

# MANAGEMENT

# *vista*

Vol. X

Issue V

May 2023

ONE®  
CX  
each

EARTHLY  
CONCERN

gewaipiotr.pl



# TABLE OF CONTENTS

Content	Page number
Our inspiration	01
Special Feature	02
Business Bytes	05
(i) Future Branding	
(ii) Business Bytes	
(iii) Word of the month	
(iv) Quiz hour!	
Student corner	10
Institute corner	19
Alumni corner	24





# *Our Inspiration!*



**Lt. Gen. V.K. Sharma**  
**Vice Chancellor AUMP**



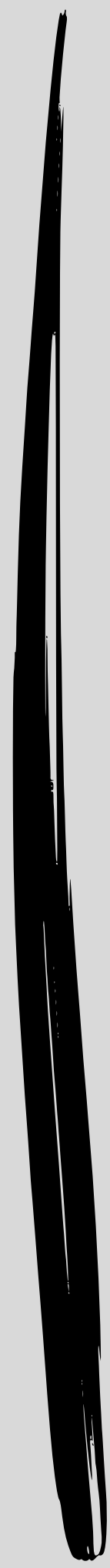
**Prof. (Dr.) M.P. Kaushik**  
**Pro Vice Chancellor AUMP**



**Prof. (Dr.) Anil Vashisht**  
**Dep. Pro. Vice Chancellor AUMP**



# SPECIAL FEATURE



The future of people and society is significantly influenced by education. Increasing awareness that conventional educational institutions fall short of the demands of a changing world has emerged in recent years. Education improvements are now necessary to solve this problem. This article examines the urgent need for radical reforms in education and the important issues that must be addressed.

## Emphasizing Critical Thinking and Problem-Solving

The overemphasis on rote memory and standardised testing is one of the underlying faults of contemporary education. The emphasis must be shifted towards developing students' critical thinking and problem-solving abilities in order to prepare them for the challenges of the twenty-first century. We can provide kids the tools they need to solve difficult issues and adapt to a constantly changing environment by promoting autonomous thought, information analysis, and creative solution-proposal.



## Promoting creativity and innovation

Progress in the modern world is furred by innovation. As a result, it is crucial to foster creativity and innovation in the classroom. The inclusion of design thinking, music, and the arts in the curriculum should be a top priority for reforms. By giving kids the chance to develop their creative potential, we can raise a generation of people who can think creatively, generate original ideas, and progress society in a variety of ways.

## Fostering digital literacy

Our manner of living, working, and communicating has changed as a result of the fast progress of technology. Education reforms must place a high priority on the acquisition of digital literacy skills to make sure that pupils are adequately prepared for the digital age. This involves instructing kids on using digital technologies wisely, critically examining online content, and traversing digital platforms. By incorporating technology into the educational process, we may enable students to participate actively in the digital world and take use of its possibilities for their professional and personal development.



## Cultivating emotional intelligence and well-being

Education should place a strong emphasis on students' whole development in addition to their academic performance. Self-awareness, empathy, and resilience are all aspects of emotional intelligence that are necessary for success in life. The focus of educational changes should be on social and emotional development, fostering inclusive, safe settings for students to create positive connections and deal with difficulties. We can provide a supportive school environment that promotes students' overall development and enjoyment by prioritising mental health and well-being.

Education changes are essential for ensuring the success of future generations as we navigate a time of fast change and uncertainty. We can develop an educational system that gives kids the tools they need to succeed in a world that is fast evolving by reorienting the emphasis from memorization to critical thinking, encouraging creativity and invention, fostering digital literacy, and developing emotional intelligence.

