

**Amity University, Madhya Pradesh
Amity Business School**

Management Vista



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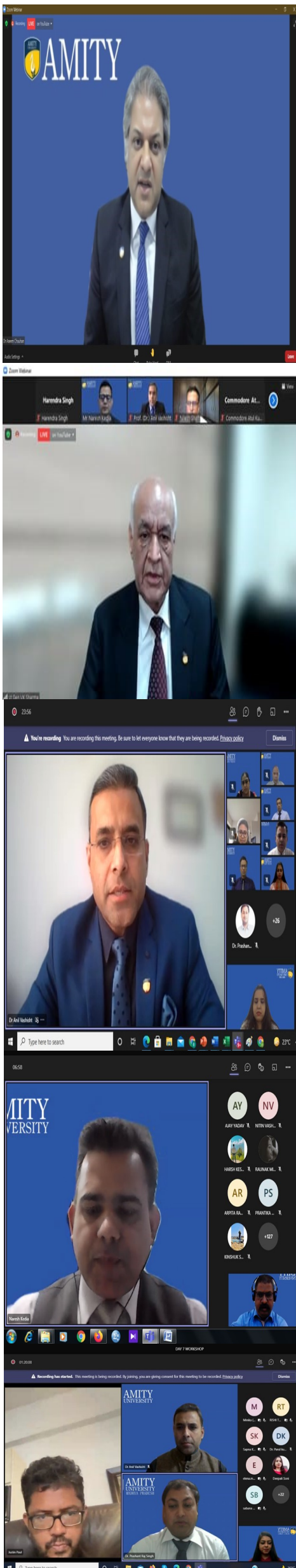
MANAGEMENT VISTA

MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL

Management Thought



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How to Win the Start-up War for Talent

The great business debate at the start of 2021 was how companies would adjust to hybrid work environments as the scope and severity of the pandemic appeared to wane. I expressed my own caution about hybrid work some months ago and remain uncertain. Yet over the last few months, a new workplace conversation has overshadowed any hand wringing about the return to offices: the problem of keeping the employees you have.

There is a temptation to conclude that these findings pertain largely to the lumbering, “old economy” enterprises that, pre-pandemic, were already struggling with digital transformation. But the entrepreneurial and technology sector would be naïve to assume that it is immune to these trends.

What, then, can a startup business operating in a competitive environment do? Three realities have emerged that I believe fast-growth companies in particular have to confront.

The CEO, above all, is responsible for creating a deep, sticky culture. How a CEO signals their commitment to making employees feel valued will be watched and measured.

The pandemic has created an opening to rethink the social contract with employees. A company that acts as if a return to the status quo is imminent will see workers vote with their feet.

The link between smart hiring and strong culture has never been more important. Rather than just trying to shut the door, a company eager to enhance its culture will need to find new ways to persuade top talent to join them.

By: Asheem Chandra

Contributor of Venture capital

SEBI bars investment advisors from advising on crypto, digital gold.**(21 OCT BUSSINES TODAY)**

In a move that could effectively bar registered investment advisors from offering any official advice on new-age asset classes like cryptocurrencies, non-fungible tokens (NFTs) and digital gold, the capital markets regulator has said that investment advisors can't deal in unregulated products.

NTPC orders 9.3 lakh tonnes of biomass pellets for co-firing in power plants.**(OCT 30 BUSINESS TODAY)**

State-owned power giant NTPC has placed an order of 9,30,000 tonnes of biomass pellets for co-firing in power plants that will help improve air quality, said the power ministry. Besides, Haryana, Punjab and Uttar Pradesh are procuring 13,01,000 tonnes of biomass pellets for co-firing in their power plants, the power ministry said in a statement issued on Sunday.

Paytm IPO soon: company's targets, and what investors should know.**(OCT 29 THE INDIAN EXPRESS)**

One97 Communications, which operates Paytm, is set to come out with the country's largest Initial Public Offer on November 8, valuing the company at \$19.3–19.9 billion. Paytm is currently India's leading digital ecosystem for consumers and merchants, with over 337 million registered consumers and over 21.8 million registered merchants as of June 30, according to a report by Red-seer management consulting company.

