



Bharati Vidyapeeth University
BVIMR
Paschim Vihar, New Delhi

MIRROR

A Quarterly News Letter - 2017



Dr. Patangrao Kadam
Founder - Bharati Vidyapeeth
Chancellor - Bharati Vidyapeeth
Deemed University, Pune



Dr. Shivajirao Kadam
Pro - Chancellor
Bharati Vidyapeeth Deemed University, Pune



Dr. Vishwajeet Kadam
Secretary - Bharati Vidyapeeth



Prof. Dr. Manikrao Salunkhe
Vice - Chancellor
Bharati Vidyapeeth Deemed University, Pune

Celebrating

& beyond...

DIRECTOR'S MESSAGE



We are coming to the end of the Academic year 2016-17. Students were busy during March attempting Final end term exam. I wish all the best to the students for their exams and hope they pass with flying colors. All the students are enjoying long vacation from April to July and also doing their Summer Internship Programs in different Companies and gaining practical knowledge during training. The primary focus of BVIMR, New Delhi has always been its campus placements and this Summer Internship training help the students to be more employable for our campus recruiter.

During this period the teaching faculties are given opportunities to develop themselves by joining and organizing Faculty Development Programs, Research and Publications. Bharati

Vidyapeeth Institute of Management & Research (BVIMR) New Delhi conducted a six days Faculty Development cum Refreshment Program from 8th May to 13th May 2017. The FDP program emphasized on the all-round development of the Teaching and Non-Teaching members focusing on Research and use of various tools like Prowess and R analytics. The FDP also conducted various refreshment session and activities to improve Work-Life Balance, Stress Management with guest trainer from Parwarish, Landmark Education etc.

We have encouraged not only our students to organize and participate in different activities for better exposure but also the staff members because we at BVIMR, New Delhi focus on imparting knowledge and skill. I wish all the staff and the students a refreshing summer vacation and wish to resume our respective duties with more energy and motivation & enthusiasm.

Wish you All the best!

Dr. Vikas Nath
Director, BVIMR

EDITORS MESSAGE

Hello friends,

We are here in verge of end of the Academic year 2016-17, the classes, regular lectures, assignments, projects are ending for this semester. Students are busy preparing for the second internal exams and End Term exams. This is the busiest period of the year where students are seriously studying, visiting library, and meeting faculty to give their best in the exams.

The final year students from MBA, BCA, and BBA are getting nostalgic and trying to make their last days in college as memorable as they can. We all are going to miss you. Some are going to join corporate world, some as entrepreneur to make their dreams come true, some are planning for further studies. We wish you for all your future endeavor. At the same time we wish for success and prosperity of all the students for their upcoming semester examination and hope that BVIMRites would continue to bring laurels to the institute.

Wishing you all the very best...

Good Luck!

Editorial Team

CORPORATE RESOURCE CENTRE

CRC Team of BVIMR, New Delhi has always created a bench mark in the campus placement of the students and creating milestones after one another. The placement in the last quarter of the Academic year 2016-17 has been excellent with 70 Students selected in ERIC Equity Research & Investment Consultants, AXIS Bank, SHAREKHAN Ltd, INDIABULLS. Results of some of the campus recruitment is still awaited in many companies for shortlisted Students for Summer Internship.

S. No.	Students Name	Company Name	Course
1.	Sameer Sachdeva	IndiaBulls Ventures Ltd	MBA
2.	Anshu Goyal	AXIS BANK	MBA
3.	Arpita sharma	AXIS BANK	MBA
4.	Garima Kapoor	AXIS BANK	MBA
5.	Gaurav Tripathi	AXIS BANK	MBA
6.	Ishpreet kaur	AXIS BANK	MBA
7.	Kirti Bhardwaj	AXIS BANK	MBA
8.	Pooja Puri	AXIS BANK	MBA
9.	Ridhima Kapoor	AXIS BANK	MBA
10.	Samdisha Hasija	AXIS BANK	MBA
11.	Sameer sachdeva	AXIS BANK	MBA
12.	Sarthak sharma	AXIS BANK	MBA
13.	Yatin Aggarwal	CSC India Pvt. Ltd	MBA
14.	Palak Singla	CSC India Pvt. Ltd	MBA
15.	Neha Juneja	CSC India Pvt. Ltd	MBA
16.	Charu Chopra	Brand Hawkers	MBA
17.	Mudit Mehrishi	Brand Hawkers	MBA
18.	Sahiba Verma	Brand Hawkers	MBA
19.	Anmol Maria	(Google India)	BBA

