

# VOLUME 8 JULY SEPTEMBER 2025

### MANAGEMENT INSIGHT NEWSLETTER

BY DEPARTMENT OF BUSINESS ADMINISTRATION











## DEPARTMENT OF BUSINESS ADMINISTRATION

JULY - SEPTEMBER 2025

#### **BUSINESS THOUGHT**

"YOU DON'T HAVE TO BE GREAT TO START, BUT YOU HAVE TO START TO BE GREAT"

#### **MANAGEMENT INSIGHT**

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#### **MANAGEMENT INSIGHT**

#### INTRODUCTION TO BBA 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 / Hons with research)
- BBA (Business Analytics)
- Integrated MBA

## (02)

#### DEPARTMENT OF BUSINESS ADMINISTRATION

#### MANAGEMENT INSIGHT

#### OUR LEADERS



DR. N. N SHARMA
PRESIDENT
MANIPAL UNIVERSITY JAIPUR



DR. AMIT SONI REGISTRAR MANIPAL UNIVERSITY JAIPUR



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



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



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



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## 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 July – September 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.

## (04)

#### DEPARTMENT OF BUSINESS ADMINISTRATION

MANAGEMENT INSIGHT

## FROM HOD'S DESK



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

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 on the launch of the newsletter.

#### MANAGEMENT INSIGHT

## NEWS & EVENTS

 Department of Economics & Department of Business Administration organized a Pre-Conference Online Workshop for the International Conference on Global Vision 2030 on 17<sup>th</sup> & 18<sup>th</sup> July in an online mode. The theme of the workshop was Next-Gen Research Tools: From SPSS, Smart PLS to Al-Driven Analytics. The key speakers of the conference were Dr. Himani Gupta, Prof. (Dr.) Sneha Rajput, Prof. (Dr.) Jasmeet Lamba & Dr. Himanshu Bagdi .



#### MANAGEMENT INSIGHT

• The Faculty of Management, Commerce and Arts, TAPMI School of Business, Department of Business Administration, Manipal University Jaipur, in collaboration with MUJ-TEC, organized a 5-Day Online Workshop on "Advancing Academic Excellence: Research Skills and Scholarly Impact (SDG-9)" from July 7 to July 11, 2025, in an online mode. The workshop aims to enhance research capabilities among academicians and scholars by introducing advanced tools, techniques, and methodologies essential for impactful research in the evolving academic landscape. Workshop was convened by Dr. Kirti Goyal & Dr. Ritika Bhatia.



#### MANAGEMENT INSIGHT

• The Faculty of Management, Commerce and Arts, TAPMI School of Business, Department of Business Administration, Manipal University Jaipur, in collaboration with MUJ-TEC, organized a 5-Day Online Workshop on "Flourish in Academia: A Wellbeing Workshop for Educators & Researchers" from 21<sup>st</sup> July 2025 to 25<sup>th</sup> July 2025. The Online workshop aims to enhance awareness and understanding of holistic wellbeing, promote mental and emotional resilience, and equip participants with strategies for self-care and wellness. The sessions were led by distinguished experts. Faculty members from diverse disciplines joined for enhancing their awareness and understanding of holistic wellbeing. The workshop was convened by Dr. Alpa Sethi & Dr. Mansi Mathur.



#### MANAGEMENT INSIGHT

Community service Initiative –
 The Department of Business Administration, in association with the Directorate of Student's Welfare, Manipal University Jaipur, organized a one-day visit to Atmanirbhar Vridhashram (Ashadeep Sansthan, Jaipur) on 2nd September 2025.







#### MANAGEMENT INSIGHT

#### • ORIENTATION 2025

The Department of Business Administration at Manipal University Jaipur organised orientation program for the first year students of BBA, BBA (Business Analytics), and IMBA today on 27th July 2025,

The event commenced with an inspiring Welcome Address by Prof. Brajesh Kumar, Dean, FOMCA, followed by an insightful session on MUJ's journey and academic excellence by Prof. Dr. Amit Soni, Registrar, MUJ. Prof. N.N Sharma, President, MUJ, encouraged students to dream big and take bold steps towards a successful future.





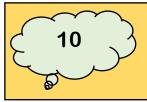
#### MANAGEMENT INSIGHT

#### • INDUCTION PROGRAM

The Department of Business Administration organised the Induction Program from 28<sup>th</sup> July to 1<sup>st</sup> August, 2025. The Induction program welcomed first-year students as they embarked on their academic journey with Manipal University Jaipur. The day 1 began with a warm welcome address by Dr. Tina Shivnani, Head of the Department, setting the tone for an enriching learning experience. This was followed by engaging sessions by Dr. Maheshchandra Babu Jampala, Dr. Naresh Kedia & Dr. Alpa Sethi. The last three days of the Induction Program were filled with dynamic sessions, inspiring stories, and valuable insights, laying a strong foundation for our first-year students.