SBI Card Q2 results: Net profit jumps 67% to Rs 345 crore.**(OCT 28 ECONOMIC TIMES)**

New Delhi: SBI Cards and Payment Services (SBI Card) on Thursday reported a 67 per cent jump in net profit at Rs 345 crore for the September quarter on the back of good growth in retail and corporate spends. The pure-play credit card company had registered a net profit of Rs 206 crore in the same period a year ago.

Microfinance lenders should not throw caution to the wind for higher asset growth: RBI**(OCT 27 BUSINESS TODAY)**

Reserve Bank of India Deputy Governor M Rajeshwar Rao on Wednesday said while the central bank will foster growth in the microfinance (MFI) sector, the lenders in the space should not throw caution to the wind to achieve higher asset growth and returns.

Gold loan securitisation volume stands at Rs 4,400 cr in H1 FY22.**(OCT 27 ECONOMIC TIMES)**

Gold loan securitisation volumes stood at around Rs 4,400 crore in the first half of the current fiscal, same as volumes seen in the year-ago period, ICRA NSE -2.71 % Ratings said in a report on Wednesday.

Zydus Cadila agrees to bring down price of its COVID-19 vaccine to Rs 265 per dose: Sources.**(OCT 31 BUSINESS TODAY)**

Zydus Cadila has agreed to bring down the price of its COVID-19 vaccine to Rs 265 a dose following persistent negotiations by the government but a final deal is yet to be reached, sources said on Sunday. Zydus Cadila's ZyCov-D is the first vaccine cleared by India's drug regulator for inoculation of those aged 12 years and above.

Indian economy expected to grow at 9.5% in 2021; 8.5% in 2022, says IMF.**(OCT 10 ECONOMIC TIMES)**

India's economy is expected to grow by 9.5% in 2021 and 8.5% in 2022, as per the latest International Monetary Fund (IMF) projections released on Tuesday. The economy contracted by 7.3% due to the coronavirus pandemic. The latest World Economic Outlook (WEO) vis-à-vis India remains unchanged from its previous update of July 2021 but is a 1.6% point drop from its April projections.

Vodafone Idea defers spectrum auction instalments for 4 years.**(OCT 20 BUSINESS TODAY)**

Vodafone Idea Board of Directors has approved the deferment of its spectrum auction instalments for four years (October 2021 to September 2025) as per the Department of Telecommunications (DoT) notification on November 14. The company said other options offered by DoT in the said notification will be considered by its board in the stipulated timeframe.

G20 Summit: PM Modi to hold discussions on economic & health recovery from pandemic, climate change.**(OCT 28 BUSINESS TODAY)**

Ahead of his visit to Italy and the UK to attend the G20 meet and COP-26 World Leaders' Summit, Prime Minister Narendra Modi on Thursday said in Rome he will hold discussions on global economic and health recovery from the pandemic, while in Glasgow he will highlight the need to comprehensively address climate change issues, including equitable distribution of carbon space.

Effect of Pandemic on Higher Education

The Covid pandemic has huge impact on our education system such as admission, teachers training and investment in infrastructure etc. there is a long term impact on higher education. After pandemic, whole education and placement process converted into online system. Some schools had more time or ability to transition; some faced challenges with connectivity and device malfunctions; others had to make significant, urgent investments in Learning Management Systems (LMSs), digital strategies, laptops, bandwidth expansion, and faculty training. All business schools, however, faced critical decisions as operations moved online.

It was difficult for faculties also to adopt online system and provide effective education. We saw initial disruptions tied to delays of entrance examinations for Indian business schools, along with the general confusion in the higher education ecosystem. Even so, this proved to be a positive time for up-Grading its infrastructure. Even so, this proved to be a positive time for Improvement For teaching and learning. The lockdowns and social distancing during the COVID-19 response also presented “big opportunities, with business growing with the time.

