



Bharati Vidyapeeth University
BVIMR
Paschim Vihar, New Delhi

MIRROR

A quarterly News Letter - 2016

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FROM THE DIRECTOR'S DESK

It gives me great pleasure to wish a Happy New Year to all my students, faculty, non teaching staff and all stakeholders of Bharati Vidyapeeth University, Pune.

This year the thrust area is academic excellence. In the last six months (i.e. July – December, 2015) already a lot of new initiatives were undertaken to ensure that academic quality improves. Developing course outlines using Blooms Taxonomy, making course packs available to students at the start of semester to facilitate class room engagement and learning outcome mapping with course outline on regular basis were some of the efforts undertaken towards this objective.



Academic Improvement cannot happen without developing our faculty. To this end, a Faculty Development Programme on Advance Regression and Structural Equation Modeling using AMOS was organized from 16th – 20th December, 2015.

To develop professional skills among the students and for their overall personality grooming, Corporate Connect - Personal Professional Training (CCPPT) sessions are organized on regular basis wherein corporate experts and trainers update the students about the latest trends in the market and expectations of corporate world from upcoming managers. CorpoSchool Dress Smartly; Dress Elegantly Campaign was one more initiative undertaken to develop professional attitude towards dressing in the students.

The last quarter also witnessed number of events which were organized with great pomp and show to keep our heritage alive. One of the event was Institute's Alumni Meet "Milap 2015". The event was organized with full enthusiasm of BVIMR past and present students.

A Soccer Tournament was also organized in the institute from 25th September to 1st October, 2015 to rejuvenate students and giving them time off from regular studies.

Placement scenario is also encouraging. Already 35 companies have visited the campus for placements and 10 student have been selected with good packages.

I am sure the year ahead will follow many more events and activities keeping in mind the interests of our stakeholders.

All the best for your future endeavors.

Dr. Vikas Nath

EXPERT ARTICLE

COMMUNICATION -STILL A CONCERN FOR THE DEAF-BLIND

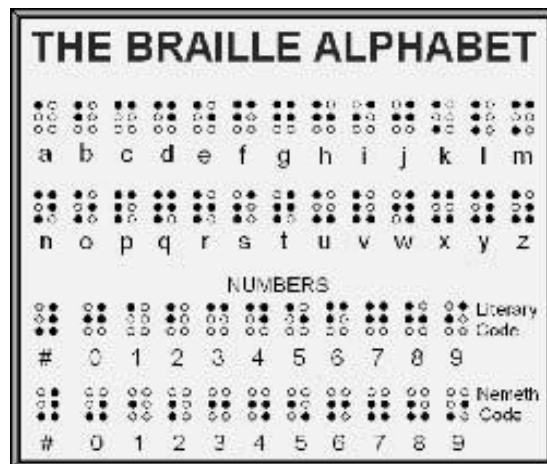
- Alok Sikka, Sub-Editor, VRNeighbours

He had locked himself in a room and no one really knew what to do about it. All the attempts to get the door open went in vain. After all, even if anyone tried, he wouldn't get to know about it.

That was Zamir, a person with disabilities. He is **Deaf-Blind**, multiple disabilities ,which affects a person in more than one way making it difficult for a person to hear and see at the same time. This hearing and visual disability in a Deaf-Blind makes the person unable to speak and communicate with anyone.



Unlike people with hearing disabilities who can communicate using sign language, a Deaf-Blind cannot use even this particular option because the ability to see is very important to communicate using sign language, thus making life more challenging for them. Indeed, they have an option of using **Braille** as a language but the problem is that while Braille is useful for written communication it may not be very useful for verbal communication which is more important for day to day activities.



Braille Alphabet

In many cases, the language used by a Deaf-Blind person depends on the timing when he or she became disabled and the kind and extent of disability he or she has. Experiences show that those who had some sight in the beginning but

were born deaf, are able to use sign language to some extent. Similarly, people who are born blind and lose their hearing capacity later are well-versed with Braille and have far less problem in expressing themselves. But the situation is worse for those who have no sight and cannot hear from the very beginning.

