

# COMMUNITY NEWSLETTER Management@DME



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OFFICIAL NEWS LETTER OF THE DME MANAGEMENT SCHOOL

**Theme – Importance of Research**

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## From the Desk of Head - Research Cell

With the availability of a plethora of professional development and training programmes in education sector today; we need to stop and think whether they actively yield analytical minds who can infuse the required change in the existing societal set up, no matter how small. In effect, it is the quality of research which is of utmost importance within the realms of educational settings which garners exploratory thinking for the betterment of the very fabric of society’s economic and political arrangement. This quality is not only limited to employing rigorous researching techniques and methods for problem solving; but also requires high standards of evidence-based implementation.

An educator with an in-depth methodological and substantive knowledge can not only articulate effective class-room-teaching-pedagogies but also set the tone of curiosity, critical thinking and deliberation amongst the students. There is no parallel to the wholesome process of research based teaching and thought provoking and application based learning. Herewith, the quality of doctoral programmes thus form an important pillar for developing competencies in education research while training the research scholars in pursuit of their careers. Further, from term paper-to-case study-to-dissertation writing, a conscious effort is imperative to encourage the learners strive for application based research within the realms of ethical conduct.

Research wing of a college or university is of equal critical importance for adding value to the existing knowledge base of academia and policy makers. More than a dry and dreary world of theories, as far as the stereotypes around research go, it is a space for innovation and entrepreneurship, the connecting dot between academia and the grass root realities. Harnessing research minds through such platforms can actually give way to formulation of new schools of thoughts, theorizing new concepts or laws or advocacies in tune with the changing societal paradigms at national and international level.

Undoubtedly good research is important, but research based learning is indispensable.

**Dr. Isha Jaswal**  
Head, Research Cell  
DME

## Global Strategic Management Conference (GSMC 2020) “Remote Working Practices: Challenges, Opportunities & Future Trends”



21<sup>st</sup>-28<sup>th</sup> November 2020

By DME Management School

In case of any queries, please write to us at [Conference@dme.ac.in](mailto:Conference@dme.ac.in)

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## Unveiling Global Strategic Management Conference (GSMC 2020)

DME Management School is organizing an eight-day Management Conference – Global Strategic Management Conference (GSMC 2020) on the theme of Remote Working to be held on 21st November-28th November 2020.

GSMC 2020 aims at discussing the upcoming trend of remote working in the wake of the COVID crisis. The pandemic has shattered the economies and businesses all across the world. However, in the midst of this crisis there is an emergence of a transformational trend of Remote Working. Globally, the conventional office setups have been replaced by home workstations. During these crisis times, where social distancing is the new world order, remote working seems to be the only panacea. At the same time, the new form of working has innumerable benefits for the organisations namely cost saving and sustainability among others. The transformational trend presents umpteen opportunities and challenges for both employers and employees.

GSMC 2020 is a platform to provide an opportunity to the participants to understand diverse viewpoints and perspectives on remote working from several parts of the world. We have invited ten Professors from seven different countries namely – Belgium, Nepal, Nigeria, Oman, Saudi Arabia, Spain, USA, Israel, India and Sri Lanka for the Conference. The Conference aims at blending the cross-cultural thoughts and experiences of the esteemed academicians and corporate professionals. The Inaugural Ceremony on Day One, shall be dedicated to distinguished guests and esteemed corporates. The following days of the Conference shall comprise of master class and paper presentations by participants on the sub-themes. Each day, the session would be chaired by an esteemed International Professor.

Apart from providing global exposure, the Conference offers excellent publication opportunities as well. The reviewed and presented papers shall be published in Scopus indexed and UGC Care approved journals.

GSMC 2020 is a platform for Academicians, Research Scholars and Students to present their diverse perspectives on remote working at a Global forum. It is an opportunity for them to develop a holistic view on the theme.

On behalf of GSMC 2020 Conference Team, I invite you to become a part of this Global Conference.

