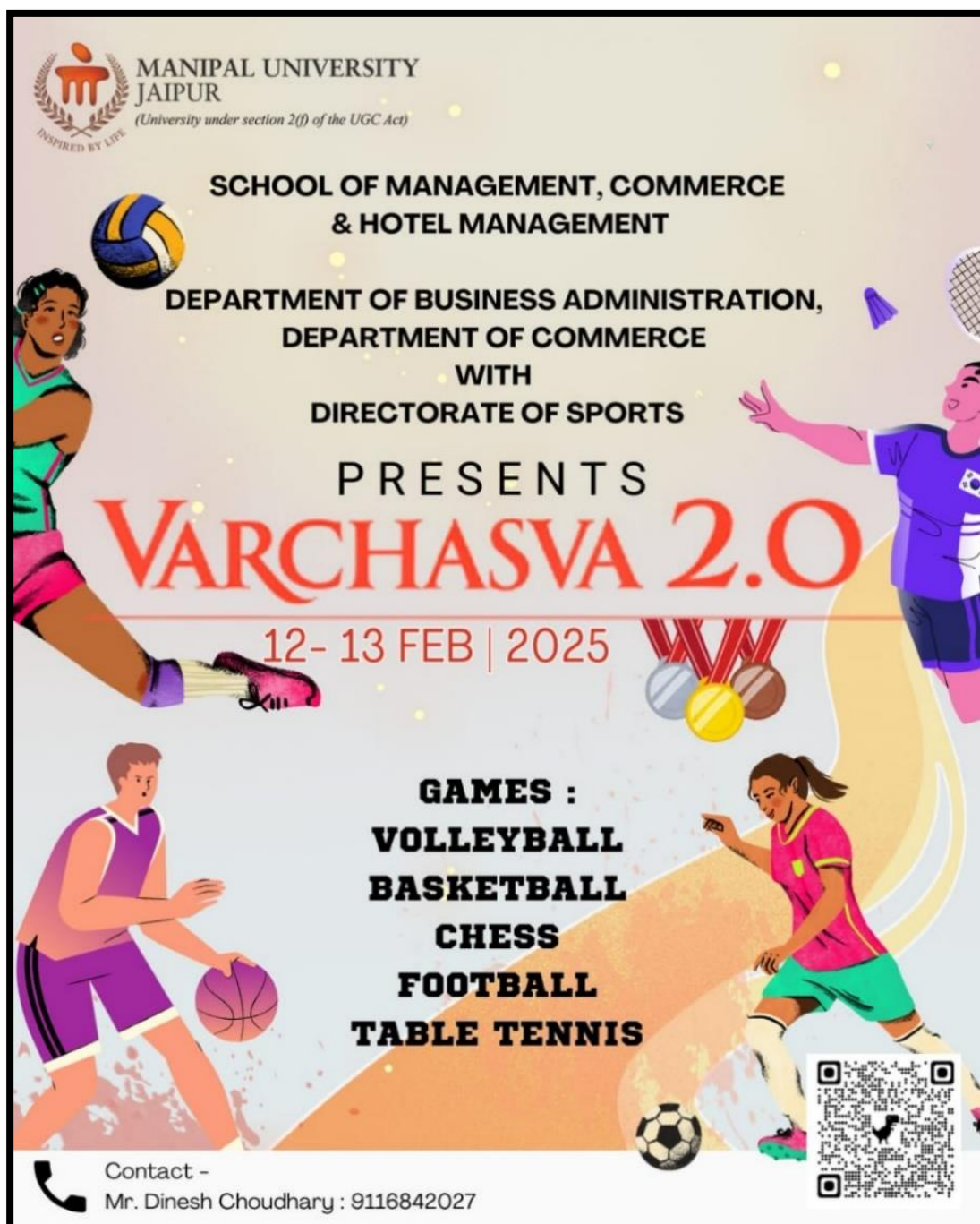
- The Department of Business Administration, School of Management, Commerce and Hotel Management, Faculty of Management, Commerce, and Arts (FoMCA) organized One Day International Conference in hybrid mode on the topic Breaking Barriers: Empowering Women Entrepreneurs and Fostering Gender Parity on 14th February 2025. Indian Council of Social Science Research Sponsored International Conference under Special call for ICSSR collaborative Research Project on Vision Viksit Bharat@2047. The Convenors of the conference were Dr. Madhu Bala Kaushik (Project Director) & Dr. N.S. Bhati (Project Director).



- A Five days training on "Industrial Safety Management" in collaboration with Entrepreneurship Development Institute of India and Consortium of Industry Development and Awareness, was conducted for students of BBA, Manipal University Jaipur. The training program was organized by Dr. Nupur Ojha , Associate professor , Manipal University Jaipur.