Employability of online courses remain students’ uppermost concerns, along with the quality of course content, access to technology, real-time feedback, assessments, and skill- and competency-based learning. After months of online learning, the disruption caused by COVID-19 is also itself shaping perceptions and attitudes around online education, financial concerns, and credentialing and employability. As the COVID-19 response moved classrooms online, students began to re-evaluate online learning, weighing the loss of time and the cost of deferring learning against the merits of earning online credentials. Even as students have learned to learn online and faculty have learned to teach online, we may not see individual students wholly embracing online learning immediately.

In this experience, what stood out was the need to manage students’ concerns with empathy. Institutions that chose to have a dialogue with their students learned that a successful E-learning model must address the learners’ needs, expectations, and fatigue, even as business schools look to modify pedagogy design or use online learning to support more robust business models. Now days, we are capable to conduct whole education in online mode and examinations are also possible in online mode. Now it is our duty that how can we utilise this online experience in education even after opening all universities and colleges in offline mode.

Dr. Anil Singh Parihar

Assistant Professor, Amity Business School

Amity University, Madhya Pradesh

Role of Management in Organization

Management in all commercial enterprise and organizational sports is the act of having humans collectively to perform preferred dreams and targets the usage of to be had sources successfully and effectively.

Good managers continuously streamline their businesses towards creating a sale. In different words, correct managers are had to hold their businesses on course with the aid of using making sure that the entirety that's being achieved is ethically geared towards offering what clients want. In this regard, an amazing supervisor is accountable for lowering waste and ambiguity, maintaining charges down, and motivating others to do

Management today is not just an exercise of blind authorities or blossom but it implies scientific thinking accurate planning and meticulous control to ensure quick and better result

Management has become profession in view of modern business becoming more sophisticated .

Management has acquired the status of discipline because of following 2 reasons

1. A lot of research is being completed by researchers in field of executives. The consequences of exploration will be valuable for future managers.
2. It is particular collection of information which is examined and rehearsed in management establishments

There are as many styles of management as there are managers, there is one quality that sets truly great managers apart from the rest: They discover what is unique about each person and then capitalize on it. Average managers play checkers, while great managers play chess. The difference? In checkers, all the pieces are uniform and move in the same way; they are interchangeable. You need to plan and coordinate their movements, certainly, but they all move at the same pace, on parallel paths. In chess, each type of piece moves in a different way, and you can't play if you don't know how each piece moves. More important, you won't win if you don't think carefully about how you move the pieces. Great managers know and value the unique abilities and even the eccentricities of their employees, and they learn how best to integrate them into a coordinated plan of attack.

MAHEK TOTLANI
MBA (I SEM)

Amity Journal of Management (AJM)

With the objective of enhancing research activities and to provide a platform to young researchers working at the grass root level, Amity Business School of Amity University Madhya Pradesh publishes its Amity Journal of Management (AJM). AJM endeavours to promote and spread knowledge in the multi-disciplinary management field.

The Journal encourages research papers, articles, book reviews, and case studies relevant to both academicians and corporate practitioners. Areas of research work are not exhaustive. We invite manuscripts from the field of marketing, online marketing, logistics and operation management, international business, business environment, business strategy, finance and accounting, retail management, human resource management, risk management, economic and social issues.

We have successfully completed eight years of publication with sixteen issues of Amity Journal of Management on various sub-titles related to Business, Commerce and Management. In this journey of AJM, we have achieved various milestones of success.

We are pleased to inform that Amity Journal of Management (Print ISSN: 2347-1832 Online ISSN: 2581-5261), is now indexed in International Sociological Association (ISA), Indian Citation Index, J-GATE, Ulrich's International Periodicals Directory, and Cabell's Directory.



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Digital Solutions to Decision Making Limitations: For Better or Worse?
Christopher P. Furner, Eric Kisling and Robert Zinko

A New Measure of Employee Engagement: A Comparative Study
Maureen Snow Andrade, Ronald Mellado Miller and Emily Siwachok

Technical Efficiency of Smallholder Dairy Farmers in Urban Ethiopia: The Case of Sululta Town
Dr. Dessalegn Shamebo, Meshesha Zewdie and Dr Manoj Kumar Mishra

An Entrepreneurial Way: The Dynamic Capability Approach towards Innovation
Sunali Bindra, Rohit Bhardwaj and Saurabh

The Impact of COVID 19 on End-Users: Preparing for the New Normal
Dr. Rekha and Dr. Hemlata Joshi



AMITY BUSINESS SCHOOL
www.amity.edu/gwalior



Role of New Technologies and Concepts in Market

I earned my MBA from AUMP in 2013-2015. Soon after completing the course, I stepped in to my family business.