**Ms. Roli Wadhwa**  
Convener, GSMC 2020  
Editor, DMS Newsletter

## Research Centres under DMS



Research is an integral part of the Management School's academic environment. With a view to encourage research by the faculty members, DMS had set up two research centres, namely, Centre for Sustainable Development (CSD) and Centre for Management Research (CMR). CSD was the first research centre that was set up. With an ever increasing emphasis on Sustainable Development all over the world, DMS contributes its share as a socially responsible organization by encouraging its faculty members to pursue research in this area. Apart from faculty members pursuing research, the students are also encouraged to think along these lines by organising various research related events/activities for them. One such event was conducted on 18th August, 2020- Show and Tell Competition. This event required the participants to present an object that promotes sustainable development. A workshop was also organised on the role of sustainable practices for business growth, roadblocks and scope of research on 13th October 2020. Key points of discussion during this workshop comprised of insights into recent sustainable practices, sustainability led business growth, roadblocks and challenges in this area, trending research topics in the area of sustainability, etc.

The second research centre that was set up at DMS was CMR. It aims at promoting research in contemporary areas of business and management. This centre has a wider scope than that of CSD as it focusses on any recent trend in the discipline of management. Various events had been organised under this centre as well by the management school. A workshop on learning google forms for research purposes was organized on 25th August, 2020. Another workshop on how to publish in Scopus indexed and ABDC Journals was organized on 2nd October 2020 for faculty as well as research scholars. Key points of discussion during this workshop included what is Scopus index and ABDC journal quality list, what is impact factor and its importance, procedure to publish in Scopus/ABDC indexed journal, etc.

Dr. Shuchi Goel  
Assistant Professor

## Tips for writing articles for Scopus and ABDC Journal publications

For every academician, undertaking a research work and publishing it in quality journals can be both challenging as well as rewarding. Every researcher makes conscious efforts to share her/his findings through world renowned academic journals in the respective disciplines or participating in various national/ international conferences.

Writing a good research paper /article is both a science as well as an art which is a perpetual learning phenomenon. With new research methodologies, analytical softwares, skills and expertise evolving across the globe, we must strive to be more aware, informed and keep learning about them.

Following the insights shared during one of the workshops on "How to publish in Scopus indexed and ABDC Journals" organized by Centre for Management Research (CMR) at DME Management School on October 2, 2020 from 10:00am-1:00 pm via Zoom Platform, I would like to take this opportunity to share some of the tips and suggestions shared by the keynote speaker, Dr. Jaspreet Kaur.

**Careful selection and shortlisting of Journal:** As every journal caters to a specific area of research, its readership varies. One must make a proper choice and shortlist 2-3 journals in the related area with relatively high impact factor. Popular databases like Scopus, ABDC (Australian Business Deans Council) Web of Science (WoS), UGC Care list etc. should be carefully looked for. Most of the journals come up with the special issues which must be kept a track of. Authors must keep in mind their disciplines, specific research topics, periodicity of journal publication, country, specialization, reader base, review process, cost of publication, impact factor etc. while weighing and shortlisting the journal.

**Composing the title of the Paper:** Use a title which is simple, attractive and accurately reflects the investigation. One should avoid using acronyms which are known to specialized community only.

**Writing the abstract:** A short and effective abstract focusing on what the study is about is the first impression about the paper. Include major findings in a way that a general reader can comprehend. Avoid including references in an abstract.

**Theoretical Framework or Literature Review:** This section is crucial as it not only accounts for the previous work done on the subject chosen but also justifies the gap identified by you as a researcher and the issues that your paper addresses. One must endeavor to include latest references and other supporting theories.

**Research Methodology:** Carefully outlined methodology depicting the nature of the study, research methodology (quantitative or qualitative), research instrument used, and type of the study, sample design, size, and nature of sampling, tools and technique used should be mentioned.

**Results or Findings:** Your results must speak to the theoretical and empirical questions that your paper addresses and results must be presented analytically or thematically –not essentially in a chronological order. The order of figures should follow the discussion themes and not the sequence in which they were conducted.

**Discussion or Conclusion :** A combined discussion or conclusion section summarizing the work done in the paper, main findings, acknowledging the limitations and proposing the steps for future research along with managerial and policy implications must be included.

**References:** Proper citations and references as per the journal guidelines should be followed. Use of software like Mendeley can be instrumental.

**Review Process:** Upon submission of manuscript, a thorough review process by the editorial committee or the reviewing committee takes place. Suggested edits to be made by the authors and submit the revised manuscripts. Both acceptance and rejection teach us lessons for future and should be taken up positively and for betterment of future research endeavors.