Most people who are Deaf-Blind are able to communicate through a language based on touch, the Tactile Signing Sign Language but even with its help they can only communicate with those who understand this language. The biggest problem for these people is to communicate with those who do not know this language.



Tactile Signing Sign Language

Take the case of Zamir again, while I was with him during our visit to Bangalore for a training course in disability and leadership, Zamir wanted to see a friend who had no idea about Tactile Signing Sign Language. While Zamir's interpreter tried to help him out and intermediate between the two, there was a total communication gap between Zamir and his friend. The interpreter could not convince Zamir that he was only conveying what his friend was saying and also Zamir wasn't totally wrong either because while he was dependent on others to communicate, he always needs to be cautious about whether accurate information is being communicated to him or not. There have been many occasions when the interpreter has not been honest with him and Zamir has had to suffer because of it.

Another major method of communication with a person who is Deaf-Blind is Spartan, which is writing capital letters on the Palm of the Person. Though this is the most common method used to communicate with Deaf-Blind but this method of communication is rather slow and is not preferred by both Deaf-Blind and even non-disabled people helping them.



The simplest way to communicate for the Deaf-Blind is **Diagram of Manual Alphabet**. This is a Magnetic Board with raised metal letters which help Deaf-Blind to communicate. But again most Deaf-Blind complain that this particular method of communication is very slow and has not impressed those using it. There are various kinds of such boards available which enable Deaf-Blind to choose the best option for them.

With new technologies getting developed and a large part of the official communication being channelized through the net even persons with Deaf Blind disability are finding it a little easy to communicate through this medium. While they can type messages using **Embolden Keyboard**, with new printers available it becomes possible for them to take print outs and, at least, read all the information communicated to them with complete ease. Studies show that children who are Deaf-Blind are now being taught computers and Braille right from very early age so that they become the expert in them and use them for all their communication needs. Children with the Deaf-Blind disability, who are taught computers and Braille at an early stage, are able to learn them just like any other child is able to learn a language in the most natural manner.



Embolden Keyboard

In some parts of the world including Germany, a certain kind of glove has been devised which helps the Deaf-Blind person to effectively communicate with more than one person at the same time. The glove works using **Tactile alphabet** called **Lorm** and has been very effective.



Lorm: Glove work using Tactile Alphabet

Unfortunately, support needs for persons who are Deaf-Blind are very high, proper research has not been conducted to help the people belonging to this disability. This is because as compared to other disabilities the numbers of people with the Deaf-Blind problem are significantly low. For example in a country like the United Kingdom, the number of people with visual impairment and hearing impairment may be in millions but there are only around 30000 people who are Deaf-Blind in that country. Despite their severe problem in communication, efforts have not been put in to address their needs because of such low population. Hopefully, with this disability getting added to the list of disabilities in many countries like India, research to help such people will increase and will make their life easy in a big way.

BOOK REVIEW

Book	:	Surrender: An anthology of poems celebrating Lord's contribution in our lives
Author	:	Himani Bhatia
Book Reviewer	:	Dr. Broto Rauth Bhardwaj, Associate Professor, BVIMR, ND

“Surrender” is a collection of poems for praising the lord of our lives. The poetess has found inspiration in the Indian countryside - so there are an enormous number of poems to choose from for an anthology of this kind. When you throw into the mix (as she has done here): surrender, negativity, the Rising, and other poems are filled with feeling of various kinds - then the choice becomes literally endless.