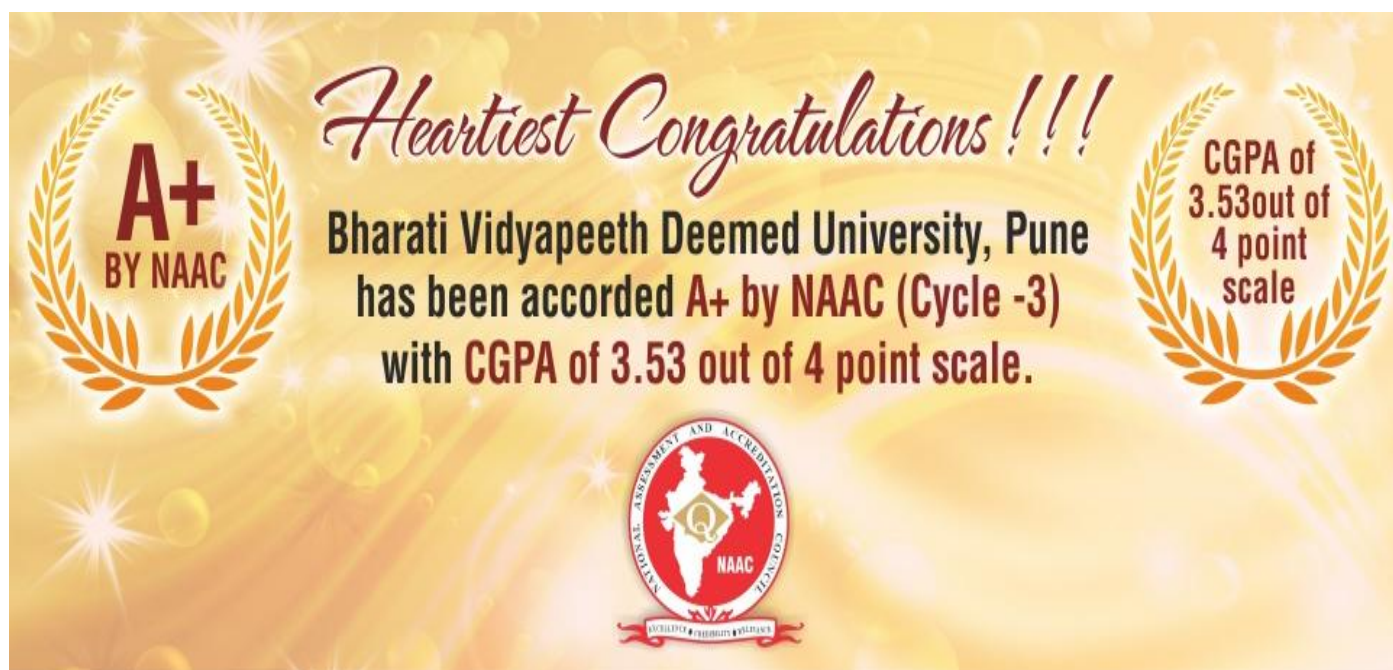
S.No.	Name	Company Name	Course
20	Deepika Rana	Equity Research & Investment Consultants	MBA
21	Heena Chugh	ERIC Equity Research & Investment Consultants	MBA
22	Himanshu Chawla	ERIC Equity Research & Investment Consultants	MBA
23	Monika Bhateja	ERIC Equity Research & Investment Consultants	MBA
24	Priya Aggarwal	ERIC Equity Research & Investment Consultants	MBA
25	Sahil Mahendru	ERIC Equity Research & Investment Consultants	MBA
26	Sanjana Tarika	ERIC Equity Research & Investment Consultants	MBA
27	Tushar Anand	ERIC Equity Research & Investment Consultants	MBA
28	Yatin Khanna	ERIC Equity Research & Investment Consultants	MBA
29.	Sweta Yadav	ERIC Equity Research & Investment Consultants	MBA
30	Parul Gupta	ERIC Equity Research & Investment Consultants	MBA
31	Jasleen Suri	ERIC Equity Research & Investment Consultants	MBA
32.	Chandrika Anand	ERIC Equity Research & Investment Consultants	MBA
33.	Shalki Thakral	ERIC Equity Research & Investment Consultants	MBA
34.	Kirti Goel	ERIC Equity Research & Investment Consultants	MBA
35.	Nitish Srivastava	ERIC Equity Research & Investment Consultants	MBA
36.	Raveena	ERIC Equity Research & Investment Consultants	MBA
37.	Ashish Gandhi	ERIC Equity Research & Investment Consultants	MBA
38.	Gurleen Kaur	ERIC Equity Research & Investment Consultants	MBA
39.	Phalguni	ERIC Equity Research & Investment Consultants	MBA
40.	Ayushi	ERIC Equity Research & Investment Consultants	MBA
41.	Prathna	ERIC Equity Research & Investment Consultants	MBA
42.	Ishu Sharma	ERIC Equity Research & Investment Consultants	MBA
43.	Prerna Sharma	SHAREKHAN LTD	MBA
44.	Sanchit Bansal	SHAREKHAN LTD	MBA
45.	Raghav Bansal	SHAREKHAN LTD	MBA

46.	Pallavi Dhingra	SHAREKHAN LTD	MBA
47.	Abhishek	SHAREKHAN LTD	MBA
48.	Ishu Sharma	SHAREKHAN LTD	MBA
49.	Krishna Goyal	SHAREKHAN LTD	MBA
50	Princy Kwatra	ReplIndia	MBA
51	Shiva Uppal	Tynor Orthotics Pvt. Ltd	MBA
52	Mudit Mehrishi	Tynor Orthotics Pvt. Ltd	MBA
53	Arushi Pasrija	Tynor Orthotics Pvt. Ltd	MBA
54	Yashika Kuher	Tynor Orthotics Pvt. Ltd	MBA
55	Vipul Dhingra	ITC FMCG Industry	MBA
56	Simranjeet Kaur	LUMINOUS INDIA	MBA
57	Kangana Dhawan	LUMINOUS INDIA	MBA
58	Smriti Gupta	LUMINOUS INDIA	MBA
59	Pallavi Gaba	LUMINOUS INDIA	MBA
60	Gurleen Kaur	LUMINOUS INDIA	MBA
61	Ankit Gupta	LUMINOUS INDIA	MBA
62	Chirag Adlakha	LUMINOUS INDIA	MBA
63	Avkesh Solanki (International)	Bouy International	MBA
64	Anshu Aggarwal	GetYourJob	MBA
65	Srishti Gupta	GetYourJob	MBA
66	Rajvinder Singh	Aviva Life Insurance Co. Ltd	MBA
67	Shivangi Badhuria	Aviva Life Insurance Co. Ltd	MBA
68	Ravinder Vijay	UrbanClap	MBA
69	Shriya Gulyani	UrbanClap	MBA
70	Simran	UrbanClap	MBA

EVENTS ORGANISED BY THE INSTITUTE

ACHIEVEMENT BY BVIMR, NEW DELHI:

Grade "A+" with CGPA 3.53 on 4 point scale accredited by NAAC:



Bharati Vidyapeeth Institute of Management & Research, New Delhi congratulates everyone for outstanding accreditation with grade "A+" with CGPA 3.53 on 4 point scale by NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC). Such good score and "A+" Grade will help our institute creating a milestone from which Bharati Vidyapeeth Deemed University outgrow itself with growth & development in all required criteria required to be a world class University.