*Hope these suggestions dispel some research myths and help us in making significant research contributions to the academia and industry. Let us keep learning and writing!!*

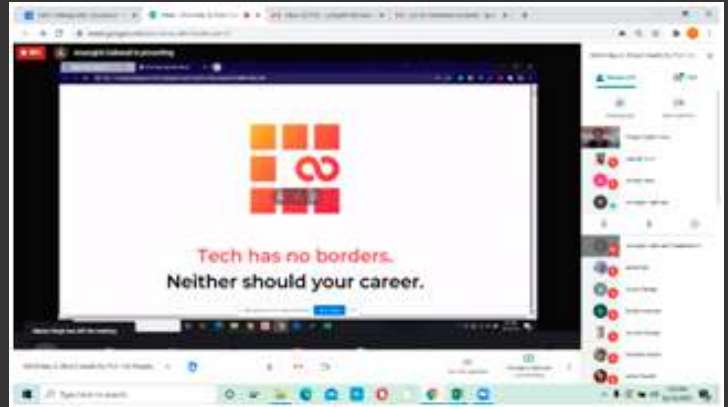
Ms Shanu Jain  
Assistant Professor

## Placement Drive : McKinley & Rice Creativity Pvt. Ltd.

DME Management School organized placement drive of McKinley & Rice Creativity Pvt. Ltd. for students of final year and 2020 passed out students on 20th October 2020. The positions offered were of HR Associate and Marketing Associate with package of 3LPA. In the view of recent pandemic, the drive was conducted on virtual platform. 29 students participated from both the batches. The students undertook two screening aptitude test. Selected students will appear for final round, which will be an online interview.

McKinley & Rice Creativity Pvt. Ltd. originally began as a tech outsourcing consultancy firm 5 years ago, when founder Felix J.W. Kim and associates discovered an increase in interest regarding overseas outsourcing while working at a law firm in Seoul, South Korea. In November 2018, McKinley & Rice launched its own in-house software development team in Noida, India, as well as offices in California, U.S.A intending to make design and tech accessible to everyone by breaking down borders. In

January 2020, the company expanded its footprint with an office in Pune to further enhance its capabilities.



Ms Pooja Tripathi  
Assistant Professor

## E-Visit to Yakult Danone India (P) Limited

On 12th October, 2020. DME Management School, organized a virtual visit to Yakult Danone India (P) Limited for all the students of BBA 2nd year. The event was organized by Ms. Shanu Jain, Ms. Pooja Tripathi and Dr. Shuchi Goel through Zoom meeting platform. The objective of this industrial visit was to familiarize the students with the production and processing aspects at Yakult Danone India (P) Limited. The event began by welcoming Mr. Aadish Jain. He introduced his company and informed the students that about the process of manufacturing of the probiotic health drink, starting from the germinating of the Lactobacillus casei strain Shirota (LcS) bacteria to enlarging it to the desired production and keeping a close eye on the quality control and packaging of the final product. Thereafter, a video showed actual processing at Yakult Danone India (P) Limited. All the queries resulting in the minds of the students were resolved well by him.

Yakult Danone India Pvt. Ltd. is a 50:50 joint venture between Yakult Honsha of Japan and Group Danone of France. Yakult is a probiotic drink which contains more than 6.5 billion beneficial bacteria Lactobacillus casei strain shirota. It was in 1930 that Dr. Minoru Shirota, a

Japanese scientist discovered a special strain of bacteria that was beneficial to human health. This Friendly Bacteria helps in improving digestion, build immunity and prevent infections.

The session ended with vote of thanks to Mr. Aadish Jain.



Ms Pooja Tripathi  
Assistant Professor

## Research Workshop by DME Management School

On 13th October 2020, the Research Cell of DME Management School organized a workshop on the Role of Sustainable Practices for Business Growth, Roadblocks, and Scope of Research by Dr. K Mathiyazhagan. Sir is currently working as an Associate Professor in the Department of Mechanical Engineering, Amity University, Noida, India. He did his Ph.D. in the Department of Production Engineering, National Institute of Technology – Tiruchirappalli, Tamil Nadu. In addition

to the Ph.D. work, he went to the University of Southern Denmark, Denmark as a visiting research scholar.

The session started by welcoming the guest speaker by Ms. Parul Grover. During the lecture, Dr. Mathiyazhagan shared visions on how to create a sustainable business model and seized the attention of students by sharing an impressive presentation on sustainable business. He elaborated on sustainable business strategies and

business model archetypes. He discussed the roadblocks of sustainable business. He also shed light on the need for sustainable businesses in today's time.