One of the main pitfalls of such an anthology is to slip into an over-emphasized view of “anguish when one feels left alone” but the poet then says that that is when god lifts us in his arms to save us. The message which the poetess wants to give is that lets have faith in Lord and do our duties at all times surrendering to lord. He will take care of his children at all times. This book is filled with hope and positivism for the all the readers of all ages. The concept of gloom and negativity - which the poetess has successfully avoided here by mixing old and new and serious and satirical. Certainly there are old favorites - but these are interspersed by modern, more off beat poems which, for me, were the main focus of interest. I particularly enjoyed *Surrender* and *The Rising*. I am also pleased to see poems on Silence whose portrayals are always remarkably sentimental. And poetess's wonderful parody 'Like a free flowing bird of your life, I surrender to you my lord' was a brave choice for a book sponsored by the publisher

I recommend this book to be read by all especially the youth who is feeling left out in this big world of gadgets. They are feeling lonely. They will find solace in her words and would identify these lines as theirs. This book is filled with hope and wisdom for the youth. This collection of poem on spirituality also calls upon the youth to contribute in making this place a happy and prosperous place.

PH.D. SNAPSHOT

Title	:	“A Study of Emotional Labour in the Hospitality Sector in Delhi / NCR Region”
Research Scholar	:	Dr. Aparna Marwah
Research Guide	:	Dr. Lokesh Jindal, Associate Professor, Department of MBA, Maharaja Agrasen Institute of Technology, New Delhi
University	:	Singhania University, Rajasthan

The concept of emotional labour is experienced by various employees across different industries and sectors, however service sector and particularly hospitality industry experience it almost all the time. This research study has been directed to understand how hospitality industry addresses the subject of emotional labour, and how important is engagement of employees. Employee engagement has become crucial over the recent times, as organizations have begun to realize the impact of it on the productivity of the employees and hence on the company as well. Moreover an engaged employee is an asset in the present scenario and particularly for the hospitality sector, employees are the key tool of addressing customer needs. The research addresses these aspects and has been focussed towards fulfilment of the following objectives –

- i. To examine the bonds between emotional labour and motivation.
- ii. To explore whether motivation and emotional labour are single or multi faceted.
- iii. To study the variables of emotional labour.
- iv. To study the impact of emotional labour on gender and longevity at work.

In order to test the hypothesis and determine the relevance of emotional labour and engagement in hospitality sector, researcher analyzed the hotel industry for the same through primary research. Researcher carried out a survey of the employees belonging to some of the hotels in Delhi & National Capital Region as - Crown Plaza, Okhla Phase 1, Hotel City Park, Pitampura, Maidens, Sham Nath Marg, Radisson Blue, Greater Noida, Kukreja Group Hotels, Karol Bagh, Signature Grand, Hari Nagar, Tulip Inn, West Delhi, Lovre Hotels, Hari Nagar, Hilton Hotel, Mayur Vihar, Hyatt Regency, Bhikaji Cama Place, The Oberoi, Dr. Zakir Hussain Marg.

Additionally, researcher interviewed the HR managers in these hotels to get their perspective on the subject of emotional labour and how they engaged the employees.

The findings of the primary data were analyzed through various statistical tools using SPSS. The qualitative data obtained through interviews was collated to draw conclusion based on the responses. The study established that hospitality sector requires employees to manage their emotions so that they are able to please the customers and meet their requirements. It was also found out that engaged employees are not only in the interest of the organization, but also in creating a long lasting favourable impression on the clients. Researcher also concluded that there is not much of a difference between emotional labour and engagement. The study deduced that emotional intelligence can help the employees in managing their emotions and using emotional labour constructively. Researcher based on the findings, came out with a set of recommendations for the hotel sector which can be beneficial for the employees, organization, and the industry in totality.

EVENTS / CONFERENCES / WORKSHOPS

BVIMR celebrates Annual Alumni Meet 2015

“MILAP” on 19th December, 2015

Bharati Vidyapeeth Institute of Management & Research (BVIMR), New Delhi organized the Annual Alumni Meet “**MILAP**” on 19th December 2015. The programme began with the traditional auspicious lamp-lightening by Director Dr. Vikas Nath and Corporate Guests viz. Mr. Dheeraj Saraswat, Ms. Amandeep Kaur & Mr. Aman Sharma – Corporate Mentor. In his address, Dr. Vikas Nath stated that “Milap” is not only about the alumni meet but it is also a MILAP (meeting) of Guru and Shishya Parampara expressing their love and compassion.