Dr. Arif Hasan  
Assistant Professor  
Amity Business School



*Business*



*Bytes*



# **DIGITAL BRANDING**

## **BUILDING A STRONG ONLINE PRESENCE**

In today's digital age, building a strong online presence is critical for businesses of all sizes. Digital branding plays an important role in building a company's image and influencing consumer opinion. It includes the strategic use of digital platforms, including websites, social media, and online advertising, to communicate the value, attitude and sales attributes of the brand. Effective digital marketing requires a deep understanding of your audience and the ability to create stories that resonate with them. It includes consistent messaging, visibility and tone of voice across all digital interactions to create a consistent work experience. By leveraging digital channels, businesses can build trust and confidence by interacting with customers in a more personal way. In addition, digital businesses enable businesses to cross regional borders and reach global markets. By engaging with social media, content marketing and search engine optimization, brands can increase awareness and connect with a wider audience. In conclusion, digital branding is an important part of today's marketing strategy. It allows businesses to create a unique brand, engage with their target audience, and ultimately drive growth and success in the digital space.



# BUSINESS TIMES!

1. ***Bank of Baroda launches facility for cash withdrawals using UPI on its ATMs***-Bank of Baroda has launched an Interoperable Cardless Cash Withdrawal (ICCW) service that allows customers to withdraw cash using UPI. The service, which is now available to all Bank of Baroda customers, does not require a debit card, and makes the bank the first public sector institution to provide the facility, according to a statement.
2. ***Renault Nissan Automotive progresses towards Carbon Neutrality vision***- Automobile manufacturer Renault Nissan Automotive India Pvt Ltd was progressing towards its Carbon Neutrality goal which was launched in February this year. The Chennai plant of the company already initiated a campaign to replace single use plastic items with eco-friendly alternatives.
3. ***TCS wins 10-year mandate for UK's second-largest pension scheme, to establish a new service hub***- As part of the partnership with Department for Education, TCS plans to expand its already significant presence in the UK life and pensions industry by establishing a service hub in Darlington.
4. ***Samsung enters in OLED TV segment in India; to manufacture locally***- Samsung India Senior Vice President, Consumer Electronics Business, Mohandeep Singh said: "The launch of new OLED TVs will enable us to further strengthen our leadership in the premium TV market". "We are pushing the boundaries of innovation with our new range of OLED TVs. We have made OLED TVs better by combining Neural Quantum Processor 4K with OLED panels to deliver outstanding picture quality," he said.



# WORDS OF THE MONTH

## AUGMENTED REALITY

A technology that overlays digital information and virtual objects onto the real world, enhancing user experiences and providing interactive elements for financial branding.

## GAMIFICATION

The incorporation of game-like elements, such as challenges, rewards, and leaderboards, into digital branding efforts to enhance user engagement and drive desired behaviors.

# QUIZ HOUR!

1. Which company is known for its search engine and is often used as a verb for conducting an online search?

- a) Microsoft
- b) Apple
- c) Google
- d) Amazon



# QUIZ HOUR!

2. What does the acronym "CRM" stand for in the context of business?
  - a) Customer Relationship Management
  - b) Corporate Revenue Management
  - c) Centralized Resource Monitoring
  - d) Commercial Risk Mitigation
  
3. Which company is credited with creating the first commercially successful personal computer?
  - a) IBM
  - b) Microsoft
  - c) Apple
  - d) Dell
  
4. Who is the founder of SpaceX?
  - a) Jeff Bezos
  - b) Richard Branson
  - c) Elon Musk
  - d) Peter Thiel
  
5. Which company is the largest producer of renewable energy globally?
  - a) Tesla
  - b) Google
  - c) General Electric
  - d) Enel



# STUDENT CORNER







# **DIGITAL BRANDING**

Digital branding refers to the process of creating and improving the image of the online world. It involves creating a strong and consistent identity across multiple platforms such as websites, social media, and mobile apps. In today's digital age, where consumers spend more time online, digital brands play an important role in connecting with their target customers and building brand business loyalty. It includes topics such as logo design, website layout, content creation, and social media engagement. The best marketing strategy involves creating an engaging and appealing website for customers using consistent colours and graphics, and creating great content that resonates with your target audience. Social media platforms provide opportunities for branding, customer engagement, and feedback. It is important to maintain a consistent tone and volume across all digital channels. Digital branding helps businesses build power online, stand out from their competitors, and build trust and confidence with customers. Using digital tools and the right platforms, brands can reach a wider audience, increase brand awareness, and increase customer loyalty and engagement.