The market now-a-days has become very competitive and diversified. Time is changing very fast. For managers / leaders, need of hour is to keep on updating themselves with new technology and concepts of market. One should know something about everything to carry on efficiently and effectively.

With the changing time, it is equally important for a student to get best education, which is not just confined to the books but it goes much beyond that. Students must work upon their holistic development as it is essential to edge in the global scenario. That is why the focus should be more on extra-curricular activities and value education along with academics.

In today's time, when there is a huge crisis of moral values in society, value-based education proves out to be the solution. Through value-based education, one can develop into a personality with strong character and values who know how to utilize his/her knowledge for the advantage of mankind.

Nelson Mandela rightly said: "Education is the most powerful weapon through which you can change the world". Here, he talked about both academic education as well as moral value education. Value education has the power to change the world.

Industry now-a-days don't just want academic toppers. One should be flexible to sustain as per the dynamic environment. Knowledge can be attained at any level but positive attitude and sustainable personality can only be attained during student life. One must participate into academic as well as non-academic activities without thinking much about result. Result is secondary.

One's effort to attain positive results is what matters a lot. If no stone is remained unturned by you to make things in your favor, results will always be good for you.

Shubham Jain
MBA [2013-15]

Workshop on Research Methodology 7 Days Interactive & Academic Writing

The 7 days online workshop on “7 Days Interactive Workshop on Research Methodology & Academic Writing” was conducted by Amity Business School, Amity University Madhya Pradesh from 25th–31st October, 2021. This online Seven Day Workshop on Research Methodology is specifically designed for the pioneers in M.Phil./Ph.D./PDF, Research Scholars, and Faculty in social sciences. The workshop was conducted under the guidance of Prof. (Dr) Anil Vashisht (Dy Pro VC & Dean Students welfare, Amity University, Madhya Pradesh) and the Chairman, organizing committee of this workshop.

Dr. Smriti Mathur, Dr. Deepali Soni & Dr. Prashant Raj Singh were the conveners & resource person for the workshop associated with Amity Business School, Amity University (M.P.) including Prof Dr. Justin Paul, Professor PhD & MBA Program, University of Puerto Rico, San Juan, PR, USA, (Distinguished Professor, IIM, Kerala & SIBM) and Dr. Parul Kumar (Asst. Prof & Trainer, Delhi Skill & Entrepreneurship University, Govt. of NCT Delhi) as resource persons.

On day one (25th Oct, 2021) on the request of conveners- workshop, Prof. (Dr.) Anil Vashisht has given introductory lecture on the workshop and explained the opportunities and challenges in the field of Business Research with all faculties, research scholars & international participants as well. Dr. Deepali Soni initiated the session of day one after receiving the node from Prof. (Dr.) Anil Vashisht, explaining the basics of research and emphasizing how to conduct research in a systematic manner in order to derive useful results. She also guided the scholars on how to find research gaps, insights for literature review, preparing research design & choose research topics.

Day 2 session (26th Oct, 2021) was also been elaborated by Dr. Deepali Soni, and the detailed explanations on various statistical & measurement were conducted. All the important theoretical concepts were discussed with the participants in brief to make them