Dr. Vikas Nath – Director, BVIMR, New Delhi lighting the pious lamp on the occasion of MILAP- Annual Alumni Meet on 19th December, 2015



**Ms. Amandeep Kaur – Corporate Mentor being felicitated by Dr. Vikas Nath –
 Director – BVIMR, New Delhi**

Dr Vikas Nath also welcomed and felicitated the Vice President of Alumni Association – Mr. Ambikesh Singh, Mr. Pramod Kumar - Secretary of UB, Mr. Ajay Kumar - Joint Secretary of UB, Mr. Subhash Jaitley - Treasurer of UB, Ms Aakriti Batra - Public Relations UB, Mr. Jaideep Bajaj, Mr. Kavita Sharma, Mr. Mukesh Madan, Mr. Namandeep Singh Nayyar as executive members of UB, Ms Kaveri Sabharwal the associate member of UB.



Achiever's Awards were given to Mr. Mukesh Madan, Director - Ameriprise India Pvt Ltd., Ms Barkha, Senior People Management Professional and Mr. Alok Kuma for outstanding contribution in their respective fields. There was also an informative interaction by Mr. Ambikesh Singh about the various United Brethren Chapters like in Australia, London,

Dubai & Patna. The various members of alumni association shared their views and gave vote of thanks to all the alumni for their participation.

Dr. Vikas Nath – Director – BVIMR, New Delhi and the dignitaries present during the event also inaugurated **BVIMR MIRROR – NEWSLETTER** & institute's **ALUMNI DIRECTORY**.



Dr. Vikas Nath – Director – BVIMR, New Delhi and members of Alumni Association inaugurating BVIMR's ALUMNI DIRECTORY

The event didn't end here as every success needs a celebration which included live performance in the ground by **GURU RANDHAWA**, a renowned Punjabi singer and followed by a dinner for all the guests.



Crowd dancing on the tunes of GURU RANDHAWA, a renowned Punjabi Singer during MILAP 2015 on 19th December, 2015

BVIMR Soccer Tournament from 25th September to 1st October, 2015

An inter – class Soccer Tournament was organized in the institute from 25th September to 1st October, 2015 with an objective to rejuvenate students and giving them some time off from their regular studies. Teams from all the classes participated in the event with loads of excitement, vigor and passion. The first day event witnessed matches between MBA I year and MBA II year where MBA I Year was the winner and 2nd match was played between BBA II Year and III year, where BBA III year took the lead. The second day saw matches between BBA 3rd year VS BCA and MBA 1st year VS BBA 1st year. Among these, BBA 3rd year and MBA 1st year stood victorious.



**Dr. Vikas Nath – Director – BVIMR, New Delhi & Mr. Ajay Kumar – Sports Incharge
wishing the players before the Soccer Tournament**

The final match was played between BBA III year and MBA I Year wherein both teams played spectacularly. Along with fun and excitement, the match took turns when the experienced players of both the teams tried to put up such a great show. In the end, the victory was in the honour of MBA 1st year, promising many more victories ahead.



Winners of the Soccer Tournament – MBA 1st year students

CORPOSCHOOL's Dress Smartly; Dress Elegantly Campaign in BVIMR Campus w.e.f. September 28, 2015

To impress upon the students to be presentable and bring in the corporate culture right in the institute; an innovative campaign to imbibe formal dressing sense among BVIMR's students, a photo shoot of MBA second year students was conducted on 26th September, 2015 as a part of CORPOSCHOOL activity. The Students of MBA II Year were identified on the criteria of formal corporate attire and BVIMR's Identity Cards, and their pictures were shot by a team of Professional Photographers. After a very strict and rigid screening by Prof. (Dr.) Vikas Nath, Director - BVIMR, 20 pictures were selected with slogans depicting the value and importance of Formal Dressing Sense. These pictures are displayed at strategic areas of the campus, so that the students could relate to these role models who have become the face of the institute and are encouraged to become the next face of the institute.