NAAC Peer Committee Visit (11th March 2017)

On 11th march 2017 esteemed NAAC Peer Review Committee team, Prof. Dr. Paramjit S. Jaswal (Vice Chancellor Of Rajiv Gandhi National University Law, Patiala (Punjab) & prof. Dr. Abid Haleem (Faculty Of Engineering And Technology Of Jamia Milia Islamia University, Delhi) visited BVIMR, New Delhi.



Dr. Vikas Nath welcoming Prof. Dr. P.S. Jaswal



Dr. Vikas Nath welcoming Prof. Dr. Abid Haleem

Dr. Vikas Nath, Director-BVIMR, New Delhi welcomed the team with the teaching staff and students welcomed the team to our institutes. Validation of Self-Study Report by the NAAC Peer Committee, Dr. Jaswal and Dr. Haleem through an on-site visit, detailed presentation by the director, Dr. Vikas Nath on the basis of Self-Study Report prepared by BVIMR, New Delhi.

The Peer Team also did an in-depth analysis of our institute's strengths, weaknesses, opportunities and areas of concerns. The team during assessment met all the teaching and non-teaching staff and had discussion on the teaching and administrative process in our institute.



Dr. Vikas Nath, Director, BVIMR, New Delhi during the presentation of a detailed self-study report of BVIMR

Team during assessment met all the teaching and non-teaching staff and had discussion on the teaching and administrative process in our institute. They also had meetings with the students of MBA, alumni's to have in depth analysis about placement, exposures, education standard etc. The team also visited the library to ascertain the quality of the international and national journals, availability of books across disciplines and e-library evaluating the presence and usage of the digital e-books available.



Prof. Dr. Abid Haleem visiting the Library



NAAC Peer Committee interacting with the faculty



The NAAC Peer Team interacting with the students &



The NAAC Peer Team interacting with the Alumni

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Bhangra Dance Performance



Garba & Dandiya



Bharat Natyam performance

The students of BVIMR, New Delhi performed a group dance showing unity in diversity in India with performance of folk dance from Assam (Bihu), Kashmiri (Dumhal), Punjab (Gidda & Bhangra), Rajasthan (Kalbelia), Gujrat (Garba & Dandiya) and Bharat Natyam (Tamil Nadu).



Dumhar Dance Performance



Bihu Performance



Kalbelia Dance performance

Their dance performance was concluded with the collaboration of all these diverse culture showing how colorful Indian cultures are when they are united. Verbal interpretation about these culture and traditions from different states along with the music made the whole performance more entertaining. Indian culture is the blend of these varied traditions, culture across different states but still we are united and strong together.

The dance performance was enjoyed by the NAAC Peer Committee members, teaching & non-teaching and students and everyone appreciated the students with claps and praises. There was another mesmerizing kathak dance performance on guru Vandana which was applauded by all the audience present in the auditorium.



Students performing together to show India's colourful traditions, Kathak Performance "Desh Mera Rangeela"

After a hectic all day inspection, the NAAC peer team completed their inspection and assessment, the team left our institution. The final decision on assessment and accreditations by the executive committee of NAAC. The accreditation status is valid for a period of five years. BVIMR is a constituent unit of Bharati Vidyapeeth Deemed University, which is a NAAC reaccredited grade 'A+' university.

52 RANK AMONG TOP B School in India by NIRF:

Bharati Vidyapeeth Institute of Management & Research, New Delhi is happy to share that National Institute Ranking Framework (NIRF) has ranked our institute 52nd rank among top 100 Management institutes in India. While Indian Institute of Management, Ahmedabad (IIM-B) topped among the best Management Institutes in India followed by Indian Institute of Management, Bangalore (IIM-B), Xavier Institute of Management and Entrepreneurship, Bengaluru is ranked 50th among the top 100 colleges in India.

FAREWELL FOR BBA/BCA BATCH 2014-17

Transcending the legacy is an inevitable part of our society whether be it any organization, sector or domain. "Every end has to take place because new beginning is waiting for all and that is our law of Universe that time goes on and on and human being has to flow with it" is a hard said fact. A moment experiencing a blended feeling of pride, grace, honor and the happiest sorrow for leaving which cannot be hold but want to be it with forever. 8th April, 2017 was marked as a day in the historical glimpses of BVIMR for bidding hard hearted good byes to batch 2014-17; Bachelors of Business Studies& Bachelors of Computer Administration.

The event commenced with address of Honorable Director Sir, Dr. Vikas Nath greeting all the students and acknowledging on the same front. Fostering a spirit of motivation in them by trying to channelize their site of futuristic opportunities after graduation and realizing the importance of their contribution in every domain. It was no less an awaited moment when every student is recognized with title symbolizing their personality like "Mr. Memory Saver given to Ramit Singh, Student of The Year to Yash Chopra, similarly everyone was honored with title card so that this can be cherished in the memorial scrap book of graduation.



Dr. Vikas Nath – Director –BVIMR, New Delhi, Dr. Ashima Bhatnagar – HOD BBA II Year and Dr. Daljeet Singh Bawa – Dean – Student Welfare giving away the titles to the outgoing students of BBA/BCA.