- Varchasva 2.0 Sports Fest was organized by the Association of Business & Commerce (ABC), Department of Business Administration and Department of Commerce in association with the Directorate of Sports, Manipal University Jaipur on 12th & 13th February 2025. The Sports organized were Basketball, Volleyball, Football, Table Tennis & Chess. There were several Trophies, Medals & Certificates to be won. The convener of the event was Dr. Deeksha Ahuja.



**MANIPAL UNIVERSITY
JAIPUR**
(University under section 2(f) of the UGC Act)
INSPIRED BY LIFE

**SCHOOL OF MANAGEMENT, COMMERCE
& HOTEL MANAGEMENT**


**DEPARTMENT OF BUSINESS ADMINISTRATION,
DEPARTMENT OF COMMERCE
WITH
DIRECTORATE OF SPORTS**

PRESENTS
VARCHASVA 2.0


12- 13 FEB | 2025


GAMES :
VOLLEYBALL
BASKETBALL
CHESS
FOOTBALL
TABLE TENNIS

Contact -
Mr. Dinesh Choudhary : 9116842027




- The Department of Business Administration conducted an expert lecture on 19th February, 2025 on the topic "The Dynamics of Family Business: Opportunities and Challenges". The lecture was delivered by Renowned Expert from MAHE Dr Sampath Dorairajan. The lecture enriched the students on the different dynamic of Family Business.




 **MANIPAL UNIVERSITY
JAIPUR**
(University under Section 2(f) of the UGC Act)

Faculty of Management, Commerce & Arts
Department of Business Administration



Expert Lecture
On
*"The Dynamics of Family Business:
Opportunities and Challenges"*




Speaker:


Dr. Sampath Dorairajan
Business Coach and
Professor at MAHE

Date: February 19th, 2025 &
Time: 1:30 -3:30 PM

Venue:
Conference Room, 2nd Floor,
Academic Block 3, Manipal University Jaipur

- Department of Business Administration organized a workshop titled '*Financial Literacy: Navigating the Road to Financial Success*', aligned with SDG 4 – Quality Education, on Tuesday, 11th February 2025. The aim of the workshop is to enhance financial literacy and empower individuals with the knowledge to achieve financial success. The workshop was conducted in an online mode. The speaker of the session was Dr. Hiral Trivedi Pathak, SEBI smart trainer & NISM trainer. The convener of the workshop was Dr. Ity Patni.

 MANIPAL UNIVERSITY
JAIPUR



MANIPAL UNIVERSITY JAIPUR

Department of Business Administration
in collaboration with
Beam Outsourcing Services
(on Behalf of NSE)


is Organising

**Financial Literacy Workshop: Navigating the
Road to Financial Success**

SPEAKER : DR. HIRAL TRIVEDI PATHAK
SEBI SMART TRAINER & NISM TRAINER

11TH FEBRUARY 2025
3PM ONWARDS
ONLINE MODE

Convener
Dr Ity Patni
Associate Professor
Department of Business Administration
Manipal University Jaipur



- Department of Business Administration is organized 5 days Online Faculty Development Program (FDP) on "AI-driven innovations in Teaching Learning and Research" from 3rd March 2025 to 7th March 2025 at Manipal University Jaipur. The FDP aims to enhance the knowledge and expertise of academicians and research scholars in the evolving domain of Artificial Intelligence (AI) and its applications in teaching, learning, and research.


**MANIPAL UNIVERSITY
JAIPUR**





5 Days Online Faculty Development Programme (FDP)

on

AI driven innovations in Teaching Learning and Research

3rd March 2025 to 7th March 2025

Organized by
**Faculty of Management, Commerce and Arts
School of Management, Commerce and Hotel Management
Department of Business Administration**

Resource Persons



Dr. Bhupendra Kumar Verma
Director (Data Strategy & Architecture),
Compunnel Technology India Pvt. Ltd.