The session was intriguing and elucidating. The students came up with valid questions and Sir patiently attended to their queries. The session indeed inspired the students to

break free of the norm thinking and come up with new sustainable business ideas for the betterment of society. Ms. Grover expressed her gratitude for the informative session

Niharika Sharma,  
BBA, 2<sup>nd</sup> Year



## Topic- Socio-Legal Approach to Research

Every institution counts researching as its distinguished and competitive strengths. This makes research pertinent not just for students and academicians, but also professionals in varied areas. For students, research is a method of efficient learning and its benefits extend way beyond earning a degree. It develops in students critically objective thinking and acts as a tool for building knowledge not for oneself but for further researchers also. They are enabled to find the truth behind the content they read, question its validity in changing times and propose their own theory based upon the revelations during their research.

Laws are intended to smoothen the society and make the relationships work amicably. It necessitates the laws must be framed after a thorough research of social conditions. Socio-legal research helps in diagnosing the ailments existing in the society and determining the causation with an aim of providing medications to cure it. Since world is

ever-evolutionary and cannot stay stagnant, lack of understanding of events taking place can sink entire fate of the organization. The social, political, legal, technological, and behavioural dynamism does not allow society to step into slumber, thus, mandating its members to find answers to emerging challenges. Students in such scenario can only succeed if they are made to assess the needs of society. Using various researching tools and a multi-disciplinary approach, they can retrieve the facts in the form of present knowledge and work upon it to supply their valuable inputs in the form of innovative ideas for the advancement of human knowledge. It augments their intellectual, social and emotional skills.

Ms Akanksha Marwah  
Assistant Professor, DME Law School  
Member, Research Cell



## Research based education: A hybrid learning approach

It is impossible to imagine a world without innovation, ideas and information. Research gives us an opportunity to look deeper into the real world phenomena from a different perspective and come up with meaningful results. Research is integral in every field be it academic, technical, medical, legal and many more. It is a journey which is both challenging as well as rewarding and has become an indispensable part of educational and professional world. For a student, an attitude of curiosity is crucial for gaining deeper knowledge and develop long term interest in the subject areas. Nowadays a lot of emphasis is laid down on experimental and evidence based studies drawing examples and conclusions from everyday life events and experiences. Even in schools, a lot of projects and assignments are based on studying a real situation, investigating into the real problems and offer solutions for the same, thereby sowing seeds of analytical thinking and research orientation. Almost all the higher educational institutions globally have dedicated research committees and lay emphasis on research oriented teaching pedagogies. Case studies, legislative reviews, research studies conducted across the globe, research papers published in various national and international journals etc. have become prominent source of references for explaining the subject content. For an educator also research orientation is important to ensure continuous knowledge enrichment and dissemination.

Research give us an opportunity of learning by doing. While working on a research paper, dissertation or a thesis we get to learn about a lot many things associated directly or indirectly with the subject or topic chosen. Say for example, if one wishes to study about the investor behavior or consumer behavior research involves looking into the theories that explain the behavior, the antecedents that effect the behavior, the consequences, the moderators, mediators, comparison across countries, cultures, socio-economic scenarios and a lot more. It widens the horizons and gives us new perspective to think, question and find solutions. Even in professional and corporate world, a lot of emphasis is laid on research and analysis. All the government data, reports, policy decisions involve in depth research and investigation. The outcomes and conclusion of research studies not only add value to the academic literature but also have significant managerial and policy implications. Therefore, all the academic and professional communities must endeavor to inculcate a culture of research and create a blend of education and research.

*Ms. Shanu Jain  
Assistant Professor,  
DME Management School and Member,  
Research Cell*

## Breaking the Stereotype of a Researcher

For a very long time research is a field that is professionally associated with boredom, a mostly infructuous pursuit of hypotheses and questions which most of the time are disappointing and, abject poverty. The post-1991 privatisation-liberalisation-globalisation brought with itself a wave of privatised service sector employment, where many Indian cities became the south asian versions of the Silicon Valley. With this the meaning and context of the term profession also changed, and the field of academia and research was somewhat shunted sideways. Any research which did not project visible and patent results like vaccines and satellites was not much appreciated and output became the sole criteria. Various fields especially that of Arts and Humanities suffered a step back due of the social drive towards a tangible and quantifiable professional glory. People forgot to appreciate the language of resistance and dissent that the profession of research harnesses within itself - the very spirit which gave us the ever changing and evolving concepts of society, state, market, economy, law, medicine and technology, even the idea of a global village.