It was something incomplete if the space of this event could unfilled with humor and mimic where a beautiful soft mimicry with a Shayari giving a flashback of three-year journey. This poetry was succeeded by small play from Dramatics society showcasing the scenario for the first day of the college and making everyone remind of their journey all over. This beautiful day was terminated with lunch followed by DJ evening in amphitheater.

Every moment is passing as if we may ignore but it is the truth of life. The best part is we encounter many people in life but we cannot take them all along with us but creating extra-ordinary memories are something that can be created and cherished for whole life. This day exemplifies such evidence of creating unforgettable day for every student of 2014-17 BBA and BCA student.

Journey goes on and on.....

ANNUAL DAY: 8TH APRIL, 2017 :

BVIMR organized ANNUAL DAY 2017 on 8th April, 2017 in the campus auditorium to motivate students by awarding them for their achievements and their invaluable contribution in the academic year 2016-17.

The awards were given in different categories such as academic excellence, sports achievers, off campus category and many more and specially the SANKALP LAMBA AWARD for the students who have achieved extraordinary and performed really well in different categories.

The chief guest for the day was Hon'ble Mr. Y. K. Lamba who also inaugurated the event and also motivated the students by their speech. Our Hon'ble Director Dr. Vikas Nath also made us familiar with the college achievements such as BVIMR was reaccredited by A+ by NAAC.

It was a day full of awards for the students where student's hardwork during the session is finally rewarded with certificates, trophies and cash prizes. This motivates others students also to perform better than others so that they should also get prizes.

The first student council of BVIMR was also rewarded for their invaluable contribution through a letter head and students who have presented their research papers were also rewarded. All in all it was a day to remember for everyone and a day for inspiration for everyone....



Glimpses of Annual Day Celebrations wherein students are being felicitated by Dr. Vikas Nath- Director, BVIMR-New Delhi along with Dr. R.K. Sharma – Dean Student Welfare and Dr. Pankaj Saini

Farewell for MBA 2015-17

Bharati Vidyapeeth University Institute of Management and Research, New Delhi bided farewell to final year MBA students of 2014-16 batch on 5th April, 2017. The event saw the presence of entire BVIMR family – right from Director Dr. Vikas Nath, faculty members and the supporting staff.

The day started with a welcome note by juniors and faculty members wishing them success for future. Dr. Vikas Nath gave an enlightening speech and wishing them good luck in future. He very rightly inspired the youth of today – BVIMR's budding managers for success, to observe and adapt to the different roles life expects them to be in. He gave the mantra to succeed – not to tell lies, be honest and not to do anything which marks the conscience to achieve the epitome of success. This was followed by address by Dr. Shallu Singh, HOD-MBA II Year and Dr. Anjali Sharma, HOD-MBA Ist Year. The day ended with presentation of titles & token of love to students and a joyous cultural programme, which added vigor and enthusiasm to the environment.

FACULTY RETREAT PROGRAM (8th May to 13th May, 2017)

The faculty development activities are conducted under the umbrella of Faculty Retreat Programs with focus upon skills development and enhancement. They aim to support the teaching fraternity to overcome particular problems in teaching as identified by student ratings of their course or by themselves. Generally, the problems identified involve observable teaching activities (e.g., preparation, organization and feedback to students) or skills (e.g., presentations, discussions and facilitation). The most common formats for skill's focused faculty development is a short topical workshop or individual consultations with teaching staff members.

BVIMR, Paschim Vihar, Delhi organized first 6-days faculty retreat program from 8th May to 13th May 2017. The best part of the faculty retreat program was the collaboration among teaching and non-teaching staff. In this faculty retreat program, both teaching and non-teaching staff shared the tables with each other and provided valuable suggestions for betterment of internal coordination and overall development of the Institute. The program started under the guidance of Honorable Director; Dr. Vikas Nath. The five conveners of the program were Dr. Neelam Sharma, Dr. Broto, Ms. Gagandeep Kaur, Mr. Chaubey and Mr. Ajay.

The objective of the six days Faculty Development cum Retreat Program were to help the faculty members fill their gap areas in teaching and administrative works and to ensure a better coordination among different departments of the Institute. The Faculty Development Program also provide learning experience and conducted online training on MOODLE. Training was given how to pursue online courses of MOOC to gain knowledge and skills for personal and professional development. Research and publications has been always the priority of Bharati Vidyapeeth University and through this Faculty Development Program tried to impart

knowledge about research publication and also various techniques were taught to write management cases. NIRF, NAAC accreditations and evaluation was the focus for the last quarter of 2016-17 as all the teaching and non-teaching faculties were busy preparing for their respective inspections by the Review peer committees. The priority of this FDP was also to discuss the key criteria of NIRF and UGC so that teaching, research and administrative deliverables could be enriched.

DAY 1: 8th May 2017:

On 8th May'17; the first six-day faculty retreat program was inaugurated by Director; Dr. Vikas Nath. Dr. Broto Bharadwaj talked about the schedule of the program. He informed all the faculty members about the expectations and objectives of the retreat.



Dr. Vikas Nath addressing the participants of the 6Days FDP Program

Dr. Vikas Nath enlightened the thoughts of faculty members by educating them on the concept of core faculty and all faculty members. He motivated each participant to contribute in the progress of Institute in two ways. Either he/she can become game changer or can try to become the core member of the Institution.

Dr. Vikas Nath, Director-BVIMR, New Delhi discussed the importance of among teaching and non-teaching staff members by reducing ego clashes. He shared the objectives for next year and motivated the team on various ways to achieve them.

DAY 2: 9th May 2017:

The second day started with the enthusiastic session of Ms. Indu Rani sharing her views on Contextual learning. The main point of this session was that each faculty member asked their queries related to effective teaching- Learning. On the same day, Ms. Minakshi Sati shared her knowledge on How to write good answers in examinations. Mr. Chaubey also shared his knowledge on Document management System and Academic Mobile Application. Dr. Anoop Pandey Discussed about PhD. Guidelines for PhD scholars as per BVDU Norms.