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#### • FRESHERS 2025

The Freshers' 2025 celebration was organized to warmly welcome the new batch of BBA students and provide them with an opportunity to highlight their talents. The program was filled with cultural performances, creative expressions, and engaging activities that reflected the enthusiasm and energy of the student community. The event commenced with a soulful Ganesh Vandana, invoking blessings of Lord Ganesha for wisdom and prosperity. This traditional start set a positive and divine tone for the celebration. Multiple dance performances were presented during the program, ranging from classical to contemporary styles. Each performance highlighted creativity, rhythm, and coordination, leaving the audience captivated and energized. Melodious singing acts added a musical charm to the event. Students performed both solo and group songs, highlighting their vocal talent and entertaining the audience with soulful tunes. A poetry session added depth and creativity to the event. Expressive verses touched upon themes of youth, aspirations, and emotions, resonating well with the audience. One of the highlights of the event was the Mr. and Ms. Fresher Rampwalk. The event ended with the announcement of results and a vote of thanks by the organizing committee, appreciating the efforts of all participants and coordinators.



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#### • CEO CONCLAVE 2.0

The Faculty of Management, Commerce and Arts (FoMCA), TAPMI School of Business, Manipal University Jaipur, in collaboration with Marwari Catalysts, MarkSoc - MUJ, and HR Insights, successfully hosted CEO Conclave 2.0 on 16th September 2025 at the Dr. T.M.A Pai Auditorium. The conclave brought together visionary leaders and entrepreneurs who shared invaluable perspectives on leadership, innovation, and entrepreneurship.



#### MANAGEMENT INSIGHT

### PLACEMENTS

- Outstanding students from the Department of Business Administration (BBA Batch 2025) have secured remarkable positions at Deutsche Bank.
  - **数 Mehul Rajvanshi NCT Trade and Transaction Analyst**

  - **器 Komal Chadha Operations Analyst**



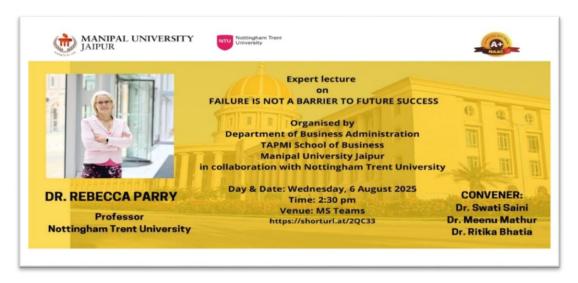
 Heartiest congratulations to Kanav Kukar, BBA Batch 2025, Department of Business Administration, for securing his position as Branding & Marketing Executive at Arihant Group.



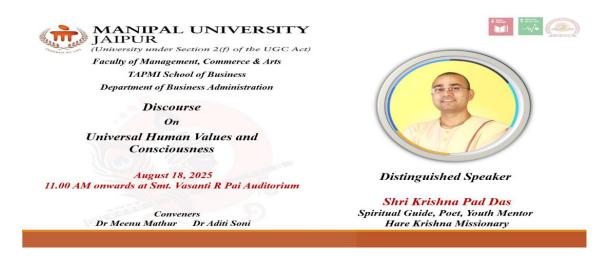
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## EXPERT LECTURES

• Department of Business Administration, TAPMI School of Business, Manipal University Jaipur in collaboration with Nottingham Trent University, organized expert talk by Dr. Rebecca Parry, Professor at Nottingham Trent University, on the topic "Failure Is Not a Barrier to Future Success" on 6<sup>th</sup> August 2025. She shared valuable insights on embracing failure as a stepping stone to success. This will guide students and professionals alike in reframing setbacks as powerful learning experiences.



 Department of Business Administration organized Discourse on "Universal Human Values and Consciousness" on 18 August 2025. The session aimed at unlocking the secrets of a fulfilling life where ancient wisdom meets modern aspirations, unlocking a path to inner peace and enlightenment.



#### M&N&GEMENT INSIGHT

 Department of Business Administration, Manipal University Jaipur organized an expert Session on "From Wall Street to Your Wallet: The Impact of AI on Financial Markets and Personal Financial Planning" on 2nd September 2025. The speaker of the session was Dr. Nikhil Gupta, Founder of Poonji Vidhya.



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## AWARDS AND ACHIEVEMENTS

### FACULTY ACHIEVEMENTS

S.NO	NAMES OF FACULTY	RESEARCH PAPER TITLE	
1	Dr. Naresh Kedia & Dr. Shubham Saxena	Navigating Financial Sustainability in India's Private Healthcare Under Ayushman Bharat: Challenges, Opportunities, and Global Comparisons	
2	Dr. Ity Patni	Decoding Mobile Payment Application Switching: Insights from Push-Pull- Mooring Framework"	
3	Dr. Vijay Amrit Raj	"BYJU'S – The Indian EdTech Giant Under Dark Skies: Can They Survive?"	
4	Dr Sonal Sidana, Dr. R. K. Tailor	Shaping Atmanirbhar Bharat (Self-Reliant India) through Atmanirbhar Nari (Self-Reliant Women): A Roadmap for Empowering Women-Led MSMEs through ICT, Financial Access, and Skill Development	
5	Dr Mahesh Chandra Babu Jampala and Dr. Tina Shivnani	A Step Toward Digital Inclusion in Agriculture: Managing ICT Capacity- Building and Measuring Outcomes Among Smallholder Farmers"	
6	Dr. R.K Tailor	"Two decades of IFRS research: scientometric review analysis"	
7	Dr. Deepti Singh and Dr. Satyaban Sahoo	Return volatility connectedness and portfolio strategies among sustainable assets with traditional counterparts and cryptocurrency: Insights from extreme markets	