This stigma and stereotypical outlook towards research needs to be done away with since research and critiquing is the cornerstone of any nation's intelligentsia. Research, as the term itself suggests is "re"-searching an already existing concept, idea, method or technology to understand it, evaluate it, critique it and create something new and better from the existing academic culture and epistemic system. A teacher who purports to be a researcher will be able to inculcate the most important art of academics in her students: the art of questioning. And perhaps we can move towards an academically rich culture of critical thinking and innovation, where the image of a researcher is not reduced to a dejected and miserable character straight out of a ShyamBenegalmovie!

*Ms Shambhavi Mishra  
Assistant Professor,  
DME Law School and  
Member, Research Cell*

## Research: The Distance between an Idea and its Realization

Whether you are a scientist, an artist, a paralegal, or a parent, you probably perform research in your everyday life. When your boss, your instructor, or a family member asks you a question that you do not know the answer to, you locate relevant information, analyze your findings, and share your results. When you perform research, you are essentially trying to solve a mystery - you want to know how something works or why something happened. In other words, you want to answer a question that you (and other people) have about the world. This is one of the most basic reasons for performing research. But the research process does not end when you have solved your mystery. Imagine what would happen if a detective collected enough evidence to solve a criminal case, but she never shared her solution with the authorities. Presenting what you have learned from research can be just as important as performing the research. Research results can be presented in a variety of ways, but one of the most popular and effective -presentation forms is the research paper. A research paper presents an original thesis, or purpose statement, about a topic and develops that thesis with

information gathered from a variety of sources.

If you are curious about the possibility of life on Mars, for example, you might choose to research the topic. What will you do, though, when your research is complete? You will need a way to put your thoughts together in a logical, coherent manner. You may want to use the facts you have learned to create a narrative or to support an argument. And you may want to show the results of your research to your friends, your teachers, or even the editors of magazines and journals. Writing a research paper is an ideal way to organize thoughts, craft narratives or make arguments based on research, and share your newfound knowledge with the world.

My research interest falls under the general area of social marketing, advertising, finance, organizational behavior and human resource management. Primarily my research interest focuses on strategic social marketing.

Palak Bajpai  
(2<sup>nd</sup> year)

## Role of Research in Student Life

*"Research is to see what everybody has seen, and to think what nobody else has thought." -Albert Szent-Gyorgyi*

Research work is an excellent opportunity to discover new knowledge and expand about what you already know. Comprising research along with the course academic syllabus equip students with independent critical thinking skills as well as oral and written communication skills. Student life is a learning phase, although, learning never stops neither it should, so, taking part in research activities is quite advantageous to enable oneself to explore the subject in various aspects possible and get to know your interests. It's an opportunity that helps you to pursue an in-depth or deep original study about any topic which interests you. Moreover, I believe that one shouldn't let go the opportunity to work with a faculty member and learn valuable skills for life, class and work such as professionalism, time management, learning how to use online and other research tools. For these benefits, DME has a Research Cell which gives the students an

opportunity to work with the professors and under their guidance. I aspire to learn something new, to hone problem-solving, leadership, team-work, collaboration skills and to challenge myself in new ways. I find exploring and surfing the internet so much fun. So, if research work could put my interest in the right direction and can help improve my profile as a student, I won't think twice. It's indeed a win-win situation for me, after all it is benefitting me in every possible manner. Working on a research work is a very challenging and rewarding experience, you only need to put the best of your efforts and skills. Research acts as a lighthouse and empowers the individual. It teaches the students a systematic analysis of the topic, assists in leading to greater observations and to come up with great conclusions. By improving your hard skills as well as the soft skills, 'research' helps in the overall improvement of the individual.

Khushi Bora  
(2<sup>nd</sup> year)

## Today's Fact is Yesterday's Research

Tomorrow's greatest leaders are those with the courage to face reality and help the people around them face reality. - Ronald Heifetz

And what better way is there to come in closer and see the world in its unsullied form than to learn and understand more and more about it. Research, a tool for those who seek the truth and the truth alone. The word 'research' itself is derived from the Middle French word, "recherche", which means "to go about seeking". Research is "creative and systematic work undertaken to increase the stock of knowledge". It involves the collection, organization, and analysis of information to increase understanding of a topic or issue.