DAY 3: 10th May 2017:

The third day started with knowledge enhancement session on Prowess and basics of R Analytics By Dr. Navneet Gera. In the second half of the day, Dr. R.K. Sharma Discussed on Research Methodology and use of teaching aids to enhance Teaching Pedagogy. Ms. Gagandeep kaur conducted the session on The Landmark Forum, which was a really fruitful session, because each faculty member was participating enthusiastically in that session. After Lunch the coordinators of the program arranged for the movie for all the staff and non-staff members.



Dr. Navneet Gera delivering training on Prowess and



Mr. Ajay Kumar delivering training on Ace Equity R Analytics

DAY 4: 11th May 2017:

On the fourth day, Ms. Sakshi Dhanda shared her views on HRM and Mr. Ajay with his team of experts imparted training on Ace Equity. After Lunch a Great session by 'Parwarsih' was conducted on parenting. The fourth day was more focused upon the Parenting and self-development and in depth thoughts process of the faculty members.

DAY 5: 12th May 2017:

Dr. Shradha Vernekar shared her views on teaching and learnings from our Ancient Mythology. The fifth day was fun filled where all teaching and non-teaching staff enjoyed watching the bollywood movie, Jolly LLB 2.



Dr. Shradha Vernekar delivering her presentation



Session on Parenting by "Parwarish"

DAY 6: 13th May 2017:

The sixth day started with the Yoga session by Experts and Meditation at Work, which was really relaxing. The key point mentioned by Dr. Vikas Nath in his valedictory speech, was that teaching fraternity need to work on collaborative research. He emphasized that both collaborative research and individual research in quality journals will improve the score for NIRF.

There was refreshment with a short skit performed by the teaching staff like Ms. Gagandeep Kaur, Dr. Daljeet Singh Bawa, Dr. Sanjay Manocha, Dr. A.K. Srivastava, Dr. Broto Bharadwaj and Ms. Rupam Jyoti Deka.



Participants enjoying the skit enacted by the Teaching staff Skit performance by the Teaching faculty





Director sir along with all the participants and felicitation



Dr. Vikas Nath, Director-BVIMR felicitating the participants

PHD SNAPSHOT

Dr. Neelam Sharma , Associate Professor, BVIMR successfully completed her doctorate on 18th 2016 from Mewar University, Chittorgarh under the guidance Dr. Rajneesh Kumar Chaturvedi, Department of Mass & Media Communication, Mewar University, Chittorgarh on the topic **Impact Of Social Media On Behavior Of Youngsters- A Study of NCT.**



The daring new universe of online networking has caught the consideration of researchers and book scholars around the globe, which has prompted the distribution of various works about Twitter, Facebook YouTube and so forth. A large portion of these books are useful and industry-situated in nature and don't consider top to bottom the online networking sway in gatherings of people and correspondence procedures. In any case, the imperativeness of the publication market underlines the examination importance than online networking and informal communities are getting. Boyd and Ellison (2008: 210-230) have abridged late research and interpersonal organization history.

The creators, Berkeley and Michigan State educators, consider informal communities as progressively appealing for specialists, intrigued for their helpfulness, gathering of people size and statistical surveying potential. They characterize informal communities are electronic administrations that permit clients to manufacture an open or

semi-open inside of a framework; understandable a client list with shared connections; and watch the rundown of connections of those persons with other individuals inside of the framework" (Boyd and Ellison, 2008: 211). Boyd and Ellison clarify that Six Degrees (1997) was sequentially the main interpersonal organization however vanished in 2000. The most vital current interpersonal organizations were set up after 2002: Fotolog (2002), LinkedIn (2003), MySpace (2003), Last.FM (2003), Hi5 (2003), Orkut (2004), Flickr (2004), Facebook (2004), YouTube (2005), Bebo (2005), Ning (2005) y Twitter (2006).

From 2003 on interpersonal organizations achieve the standard, and begin delivering gathering of people figures we could consider "gigantic". Their group of on lookers development has been unstable. In April 2009, Facebook had 200 million clients around the world: in March 2010 it had achieved 400 million. By November 2010, Facebook's assessed gathering of people is more than 547 million clients. Just 26% of the clients are in the United States: we are confronting a really worldwide wonder. Twitter demonstrates more unobtrusive gathering of people figures (19 million in March 2009; 75 million in March 2010), and more than 44% of clients are in the United States². All things considered, the figures talk without anyone else's input and may well give Facebook and Twitter a spot ever.

GUEST LECTURE

Eminent speakers were invited to deliver guest lectures to the students for better orientation of the subjects with practical business implications. Renowned academician, corporate professional and entrepreneur like Mr. M.P. Singh, Mr. Vikas Mittal and Mr. Sameer Gupta

Guest Lectures conducted

S. No.	Name of Speaker	Guest Lecture	Lecture Date	Topic
1.	Mr.M.P Singh	BBA IV-B	7/3/2017	"Foreign Trade Policy 2015-2020 "
	Mr.M.P Singh	BBA IV-A	8/3/2017	
	Mr.M.P Singh	BBA IV-C	8/3/2017	
	Mr.M.P Singh	BBA IV-E	8/3/2017	
	Mr.M.P Singh	BBA IV-D	8/3/2017	
2.	Mr.Vikas Mittal	MBA IV Section A.B & C	6/3/2017	Innovation in Technology driven organisations
	Mr.Vikas Mittal	BCA VI Sem	6/3/2017	Data Mining software:XL miner,Informatica & Click view
3.	Mr. Sameer Gupta	MBA IV All Section	7/3/2017	Entrepreneurship Development for MBA IV