**Prantika Sengar  
BBA B (IV semester)**



# **LEVERAGING USER-GENERATED CONTENT FOR DIGITAL BRAND SUCCESS**

Think about hiring an army of zealous brand ambassadors ceaselessly pushing your goods and services with being placed on your payroll. Doesn't that seem like a marketer's dream? Welcome to the age of user-generated content (UGC), when the power is in the hands of the masses. Using real-life examples and case studies, we'll delve into the area of UGC and examine how it may propel your business to digital success.

UGC is the secret sauce that drives digital engagement, authenticity, and trust. It encompasses all user-generated and shared material, such as reviews, testimonials, social media postings, and videos. Why rely exclusively on your marketing staff when you have a whole community ready to help you develop content?

## **Case Studies:**

- **Airbnb's "A Community of Hosts, a World of Stories":** Airbnb revolutionized the travel industry by embracing UGC. They encourage hosts to share their unique experiences through captivating stories, enticing visuals, and personal anecdotes. This approach has transformed Airbnb from a mere booking platform to a community-driven marketplace.



# **LEVERAGING USER-GENERATED CONTENT FOR DIGITAL BRAND SUCCESS**

- **Coca-Cola's "Share a Coke":** Coca-Cola understood the power of personalization and UGC with its "Share a Coke" campaign. By printing popular names on their bottles, they encouraged consumers to share pictures with their personalized Coke cans, creating a viral sensation on social media. The campaign resulted in a 7% increase in sales, proving the impact of UGC.

Consumers are growing increasingly resistant to traditional advertising in the digital era. They are looking for authenticity and practical knowledge. Brands can tap into the strength of their community by harnessing UGC, producing an influence that reaches well beyond the boundaries of their advertising. Accept the crowd, promote content production, and watch your company thrive in the digital world. Remember that in the age of user-generated content, your consumers become brand ambassadors, and their tales become your triumphant stories. It's time to relinquish control and empower the masses for maximum digital brand success.

**Sanskar Gupta**  
**BBA A (VI semester)**



# DIGITAL BRANDING

Hi Avid Readers! I am going to talk about digital branding which plays a significant role in my life and education.

**Online Reputation:** Digital branding is crucial for establishing and maintaining a positive online reputation.

Building a strong personal brand helps us showcase our skills, achievements, and interests, which can enhance our credibility and open doors to various opportunities.

**Professional Development:** Digital branding allows students to develop their professional identity and build a network of connections. Platforms like LinkedIn provide us with the opportunity to showcase our skills, connect with industry professionals, and stay updated with the latest trends and insights. By actively engaging in digital branding, we can learn from others, seek mentorship, and explore career prospects.

**Global Outreach:** With the power of the internet, students can reach a global audience through digital branding. By sharing our experiences, ideas, and perspectives online, we can connect with people from different cultures and backgrounds. This exposure broadens our horizons, promotes diversity, and encourages us to be more open-minded and empathetic.



**Building a Digital Footprint:** In today's digital age, having a well-managed digital footprint is essential. Digital branding teaches us the importance of responsible online behavior, privacy settings, and managing our online presence. We learn to be mindful of the content we share, ensuring it aligns with our personal and professional goals.

**Entrepreneurial Opportunities:** Digital branding opens doors for entrepreneurial ventures. Students can leverage their personal brand to launch their own businesses, start consulting services, or monetize their expertise through various digital platforms. This empowers us to take control of our careers, explore alternative paths, and become self-reliant.

Saksham Sharma  
BBA C (VI semester)





# *Book* **REVIEW**



# THE *Norwegian* WOOD

**-Haruki Murakami**

## *About* the book.

The captivating story “Norwegian Wood” by Haruki Murakami masterfully combines the theme of love, sorrow, and self-discovery in a gorgeously melancholy narrative. The book, set in early 1960s Japan, analyses the devastating effects of tragedy on its protagonists’ lives and sensitively digs into the nuances of interpersonal relationships.