Session Date: 03/03/2025
Session Timing: 10.00 AM-11:00 AM



Dr. Sandeep Chaurasia
Professor – CSE and Director,
Directorate of Corporate Relations and Placements
Manipal University Jaipur

Session Date: 03/03/2025
Session Timing: 11.00 AM-12:00 PM



Dr. Pooja Kushwaha
Professor, Business Analytics,
Jaipuria Institute of Management, Indore

Session Date: 04/03/2025
Session Timing: 2.00 PM - 4:00 PM



Mr. Kartik A V
Sr. Associate-Data Science,
UNext Learning, Bangalore

Session Date: 05/03/2025
Session Timing: 2.00 PM - 4:00 PM



Dr. Ashoka Choudhary
Academician, Researcher &
Ed-Tech Trainer, Bangalore

Session Date: 06/03/2025
Session Timing: 2.00 PM - 4:00 PM



Dr. Jolly Masih
Associate Professor and
Assistant Dean of International Affairs,
School of Management, BML Munjal University, Gurugram

Session Date: 07/03/2025
Session Timing: 2.00 PM - 4:00 PM

Organizers

Prof Brajesh Kumar
Dean FoMCA

Dr. Teena Shivnani
HoD,
Department of Business Administration

Dr Naresh Kedia
Deputy HoD,
Business Administration

Convenors

Dr. Meenu Mathur
Assistant Professor (Senior Scale)

Dr. Alpa Sethi
Assistant Professor (Selection Grade)

Registration Link: <https://forms.office.com/r/7v0PBvzkWF>
 PAYMENT LINK: <https://rzp.io/rzp/YA0paqjq>



Scan QR Code for
Registration

- As part of experiential learning, BBA 2nd Semester students were assigned practical projects on community development, where they identified pressing social issues and implemented actionable solutions. From sanitation and hygiene awareness to financial literacy, environmental sustainability, and rural education, our students actively engaged with communities, applying their management skills to drive positive change.



AWARDS & ACHIEVEMENTS

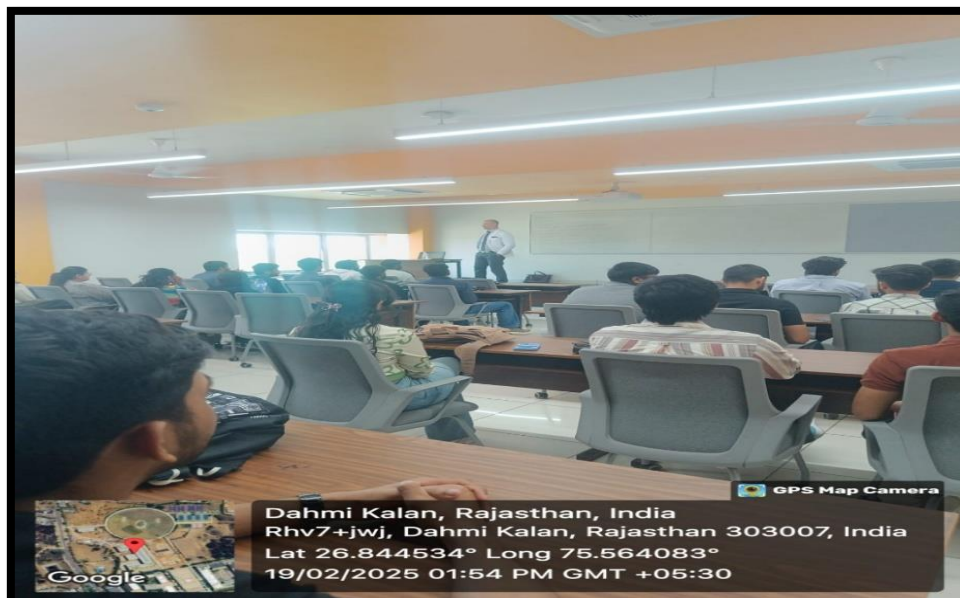
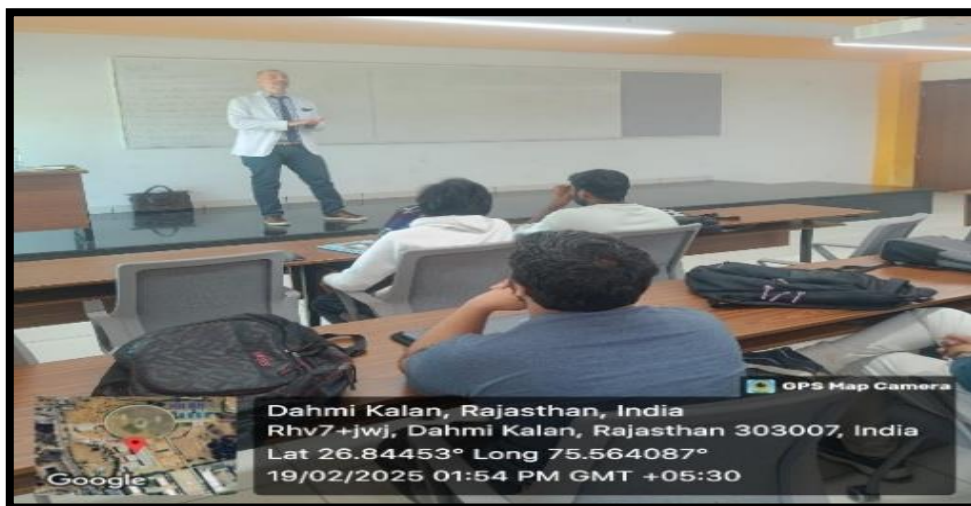
STUDENT ACHIEVEMENTS