Papers Presented in Conferences, Seminars, Workshops, Symposia

S.No	Name of Faculty	Designation	Date for seminar	Nature of work	Topic	Organizer
1.	Dr. Neetu Jain	Assistant Professor	16/3/2017	Paper Presentation	Macro Economics and Currency Derivation of Risk Management	VIPS, New Delhi
2.	Dr. Neetu Jain	Assistant Professor	27 th - 29 th , March 2017	Paper Presentation	Macro Economics and Currency Derivation of Risk Management	Jaypee Institute of Information Technology
3.	Ms. Nancy Goel	Assistant Professor	17/3/2017	Paper Presentation	Predicting the Risk Factors Influencing the Behavioral Intention in Adoption of Mobile Banking: An Exploratory Analysis	VIPS, Pitampur a New Delhi
4.	Dr. R.K. Sharma	Professor	16/3/2017	Chair a Secsion of International Conference (HR)		Ansal University Gurgaon (Haryana)
5.	Dr. Broto Bhardwaj	Associate Professor	28/3/2017	Presentation of Paper in International Conference	Entrepreneurship & Shialing	Jaypee Institute of Information Technology

Seminars, Workshop, FDP, MDP attended

S. No	Name of Faculty	Designation	Date for seminar	Nature of work	Organizer
1	Ms. Nancy Goel	Assistant Professor	3/7/2017	FDP	Kamal Institute of Higher Education and Advance Technology
2	Ms. Indu Rani	Assistant Professor	3/7/2017	FDP	Kamal Institute of Higher Education and Advance Technology
3	Ms. Sonal Singh	Assistant Professor	15-03-2017 to 20-03-2017	FDP	Satyawati college (E) University of Delhi Ashok Vihar
4	Ms. Indu Rani	Assistant Professor	29 May to 03 June-17	FDP	DIAS Rohini Delhi
5	Mr. Anuj Kumar	Assistant Professor	29 May to 03 June-17	FDP	DIAS Rohini Delhi
6	Ms. Nishu Marwah	Assistant Professor	29 May to 03 June-17	FDP	DIAS Rohini Delhi
7	Dr. Anoop Pandey	Associate Professor	04-03-17 to 06-03-17	FDP	Jai Narain Vyas University, Jodhpur
8	Dr. Aparna Marwah	Assistant Professor	04 to 05 May-2017	FDP	FORE Campus, New Delhi
9	Dr. Tripti Tiwari	Assistant Professor	15 May-17 to 27 May 17	FDP	B.V.I.C.A.M A-4, Paschim Vihar New Delhi
10	Dr. Aparna Marwah	Assistant Professor	15 May-17 to 27 May 17	FDP	B.V.I.C.A.M A-4, Paschim Vihar New Delhi
11	Dr. Daljeet Singh Bawa	Assistant Professor	15 May-17 to 27 May 17	FDP	B.V.I.C.A.M A-4, Paschim Vihar New Delhi
12	Dr. Geetu Tuteja	Assistant Professor	11-12-May 2017	FDP	FORE School of Management Campus New Delhi
13	Dr. Navneet Gera	Assistant Professor	07-May-17	FDP	Indian Social Institute, New Delhi
14	Dr. Pankaj Saini	Assistant Professor	07-May-17	FDP	Indian Social Institute, Lodhi Road New Delhi
15	Ms. Nancy Goel	Assistant Professor	17-May-17	FDP	PHD chamber of commerce, New Delhi
16	Dr. Neetu Jain	Assistant Professor	28-April-17 & 4-May-17	FDP	Department of Commerce, Hansraj College University of Delhi

Papers Published in Refereed Journals / Conference or workshop or Seminar Proceedings

S. No	Title of the Paper with page numbers	Name of the Journal/ Conference Proceedings	ISSN/ISBN Number	Name of Co- Author	Number of co-authors	Refereed Journals / Conference Proceedings	Issue/ Volume / Date, month and year of Publication
1	Application of Diffusion of Innovation Theory in Behavior Intention to use Mobile Banking	Vindhya International Journal of Management & Research	2395-2059	Ms. Nancy Goel	2		Vol. 3 Issue.1 March 2017
2	IMPACT OF SPIRITUALITY ON AFFECTED WELL BEING AND COPING STRESS.	International Journal of Advance Research	ISSN: 2320-5407	Dr. Ashima Bhatnagar & Varun Mittal	1	Refereed & UGC Approved journal	5(6) 2017

Other Research Publications (Books, Chapters in Books other than refereed journal articles)

S. No.	Title of the Book with page numbers	Editor and Publisher	ISSN/ISBN Number	Whether you are the main author	Nation/ International publisher	Book / Chapter contribution
1	ALLONS – Y (A) (French language book)	MILLENIUM BOOK SOURCE PVT. LTD.	978-93-85692-06-2	Yes (of devanagari script of pronunciation)	National	Book
2	ALLONS – Y (B) (French language book)	MILLENIUM BOOK SOURCE PVT. LTD.	978-93-85692-07-9	Yes (of devanagari script of pronunciation)	National	Book
3	ALLONS – Y (1) (French language book)	MILLENIUM BOOK SOURCE PVT. LTD.	978-93-85692-08-6	Yes (of devanagari script of pronunciation)	National	Book
4	ALLONS – Y (2) (French language book)	MILLENIUM BOOK SOURCE PVT. LTD.	978-93-85692-09-3	Yes (of devanagari script of pronunciation)	National	Book
5	ALLONS – Y (3) (French language book)	MILLENIUM BOOK SOURCE PVT. LTD.	978-93-85692-10-9	Yes (of devanagari script of pronunciation)	Nationals	Book