Let's have a bit of a 'Did you know?' session. DYK, Butterflies taste with their hind feet. DYK, There was a ten foot tall ape called Gigantopithecus that is now thought to be extinct. The fossil record also indicates that they most likely buried their dead, which indicates a cognitive level that only one other

ape possesses. DYK In the observable universe there are an estimated 2 trillion (2,000,000,000,000) galaxies.

Some of these facts might have been mind boggling, some you might have known, but we owe all of this knowledge to those researchers who spent decades meticulously researching thousands of topics. After all, the facts of today are the result of the research of yesterday.

Research is never just a one person effort either; am not talking about teams but rather legacy. Today ISRO wouldn't be launching Chandrayan if those scientist before them wouldn't have laid the basic foundation for them to work upon, passing their research to those who came after them. Research is cyclic process, it is never ending, just like we will never run out of things to talk learn about.

Ayush Dube  
(2<sup>nd</sup> year)

# All About Research

Research is simply the process of finding solutions to a problem after a thorough study and analysis of the situational factors. It is an organized, systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it. Research is the systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions. It helps build new theories that explain various social, physical, cultural, political, geographical, biological phenomena that have developed over the years. (eg: war invasion to tourism)

## Steps in research

Get to know where the areas exist that need to be studied and resolved.

Identify as clearly and specifically as possible, the problems that need to be resolved.

Once the problem has been clearly defined, steps together information, analyze data, determine factors associated with the problem

Solve and prevent it by taking necessary measures.

## WHY DO WE UNDERTAKE RESEARCH?

We undertake research to:

- Explore the causes and possible solutions to a given problem (Exploratory study)
- Describe a phenomenon or a problem in detail (Descriptive study)

- Study cause and effect relationships between two or more variables associated to our study. (Correlational study)
- Explain a phenomenon (Explanatory study)

A typical research process comprises the following stages

Define research problem

- Review concepts and theories, Review previous research findings
- Formulate Hypothesis
- Design Research (Including Sample Design)
- Collect Data
- Analyze data
- Interpret and report

There are various types of research methods and we have to select one that is suitable for our research:

- Field Study
- Laboratory Study
- Questionnaire Design
- Survey Research
- Observational Method
- Existing Data Based Research
- Longitudinal Research

*Arpit Chaudhry  
BBA, 3<sup>rd</sup> Year*

# My Idea of Research

Research is a logical and methodical procedure for understanding explanations of problems. Research procures facts that help us to evaluate the issue;

interviewing the feasibility and the consequence of strategies; and

discovering promising explanations for the challenges. Research generates heavy information that could assist our statements and assumptions. Study frequently heaves additional facts which we may not have been mindful of and that enables us to consolidate or even modify our arguments, and beliefs. These validities make it easier to aim at strategies and guarantee that interventions are beneficial. Questionnaires and conversations are used when you want to find out the population's experience with an issue. We may use casual dialogues, structured meetings, or a combination to obtain as great data as possible. Surveys are utilized if we need to understand what the maximum population in the neighborhood thinks or feels about an issue. For example, how many people would buy a packet of the new product?

quick space of time. A survey usually encompasses a list of easy topics on a theme and may contain some opportunity for respondents to communicate a broader viewpoint or statement on the problem.

Case research that characterizes the knowledge of people or organizations influenced by a problem can be very beneficial for a study that intends to improve a circumstance or prestige decision-makers. Diplomats and the nation are often extra effortlessly swung by articles they can recognize. A society that can contribute credible first-hand data is a significant part of the research.

Environmental concepts, economic trends, and psychological behaviors are some of the fields where my research interest lies.

Exploring and gaining knowledge on such broad topics helps me to understand my external environment and affairs.

For me, research is diving deep into the ocean of knowledge until you find results.

*Niharika Sharma  
BBA, 2<sup>nd</sup> Year*



# PETER F. DRUCKER

Management Lecture Series

## Mr. Dilip Raj

VP and Sr Managing Partner  
- Max Life Insurance

Peter Drucker defined leadership in this way: "Leadership is the lifting of a man's vision to higher sights, the raising of a man's performance to a higher standard, the building of a man's personality beyond its normal limitations."