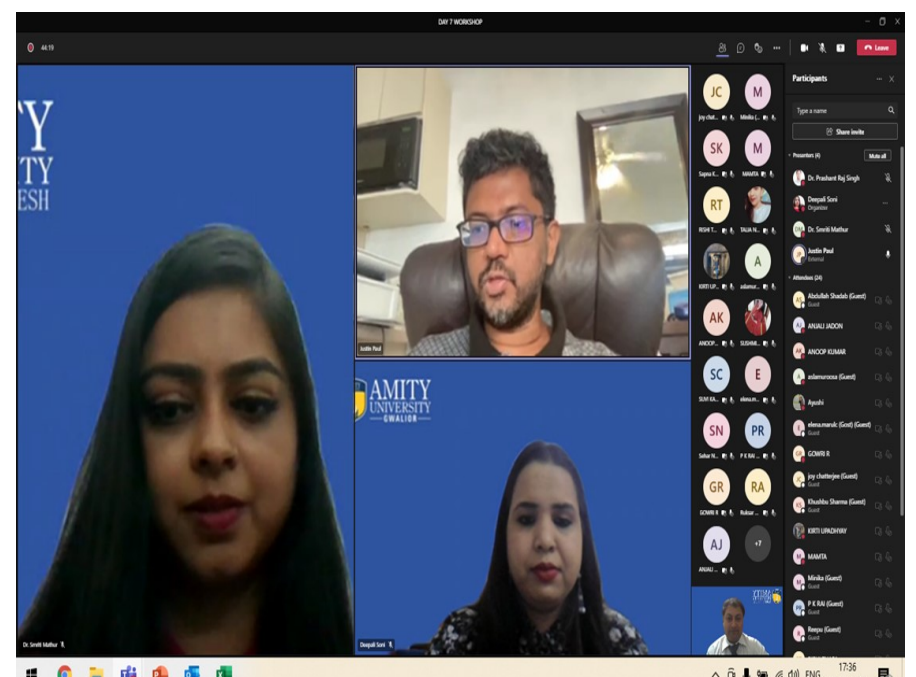
Dr Prashant Raj Singh, was the resource person for Day 3 (27th Oct, 2021) and took practical session over EViews. Detailed discussion over the utility of software and prominent statistical tests and models building were demonstrated by Dr. Singh, over the dataset. dataset and student’s version of software (EViews), were also shared by Dr Singh with the workshop participants.

Session on day 4 (28th Oct, 2021), was initiated by Dr. Smriti Mathur, with the practical session over IBM-SPSS Modeler. Detailed discussion over the utility of software, the basics of data types and prominent statistical tests were demonstrated by Dr. Mathur, over different datasets. The Lifetime Version of software (IBM-SPSS), were also shared by Dr. Mathur with the workshop participants. Also, Dr Smriti conducted the session on theoretical knowledge about Structural Equation Modelling and Discussed about developing a model in IBM SPSS AMOS, on Day 5 (29th Oct, 2021)

Day 6 (30th Oct, 2021) was initiated by Dr Deepali Soni, by welcoming the resource person and guest, Dr. Parul Kumar, Asst. Prof & Trainer, Delhi Skill & Entrepreneurship University, Govt. of NCT Delhi. She imparted the practical knowledge of using Smart-PLS for data analysis. She also enlightened students by providing insights on _____

Day 7 (31st Oct, 2021) initiated with the Quiz Cum Test on research Methodology. Later this session, dedicated for the academic writing was chaired by the keynote speaker and guest, Prof. (Dr.) Justin Paul, professor PhD & MBA Program, University of Puerto Rico, San Juan, PR, USA. Prof (Dr.) Paul, shared prominent points during his address over the importance & do’s & don’ts in academic writing. The session was very interactive and all the participants asked numerous questions with the guest in this area of quality writing and targeting good research journals.

The successful conduction of the 7 days workshop on research methodology & academic writing further strengthened the brand image of Amity University, as a research and innovation driven university among research scholars and academicians across different institutions and universities.



PROBLEM SOLVING & IDEATION WORKSHOP

As a part of the initiative of Ministry of Education, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized a PROBLEM SOLVING & IDEATION WORKSHOP for it's Students of 1st semester (MBA, BBA & B.Com (H) on 28th Oct 2021. The objectives of the workshop were