Research Publications (Books, Chapters in Books other than refereed journal articles)

S · N o ·	Title of the Book with page numbers	Editor and Publisher	ISSN/ISB N Number	Whether you are the main author	Natio nal/ Inter natio nal publi sher	Book / Chapter contribu tion	Date, month and year of Public ation
1	ALLONS – Y (A) (French language book)	MILLENIU M BOOK SOURCE PVT. LTD.	978-93- 85692- 06-2	Yes (of devanagari script of pronunciation)	Natio nal	Book	
2	ALLONS – Y (B) (French language book)	MILLENIU M BOOK SOURCE PVT. LTD.	978-93- 85692- 07-9	Yes (of devanagari script of pronunciation)	Natio nal	Book	
3	ALLONS – Y (1) (French language book)	MILLENIU M BOOK SOURCE PVT. LTD.	978-93- 85692- 08-6	Yes (of devanagari script of pronunciation)	Natio nal	Book	
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5	ALLONS – Y (3) (French language book)	MILLENIU M BOOK SOURCE PVT. LTD.	978-93- 85692- 10-9	Yes (of devanagari script of pronunciation)	Natio nals	Book	

**Invited Lectures and chairmanships at national or international conference / seminar/ workshop/
FDP/ MDP/ etc.**

S · N o ·	Invited as Guest Speaker. Session Chaired/ Key Note Speaker/ / Expert Talk/ Panellist	Title of Conference / Seminar etc.	Organized by	Whether internatio nal / national/ University / College	Held on (DD/ MM/ YY)
1	Chair Session – Dr. Navneet Gera	Global Business and innovative management:Ch allenges & Opportunities	Tecnia Institute of Advanced Studies, Institutional Area, Rohini, New Delhi- 110085.	College	15th April, 2017

STUDENTS ACHIEVEMENTS

S. No	Student Name	Title of the Paper	Conference Details	Book/Journal	ISSN/ISBN NO.	Venue/ Date
1	Varun Mittal	SAARC: Blooming peace and prosperity Opportunities success and challenges	International conference on "Peaceful and Prosperous south Asia- Opportunities and Challenges"	Journal		Department of Humanities and Social Sciences, Jaypee Institute of Information Technology, Noida 27 th -29 th March, 20 17.
2	Varun Mittal	Islamic Banking: Boon or bane for Indian Economy	Vivekananda International Conference 2017	Book Business Analytics by Excel Publisher	ISBN: 978938625 6591	VIPS, New Delhi

GUEST ARTICLE

The Entrepreneur Way of Life

Today, as any student approaches the end of her college life and is all ready to step into the mystical world of business, the million dollar question which arises in her mind is – whether to join the corporate ladder and work your way to the top; or become an entrepreneur and create jobs for one's society. While traditionally, we have been brought up on the dosage of a service oriented societal mind set which conditions us to get educated and get a good job so as to earn a living. Very few were the ones who, in the words made famous by the great Steve Jobs, were Dreamers. The crazy ones who wanted to change the world!

But the scenario today, especially in India, is really exciting times, with great impetuosity to start ups and entrepreneurship. Success stories like flipkart, paytm, ola are getting created on a regular basis. The Entrepreneur Way of Life is often getting perceived as the present day rockstar's glamorous life!

But if you peel away the accolades and the apparent aspirational lifestyle, you will see that the entrepreneurial journey apart from being a lonely one, is one of endurance, perseverance and high level of discipline. Top it off with a high dose of creativity leading to innovation and becoming a perpetual multi tasker.

Every entrepreneur, in order to be successful, have had to have the mental toughness to face times when the chips are down, or when things not going in one's way or as planned and weather out the storm in order to see a new day! Many a times, these dire situations are relating to lack of finances, lack of skilled manpower (or just manpower for that matter!), lack of a clear path, etc.

To be a successful entrepreneur, one has to work with uncertainties, which will come in each and every aspect of building an organization from scratch. There will be chaos at each step leading to conflicts (both internal & external). There will be sacrifices to be made in terms of giving up ones social life, luxurious lifestyles, family time. Only those who embrace it and not fight it or give up, are the ones who go on to raise companies and organizations which turn into multi-million dollar Unicorns.

Such are the hardships of the Entrepreneurial Way of Life.. But the sweet sound of getting a multi-million dollar valuation or getting your company listed on the stock exchange, are enough to make all the pains disappear.

Kartik Deka (B.Tech, MBA)

Entrepreneur & Founder of KADE & CO

STUDENTS CORNER

DIGITAL MARKETING

In the last decade, the average time spent by an individual in one day on the internet has doubled. You will be surprised to know that at any point in a day 47% of the total people online are found using Facebook.

Now a days, you are spammed with pop up ads, email ads and other types of display ads as soon as you go online. With changing consumer behaviors the businesses are also looking for new means to connect to their customers. This has shifted their practices from offline marketing towards the online platforms.

Digital marketing is a term that has emerged recently and is a hot trend between marketers. It simply means marketing your product or service on the internet. Marketing has always meant connecting with potential customers in the place at the right time. And thus in present scenario where people are spending most of the time online, internet is the best place to connect to them.

Due to this marketers have realized that the offline marketing is fading and digital means of marketing hold immense potential which is still hidden.

Not only is it effective in reaching millions of customers but it comes packed with many other benefits. Consider a newspaper advert. It is nearly impossible to know how many people actually saw it and responded. But the internet lets us determine the return on investment on almost every aspect of digital marketing.

An effective digital marketing plan when applied using the correct tools and tech lets a business trace its sales from the very first touch point to the current state. It ultimately leads to an all-round analysis of the marketing plan and identify the various deficiencies.

In a nutshell, looking at the success it has achieved, digital marketing has proved to be the ultimate power of the marketers that has the potential to completely change how business connect to customers and benefit both the parties equally.