On 28th of October 2020, DME Management School organized a Guest Lecture for Management students as a part of its Peter F. Drucker Management Lecture Series. Mr. Dilip Raj, VP and Sr Managing Partner - Max Life Insurance, Consultant & GLG's Council Member was the esteemed guest for the lecture. The session was hosted by Ms. Pooja Tripathi, Assistant Professor and Ms. Roli Wadhwa, Assistant Professor. The topic for the session was, "Careers in Management Domain with reference to insurance sector. Post Covid importance of Insurance sector".

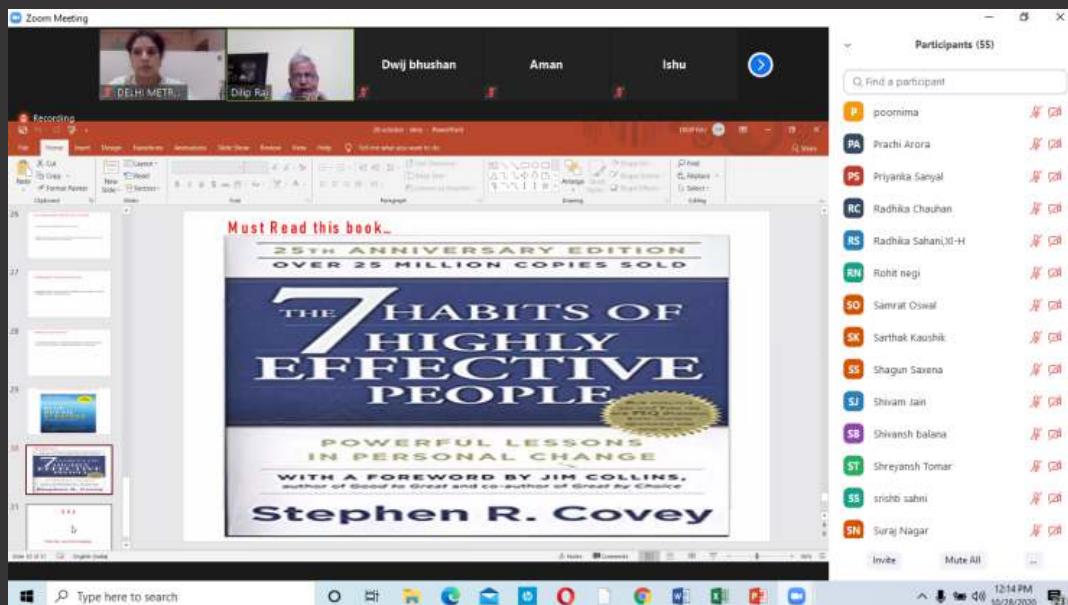
The session started with the welcoming of the guest speaker by Ms. Tripathi. Mr. Raj has a rich exposure of 23 plus years in industry. Sir has done a course in digital marketing from Columbia Business School and has also completed his international diploma in life insurance and risk management from Institute of Insurance and Risk Management Hyderabad.

During his lecture Sir started with the explanation of

what is leadership and how the sole purpose of leadership and HR is to achieve goals. Describing on how to become a leader sir helped students understand what and how logos, ethos, and pathos are important for a leader. Sir also pointed out the key character of a leader-Communication, and also talked about how a leader has the most important duty of spotting and deploying talent. It's not just a good planning that is important but also having good faith. There has to be a good balance between strategies and tactics as it's the balance what is needed in the corporate life. Leader is the one who seeks the best ideas and give due credit to their subordinates, sir explained it by giving an example of the EX ISRO Chairperson Satish Dhawan who accepted responsibility for Dr. APJ Abdul Kalam's Failure IN 1979 when Dr. Kalam headed SLV-3 Mission Satellite that fell in the Bay of Bengal. sir emphasized on the BE, KNOW, DO concept of leadership, as best leaders are great teachers they don't stand in front of a class but share their knowledge from their office to their subordinates. At the end sir shared some facts about BFSI that will change landscape of industry by 2030 and how an interesting career is better than a fun career and why a career doesn't have to be a straight line sir also warned students to beware of unhealthy passions.

The session was captivating and students posed several pertinent questions with related to career and startups The lecture was extremely enriching as it enhanced students' knowledge about changes and requirements of leaders in the industry and also encouraged students for career opportunities in the industry suitable for their interests.

Ayush Dube  
BBA



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