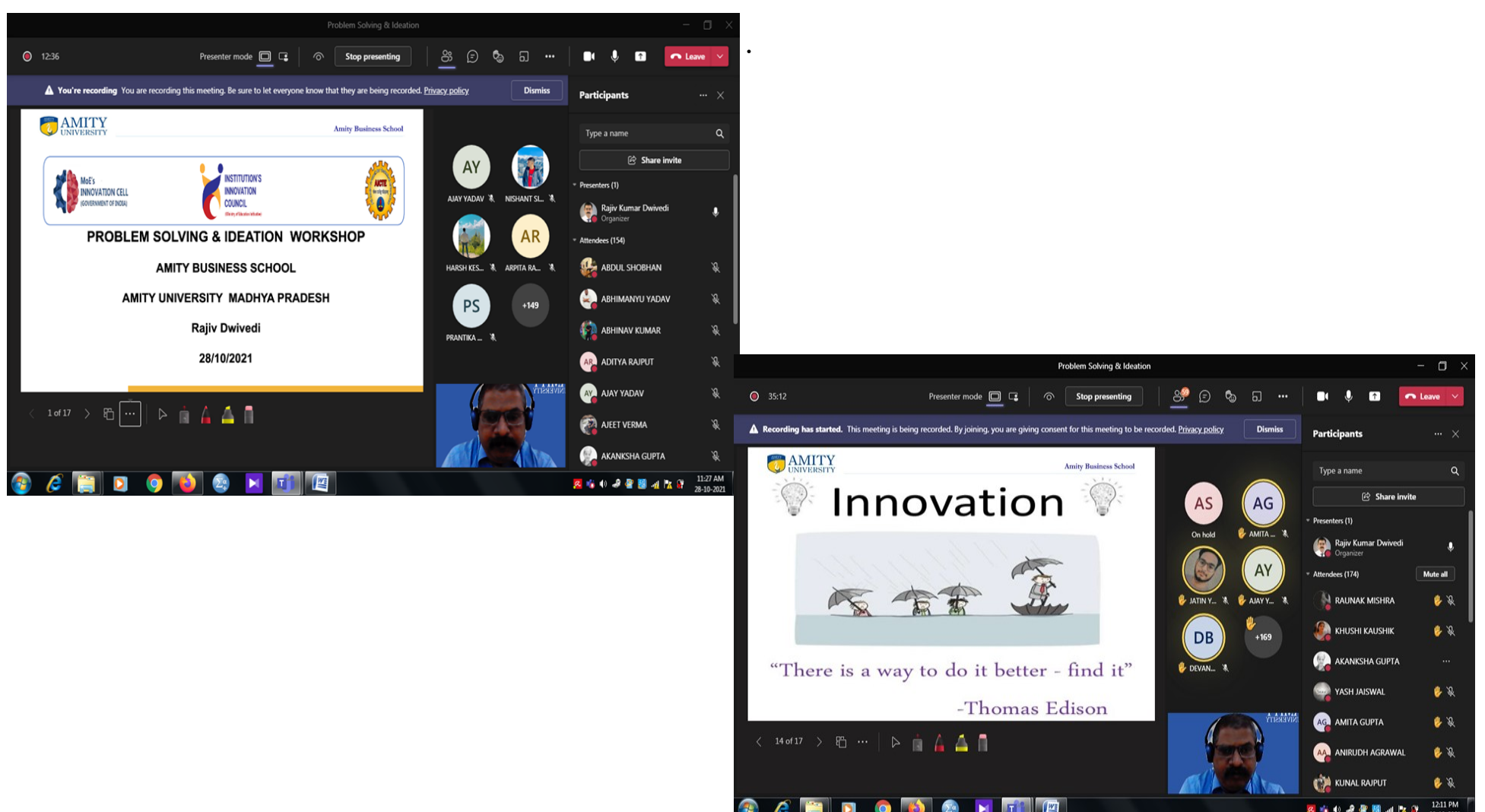
1. To tell the students, the importance of innovation and idea generation.
2. To develop them on out of the box thinking
3. To develop problem solving skills of students
4. To develop Entrepreneurial skills
5. To make them successful future Entrepreneurs

The resource person for the workshop was Mr Rajiv Dwivedi, Assistant Professor (Amity Business School). At the outset the students were welcomed, made aware about the objective of the workshop and the initiatives of Innovation Cell (Ministry of Education, GoI). The important aspects covered by the speaker during the workshop were