Harsh Jain

BBA-III (E)

BVIMR BUSINESS TIMES – NEWS AND UPDATES

MERGERS AND ACQUISITIONS IN 2017

1) Amazon Acquires Souq.Com, The Middle East's Biggest Online Retailer

Ronaldo Mouchawar, the Chief Executive and Co-founder of the Souq.com, called the agreement “a critical next step in growing e-commerce presence on behalf of the customers across the region.

CORPORATE CHARGE/DISCHARGE

1) Sanjay Menon appointed Managing Director of Sapient India

Menon will drive the strategy, capability development and growth of Sapient's India presence. He will also maintain its status as hub of the company's globally distributed network.

2) Harm Ohlmeyer appointed as Chief Financial Officer of Adidas

Harm Ohlmeyer has been appointed as the Chief Financial Officer of Adidas. He will succeed Robin Stalker, who served the post for 16 years.

3) Etihad appoints Robin Kamark as CEO of Airline Equity Partners

Kamark will be responsible for leading and developing the Groups minority equity investment strategy, which includes stakes in airberlin, Alitalia, Jet Airways, Air Serbia, Etihad Regional and Virgin Australia.

4) Aliza Knox, Twitter's head of Asia-Pacific, quits

Knox's exit from the micro-blogging site comes on the back of the loss of a number of high profile Asia-based executives in 2016; including MD for Southeast Asia, India, Middle East and North Africa (MENA) region Parminder Singh, India head Rishi Jaitly, China head Kathy Chen and Australia country boss Karen Stocks.

5) T K K Krishnakumar appointed as Coca-Cola India President

Coca-Cola India is one of India's leading beverage companies which, along with its bottling partners, have a strong network of over 2.6 million retail outlets.

PRODUCT/NEW LAUNCH

1) Tata Motors roll out 5-seater SUV Nexon

Tata Motors rolled out the first batch of its seen-to-b-launched 5-seater SUV, the Nexon from its Ranjangaon facility. The Nexon may come in the Rs. 6-9 lakh price range.

2) Oneplus launches Oneplus 5

The 'Flagship Killer' that never settles now have heftier specs, a dual camera and some inspiration from the Iphone. the new Oneplus 5 is available exclusively on Amazo. In two colors and two models i.e. with 6GB ram and the other with 8GB ram.

3) Michelin launches new SUV Tyres

Tyre manufacturer michelin announced that its range of Michelin Ltx force Suv tyres will now be available in India. The new range of tyres offer better on-road grip and off-road traction and also come with improved durability.

4) Merc launches new version of E-Class at Rs. 57 lakh

India's top luxury carmaker Mercedes-Benz introduced its long wheelbase E-Class 220 d, a new variant of its luxury sedan e-class. this is the third variant of e-class after e350 d.

5) Tata Motors launched buses with AMT

Tata Motors launched buses with Automated Manual Transmission (AMT) technology in its Starbus and ultra ranges with price starting at Rs. 21lakh. The amt buses have been developed especially for city applications with heavy traffic and will be available in multiple variants for diverse applications.

BUSINESS QUIZ

- Q1. Which sportswear brand has signed a multiyear endorsement deal of over 100 crore with Virat Kohli?**
- a) Puma
 - b) Adidas
 - c) Fila
 - d) Reebok
- Q2. Which company of phone is relaunching a model of its mobile phone as 'detox phone' by HMD Global?**
- a) Samsung
 - b) Nokia
 - c) One Plus
 - d) Oppo
- Q3. Which international airline will invest in a 100 % foreign owned airline in India, a first after the change in policy?**
- a) Singapore Airlines
 - b) Turkish Airlines
 - c) Etihad Airways
 - d) Qatar Airways
- Q4. Which TV channel has paid the highest ever fee of Rs 110 crores for world TV rights of Rajini film 2.0?**
- a) Sony
 - b) Max
 - c) Zee TV
 - d) Star Plus
- Q5. After introducing Rs 2000 and new Rs 500 currencies, what denomination will RBI introduce shortly?**
- a) Rs 100
 - b) Rs 50
 - c) Rs 1000
 - d) Rs 200
- Q6. The Chinese brands of smartphones are all positioning themselves as Selfie cameras using Bollywood stars as their brand ambassadors. Which Bollywood star did VIVO select?**
- a) Ranveer Singh
 - b) Salman Khan
 - c) Shah Rukh Khan
 - d) Akshay Kumar

- Q7. Indian Premier League (IPL) is in its 10th edition this year. Yet, only one of its franchisees has turned the most profitable. Which are the two franchisees?**
- a) Delhi Daredevils
 - b) Kings XI Punjab
 - c) Chennai Superkings
 - d) Kolkata Knight Riders
- Q8. Which is the first state government in India to adopt January to December fiscal year ?**
- a) Kerala
 - b) Rajasthan
 - c) Madhya Pradesh
 - d) Delhi
- Q9. What is the name of the lifestyle and sports brand of Rhiti Sports, where cricketer MS Dhoni has a stake?**
- a) Seven
 - b) Five
 - c) Seven Eleven
 - d) Dhoni GO
- Q10. Which IT major who had promoted remote working for its employees have now asked employees to start reporting at offices?**
- a) Cognizant
 - b) HCL
 - c) Infosys
 - d) IBM

ANSWERS:-

- 1. a) Puma
- 2. b) Nokia
- 3. d) Qatar Airways
- 4. c) Zee TV
- 5. d) Rs 200
- 6. a) Ranveer Singh
- 7. b) Kings XI Punjab
- 8. c) Madhya Pradesh
- 9. a) Seven
- 10. d) IBM

FROM THE EDITORIAL BOARD



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