- 1) Congratulations to Mahika and Asmita, BBA students of Semester IV (Finance Specialization) for successfully presenting their research paper under the guidance of Dr. Deepti Singh, Assistant Professor at the prestigious “International Conference on Empowering Viksit Bharat@2047: Innovations in Finance, Inclusion & Economic Growth”, held on February 2025, organized by the Department of Management Studies & Industrial Engineering, Indian Institute of Technology Dhanbad. Their paper, titled "A Comprehensive Bibliometric Study of the Relationship Between Financial Markets and Geopolitical Risk," delves into the intricate link between financial markets and global uncertainties, offering fresh perspectives through data-driven insights.
- 2) Iffat Aayesha, Rochak Gautam, and Vedant Gulati, students of BBA - Business Analytics (II Semester) from Manipal University Jaipur won the Best Paper Presentation Award at the International Conference on *Sustainable Tourism in the Krishna Circuit: Exploring the Impact and Development* under the Swadesh Darshan Scheme organized by Sunstone Jaipur.



INTERNATIONAL EVENT

Department of Business Administration, organized an international event titled “Quality Education in International Universities: Challenges, Opportunities & Best Practices” on 19th February ,2025 .The key note speaker was Prof.Francesco Paolucci. He is working as associate Dean with International College of Human & Social Futures , New Castle Business school , Australia. The event focused on the current landscape of higher education in international universities, identifying the key challenges, opportunities, and best practices that contribute to ensuring quality education. The discussions aimed at fostering collaboration and knowledge-sharing among global educational institutions to enhance learning experiences.



GUEST LECTURES

DATE	NAME OF RESOURCE PERSON	TOPIC	CONVENER
17/2/25	Mr. Pranay Sharma	Fintech & the future of banking	Dr. Suhasini Verma
20/2/25	Mr. Gagan Dubey	Block chain technology & its application in finance segment	Dr. Suhasini Verma
22/2/25	Mr. Gagan Dubey	Application of Artificial Intelligence & Machine Learning in finance	Dr. Suhasini Verma
22/2/25	Mr. Gagan Dubey	Big Data, IOT & Cryptography & its application in Financial services	Dr. Suhasini Verma
1/3/25	Mr. Divyanshu Patodia	Personal Finance Management : A key to financial security in a changing economy	Dr. Mansi Mathur
22/03/25	CA Nidhi Murarka	Working Capital: Concepts, Components, Determinants, need and computation of working capital using Operating Cycle Method	Dr. Shweta Mishra
23/03/25	CA Nidhi Murarka	Dividend Decisions: Concept, types and factors affecting dividend decisions	Dr. Shweta Mishra

FACULTY PUBLICATIONS

- Congratulations to Dr. Deepti Singh on publication of her latest research paper, titled "Performance Analysis of Sustainable Stock Indices Against Conventional Ones: An Empirical Investigation of G7 Countries," in Global Business and Economics Review (Scopus & ABDC indexed)!



1. Congratulations to Dr. Saroj Kumar Ranjan, Assistant Professor at Department of Business Administration, Manipal University, on publication of research paper in the Journal of Information Systems Engineering and Management (Scopus Indexed). The paper was titled "Impact of Financial Wellbeing on Investors with Reference to Savings and Expenditure: A Study of the Delhi-NCR Region," this study comprehends the profound influence of Artificial Intelligence (AI) on the print media landscape in India.



PLACEMENTS

NAME	COURSE	PASSING YEAR	NAME OF COMPANY	PACKAGE
RAJ SINGH	BBA	2025	WIPRO HR SERVICES PRIVATE LIMITED	3.08 LPA
ASMITA KUMARI	BBA	2025	WIPRO HR SERVICES PRIVATE LIMITED	3.08 LPA

FACULTY ARTICLE



DR. AMIT KUMAR

ASSISTANT PROFESSOR (Sr. SCALE)

COMPLAINTS ARE GIFTS

Complaints are often viewed negatively, but they are, in fact, valuable gifts that provide opportunities for growth, improvement, and innovation. Whether in business, professional settings, or personal relationships, complaints highlight areas that need attention. Instead of dismissing them, embracing complaints as constructive feedback helps individuals and organizations improve and build stronger connections. One of the main reasons complaints are valuable is that they reveal problems that might otherwise go unnoticed. In business, customer complaints highlight flaws in products or services, allowing companies to refine their offerings and enhance customer satisfaction. Similarly, in personal relationships, complaints help individuals understand each other's concerns and make necessary changes to maintain harmony. Ignoring complaints can lead to stagnation, while addressing them furthers growth and progress. In customer service, complaints serve as direct, honest feedback that helps businesses improve.