1. The concept of Entrepreneurship
2. Importance of innovation and idea generation
3. Importance of problem solving
4. The skills, characteristics, attributes and functions of Entrepreneurs
5. The importance of creative thinking and strategic thinking

About 170 students of MBA I Semester, BBA I semester and B.Com (H) I semester attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive

FEW SNAPSHOTS OF THE EVENTS-



Risk Mitigation	A strategy devised to decrease the probability of adverse effects of risk is known as risk mitigation. A successful risk mitigation strategy focuses on developing actions that reduce possible threats to overall project objectives.
Resource Calendar	A resource calendar indicates all the working and non-working days a specific resource will be available.
Resource Allocation	Resource allocation involves scheduling and assigning resources for a project in the most efficient way possible. The purpose of resource allocation is to maximize the use of available resources in a way that supports the project's end goals.
Leaders	A leader is interpreted as someone who sets direction in an effort and influences people to follow that direction. They set direction by developing a clear vision and mission, and conducting planning that determines the goals needed to achieve the vision and mission. They motivate by using a variety of methods, including facilitation, coaching, mentoring, directing, delegating, etc.
Managerial Development	This term is not frequently used. When it is, it is usually meant in the same regard as management development.
CEO	The Chief Executive Officer (CEO), is the top executive in an organization. That top executive can have many titles. The top executive can also be a managing partner or president. Most organizations are replacing the title of their top executive with CEO.

Test Your Knowledge

#1075

ANSWERS: 1074

1 . Henri Fayol is famous for

- A. 14 Principles of Administrative Management
- B. Hawthorne studies
- C. Scientific Management
- D. Relations Management

2. The SWOT matrix can be used for

- A. Political planning
- B. Job scheduling
- C. Strategic planning
- D. Selection Planning

3 . Promoting internal competition among employees is a good motivational tool.

- A. True
- B. False

4 . Recruitment can be best described as _____

- A. Attraction of potential employees to an organisation
- B. Invitation of potential employees to an organisation
- C. Selection of potential employees to an organisation
- D. Scrutiny of potential employees to an organisation.

5. Common job analysis methods include: _____

- A. Interview, Interrogation and Observation
- B. Interview, Observation and Questionnaire
- C. Interview, On-the-job training, and Question
- D. Intuition, incident and questionnaire

- 1. A
- 2. C
- 3. B
- 4. A
- 5. B

Indira Nooyi: CEO PepsiCo.

Indra Krishnamurthy Nooyi a daughter, a sister, a wife and a mother and an inspiration leader. Her personal mantra 'is that there no limits to what you do '. From a young woman born in India and immigrating to Unites States of America. Through sheer determination and ambition becoming at the age of 50 the first CEO of PepsiCo which under her management is now positioned at the 2nd biggest snack and beverage business worldwide by net revenue. Her goal is to define PepsiCo as a defining corporation of the 21st Century. Articles in the Wall Street Journal has claimed she is more powerful than Angela Merkel. Indra Nooyi like a star rising, has risen to the pinnacle of both her personnel life and global career.

Indra Nooyi's leadership style can be described as democratic if we compare it to the University of Iowa Studies (Robbins and Coulter, 2005) She listens to all opinions and suggestions, even from those who may argue with her. Indra Nooyi is a leader who through trust and respect for her colleagues enables her to drive the goals of her company is a leader. She represents that all with intelligence, hard work and determination that a woman can succeed in a predominantly man's corporate world.

Indra Nooyi possess an adaptive capacity which is the ability to understand, recognize and seize opportunities. This was demonstrated when she undertook a number of strategic initiatives within PepsiCo. One of the biggest collagens she faced was convincing the other directors to get rid of Taco Bell, KFC and Pizza Hut, her strategic reasoning was that PepsiCo could not compete within the fast-food industry along with restaurant businesses as it required dedicated services industry management.

FEEDBACK AND SUGGESTION FORM

Kindly give your feedback and suggestions in the space provided:-

NAME:

CONTACT No:

FEEDBACK:

SUGGESTIONS:

For Suggestions:
managementvistaabs@gmail.com

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