The story revolves around Toru Watanabe, a contemplative and reserved university student, who finds himself navigating a world engulfed in adolescent unrest, cultural upheaval, and inner conflict. When Toru hears the Beatles’ song “Norwegian Wood”, which bears the same name, it sets off a chain reaction of emotions and brings back memories of his past. Through his moving memories, Murakami expertly conveys the essence of love and its inherent fragility.



# *Personal* reviews.

Overall, “Norwegian Wood” is a spellbinding piece of fiction that has a strong emotional impact on its audience. It is extremely amazing how well Haruki Murakami is able to examine the unfathomable complexity of human emotions while also examining social change and personal development. This novel is a testament to the author’s talent and has justifiably earned a place as a modern classic in current literature thanks to its beautiful style and moving storytelling.



A circular collage of book spines from a library, featuring titles by authors like Toni Morrison, David Jason, and various biographies. The books are arranged in rows on shelves, with some spines clearly visible and others partially obscured. The collage is framed by a dark, circular border.

[illegible]



# GURU MANTRA



Social media is a vital component of our everyday lives in the modern digital world. Social media platforms have revolutionized the way we converse and associate with the outside world, enabling us to share thoughts and experiences as well as connect with friends and family. This change has presented both challenges and opportunities for firms. Branding is a key component of marketing which traditionally, included brand's visual elements, like logos, colours, and taglines but in the social media era, branding has developed into a multifaceted idea that goes beyond aesthetics. It currently includes all aspects of a customer's interaction with a brand, such as values and feelings.

Authenticity has become a key element in branding, thanks to social media. The brands that consumers choose to interact with nowadays must provide them sincere connections. Businesses may humanize their brand by participating in conversations and exposing the people with their products or services through sites like Facebook, Twitter, Instagram, and LinkedIn. Brands can gain the trust of their audience and create enduring relationships by being open and responsive.



# GURU MANTRA



Social media has completely changed how brands interact with their target market. Businesses may reach a large and varied user base thanks to it, which enables more accurate targeting based on demographics, interests, and behaviours. These interactions offer insightful information about consumer preferences, enabling businesses to improve their branding approaches and customize their product offers to better fit consumer wants. To tell stories, social media platforms have surfaced as implicit instruments. They provide the quintessential framework for promulgating the brand's core beliefs and purpose. Businesses can induce emotions, establish connections and leave an enduring impression by using gripping storylines and visual material which captures the essence of the brand and expresses it in a way that resonates with the target market.

Customer reviews, and other user-generated content can have a big impact on how people perceive and trust a business. Additionally, brand supporters can actively engage in online discussions, promote the company's principles, and generate positive word-of-mouth, thereby, expanding the brand's influence and reach. Social media's real-time nature enables companies to track customer mood and get quick response. Companies may respond quickly to client inquiries, answer customer issues, and handle possible crises by actively listening to conversations about their brand. Regular monitoring also offers insightful information about market trends, enabling firms to modify their plans and gain an advantage over rivals. Businesses can make sure that their brand resonates with their audience by regularly analyzing social media indicators and modifying branding efforts accordingly.



# GURU MANTRA



Social media has significantly changed how businesses approach branding. Authenticity, engagement, narrative, and brand advocacy have evolved into crucial elements of a successful branding strategy in today's linked digital world. Businesses can build a strong brand identity, develop deep connections with their audience, and prosper in a market that is becoming more and more competitive by utilizing the power of social media.

Dr. Pranshuman Parashar  
Associate Professor  
Amity Business School



# Business Management Challenges

Amity Business School (ABS) successfully organized a seminar for MBA II students on May 12, 2023, in the C Block seminar hall. The seminar aimed to address the pressing challenges in contemporary business management. Topics such as Artificial Intelligence, Mindful Marketing and Consumption, Fin-tech Marketing, Hybrid Customer Experiences, Green Economy and Sustainable Development, Corporate Governance with a specific focus on climate change issues, and Ecotourism were among the key areas explored during the event.

cccccc

The seminar provided a platform for students to delve into the complexities faced by marketers in today's dynamic business landscape. By focusing on these relevant topics, the seminar aimed to equip students with a deeper understanding of the challenges and opportunities that arise in the field of business management. The event fostered a conducive environment for knowledge sharing, interactive discussions, and the exchange of innovative ideas. It offered valuable insights into emerging trends and practices, enabling students to gain a holistic perspective on the current business management landscape.