Companies spend millions on market research, but complaints provide real-time insights at no cost. Businesses that handle complaints well build trust and loyalty. Turning complaints into opportunities not only resolves issues but also strengthens customer relationships. Complaints also drive continuous improvement and innovation. Successful companies like Apple and Amazon actively seek customer feedback to refine their products and services. Many groundbreaking inventions have emerged from frustrations with existing.



solutions. The same applies to personal and professional growth—constructive criticism enables individuals to learn from their mistakes, develop new skills, and improve their performance. Additionally, complaints signal engagement and care. When customers, employees, or loved one's voice concerns, it shows they value the relationship and hope for improvement. The real danger lies in silence—customers who don't complain often leave without explanation, and relationships suffer when issues remain unspoken. Recognizing complaints as a sign of investment rather than negativity allows for timely problem-solving and better communication.

Handling complaints with the right mindset is crucial. Instead of reacting defensively, a better approach is to listen actively, acknowledge the issue, and express gratitude for the feedback. In business, training employees to handle complaints with empathy can improve customer relations. Simple responses like, "Thank you for your feedback, we appreciate it," can make a big difference. Similarly, in personal relationships, responding with understanding rather than hostility leads to healthier interactions. Complaints also foster creative problem-solving.

When people voice concerns, they challenge the status quo, encouraging businesses and individuals to think differently. Many innovations result from dissatisfaction with existing solutions. Companies that embrace complaints as opportunities for improvement can turn problems into competitive advantages. Likewise, individuals who accept constructive criticism become more adaptable and successful in their personal and professional lives. In nutshell, complaints are gifts that provide valuable insights for growth and improvement.

Businesses that listen to customer complaints enhance their reputation, while individuals who welcome feedback strengthen their relationships. Instead of fearing complaints, we should appreciate them as opportunities to learn, adapt, and excel. By shifting our perspective, we can turn dissatisfaction into progress, making complaints a powerful tool for success.



PHD AWARDED

During the quarter of Jan-March 2025 the final defence of the following scholars was conducted:

SCHOLAR	SUPERVISOR	TOPIC
Ms. SUNITA KUMAR	Dr. R.K.TAILOR	Application of Robotic Process Automation (RPA) in Waiting Lines of Supermarkets”
Ms. Ankita Chauhan	Dr. Meenakshi Sharma	Analysing the Influence of Information Communication Technology on Work from Home Experiences and Employee Wellbeing in Higher Education Sector

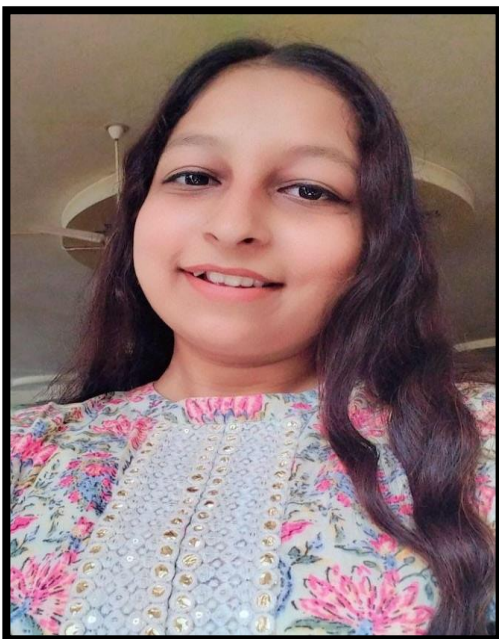
EDITORIAL TEAM



DR. NARESH KEDIA
DEPUTY HOD
MANIPAL UNIVERSITY JAIPUR



DR. MANSI MATHUR
ASSISTANT PROFESSOR
MANIPAL UNIVERSITY JAIPUR



MAHI DHANOTIYA
STUDENT
MANIPAL UNIVERSITY JAIPUR



ANJALI SRIVASTAVA
STUDENT
MANIPAL UNIVERSITY JAIPUR

**FEEDBACK AND SUGGESTION FORM –****KINDLY GIVE YOUR FEEDBACK AND SUGGESTION BELOW –****NAME:****CONTACT NUMBER:****FEEDBACK:**

SUGGESTIONS:

FOR SUGGESTIONS: mujbbanewsletter@gmail.com