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## STUDENT & CHIEVEMENTS

- 1. BBA student, Utkarsh Verma, has published a patent titled: "DREAMOPIA: A Creative Intelligence Platform for Transforming Dreams, Thoughts, and Emotions into Certified Expressions through AI Guidance and Blockchain Verification." The work was carried out under the valuable guidance and mentorship of , Dr. MADHU KAUSHIK, whose support and insight were instrumental in shaping this innovation.
- 2. Dean List Award Ceremony –
  Prof. Dr. Brajesh Kumar, Dean, FoMCA and Dr. Tina Shivnani, HOD, BBA, presented
  awards to highest GPA achievers across the programs of BBA, BBA (Hons.), BBA
  (Business Analytics), and IMBA for both 1st and 2nd year students. The conveners
  for the event were Dr. Deeksha Ahuja and Dr. Bhawana Chahar.



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## Ph.D Awarded

Name of Scholar	Name of Supervisor	Topic
Ms. Shefali Ahuja	Dr. R.K. Tailor	Performance Evaluation of Robotic Process Automation on Waiting Lines in Toll Plazas of Rajasthan
Ms. Neha Choudhary	Dr. Birajit Mohanty	Management Control System and Performance Measurement: A Study in Selected Manufacturing Companies in National Capital Region, India"
Ms. Ranu Pareek	Dr. R.K. Tailor	Opportunities and Challenges in the Adoption of Robotic Process Automation (RPA) in Rajasthan State Road Transport Corporation"



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## FACULTY ARTICLE



Dr. DEEKSHA AHUJA (ASSISTANT PROFESSOR)

#### DEPARTMENT OF BUSINESS ADMINISTRATION

"Empathy, Equity, and Efficiency: The Three Pillars of Gen Z Leadership The three most imperative things for Gen Z leaders are empathy, equity, and efficiency."

Generation Z is bringing a new point of view to leadership responsibilities as they take on these jobs. Their three main ideas on how to be a good leader are empathy, equity, and efficiency. These beliefs affect how they lead, make choices, and talk to their teams. Gen Z leaders put empathy first because they know that mental health and emotional intelligence are very important at work. They build deep relationships, make places where everyone feels welcome, and promote open communication. They do this to gain their team's confidence and loyalty.

Another important part of Gen Z leadership is equity. These leaders care about diversity, equality, and inclusion (DEI). They want to create workplaces where everyone has the same chance to achieve, no matter their background, gender,

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Gen Z leaders grew up with technology and use it to make processes better, increase productivity, and get results. They make decisions based on data, use technologies to boost productivity, and accept working from home and communicating asynchronously. They get more done in less time by working smarter, not harder.

A new generation is changing what it means to be a leader by combining empathy, equity, and efficiency. Gen Z leaders are more than simply bosses; they are people who make things better. They are making workplaces that are more welcoming, more productive, and more human. As they grow and change, their style of leadership will change the way others work and inspire a new generation of leaders.

Gen Z leaders are ready to change the world of work for good by focusing on empathy, equity, and efficiency. It's exciting to think about what the future holds for these young leaders since their manner of leading is so different.



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## POEM

#### THE JOURNEY WE LIVE

The halls where chanting begins,
Of laughter, dreams & pains,
When the clock ticks loud, classes stretch long,
With hot coffee and half sung song.

A student walking with a book in hand, A knowledge seeker in this changing land, Dreams in eyes, manifesting high, They chase the stars that line the sky.

They rise, falter and fall again, In situations filled with joy and pain, Exams come like a hasty storm, And friendships grew strong and warm.

A journey lived with mind and heart, Where purpose and passion play their part, So forever dream and let your mind grow, Let experience teach what grades won't show.

The fleeting time both, hard and kind,
Will never come back, just the moments in mind,
Craving for this life of desk and pen,
The life here never ends.....
BY – Dr. SWATI SONI

- DI. SWATT SONI

#### **MANAGEMENT INSIGHT**

## EDITORIAL TEAM



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FEEDBACK AND SUGGESTION FORM –
KINDLY GIVE YOUR FEEDBACK AND SUGGESTION BELOW $-$
NAME:
CONTACT NUMBER:
FEEDBACK:
SUGGESTIONS:
FOR SUGGESTIONS: mujbbanewsletter@gmail.com