A diverse group of fifty six students participated in the seminar, with each group consisting of four individuals. The inclusive nature of the event extended beyond the MBA II students, as students from the BBA and B.Com programs were also invited to attend, fostering interdisciplinary learning and collaboration.






*Alumni*

# ARTICLE





The first startup I ever came across was Urban Company (former Urban Clap). I had just appeared for my 10th boards and I saw its advertisement on TV. Since then, I have been fascinated by Startups. During my student years, I made sure to work in rapidly growing startups as they made me more efficient and I had ownership of crucial processes at a very early stage in my life.


We read or listen to the word Entrepreneurship and something inside of most of us, just lights up! As you read this, are you curious whether to start something of your own or to get a job? Hang on, I've got you covered.

With the increasing number of career choices, there is often confusion among the students to choose the right career. After the launch of successful startups in India, people are now getting more inclined towards entrepreneurship. We should choose a career by knowing the pros and cons of each path, and analyzing our strengths and weaknesses so that we can know which career suits us the best.

Let's start by talking about jobs, simply put, a job is any work which is performed in exchange for money and other benefits. Apart from having fixed and timely salary benefits, jobs provide a wide range of other benefits, like insurance (health, life, accidental), a bonus which boosts the morale of the employees, and work-from-home benefits which provide work time flexibility. On a safer side, no job requires any type of down payment or investment. Even if you lose the job you can get another job easily if you have the right skill-set.

Coming to Entrepreneurship, Peter F. Drucker states that an entrepreneur is the one who always searches for changes, responds to it and exploits it as an opportunity. Similar to a job, entrepreneurship has its own benefits too. As an entrepreneur you get to create things, you get to follow your passion, you get a chance to make an impact on society and my favorite, you get to bring out more job opportunities for everyone. As exciting as it may sound, building a company from scratch requires a lot of work and makes one go through a lot of stress both physically and mentally.





Flipkart, founded by Sachin Bansal and Binny Bansal, began as an online bookstore and has since grown to become one of India's largest e-commerce companies. Ola, which was founded by Bhavish Aggarwal and Ankit Bhati and has revolutionized the Indian transportation industry by offering affordable ride-hailing services. Nithin Kamath bootstrapped and founded Zerodha in 2010 to overcome the hurdles he faced during his decade-long stint as a trader. Today, Zerodha has changed the landscape of the Indian broking industry.

In my opinion, everyone must at least once in their life, must start something of their own. It may excite you to know that there are companies which hire candidates as “Entrepreneurs in Residence”. Companies need people with an entrepreneurial mindset & skillset.

-Sujata Saraswat  
MBA (2020-22)



# FEEDBACK AND SUGGESTION FORM

Kindly give your feedback and suggestions in the space provided:

NAME:

CONTACT NO.:

FEEDBACK:

-----  
-----  
-----

SUGGESTIONS:

-----  
-----  
-----

## EDITORIAL BOARD

**CHIEF PATRON:** Lt. Gen. V.K. Sharma, AVSM (Retd)- Vice Chancellor, AUMP Gwalior

**PATRON:** Prof. (Dr.) M.P. Kaushik- Pro-Vice Chancellor, AUMP Gwalior

**CONCEPT BY:** Prof. (Dr.) Anil Vashisht- Dy. Pro VC AUMP & Director ABS

**CREATIVE HEAD:** Dr. Abhilasha Dixit- - Asst. Professor, ABS

**DESIGN TEAM**

L.J. Shreya  
Umang Khatwani

**CONTENT TEAM**

Palak Dwivedi  
Prantika Sengar

**PROMOTION TEAM**

Augustya Chaturvedi  
Sahil Baghel  
Vibha  
Astha Saxena  
Shreya Rastogi