The next phase of this campaign will be to highlight about all students' probability of being the next face of the institute, provided they fulfill the selection criteria. The selected students will become the face of the institute, and shall be recognized with certificates, and they will further be a part of BVIMR's promotional campaigns on digital media, their pictures will be published in BVIMR Mirror; Newsletter and posters.

Dr. Ajay Sahni has been delegated the task of disseminating the information regarding the selection criteria of how the students will be selected for the next phase of the institute campaign along with his team of foreign language teachers.



Snippets of Dress Smartly; Dress Elegantly Campaign

FDP'S / MDP'S ORGANISED

Faculty Development Program on Advance Regression and Structural Equation Modeling using AMOS from 16th – 20th December, 2015

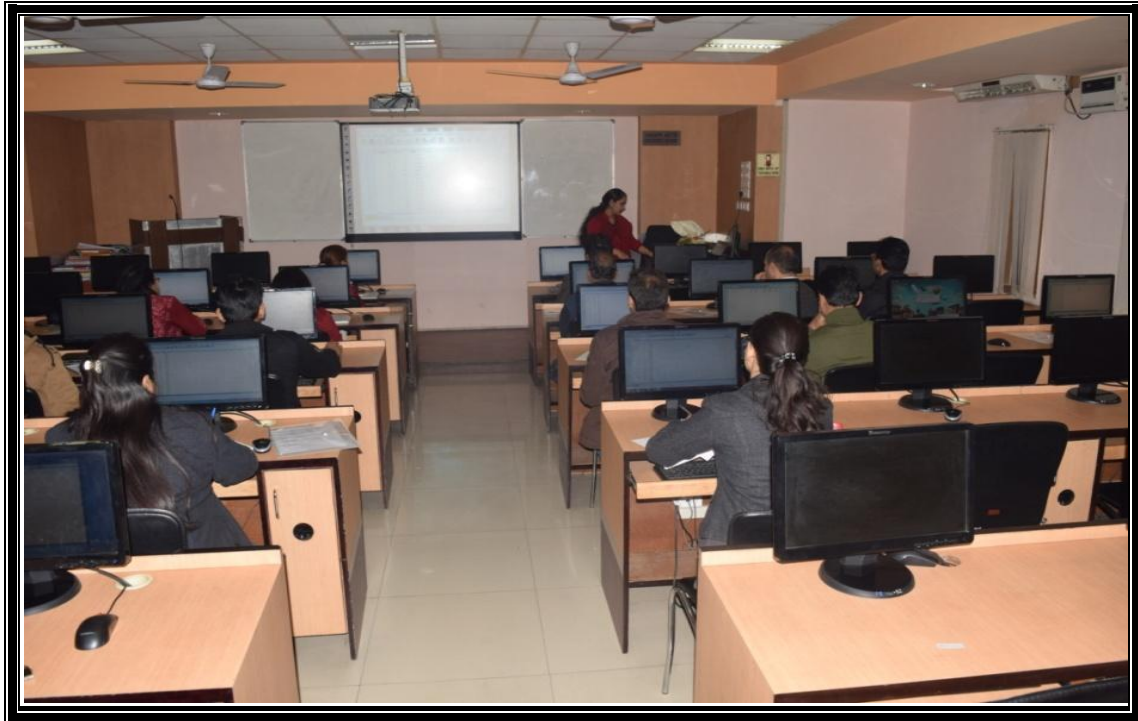
The institute has organized a five day long Faculty Development Program on **Advance Regression and Structural Equation Modeling using AMOS** from 16th – 20th December, 2015 at BVIMR Campus at New Delhi.

The resource persons for the FDP were Dr. R. K. Sharma, Professor - BVIMR, Dr. A. Sajeevan Rao, Professor - BVIMR, Dr. Ajay Chauhan, Professor - IMT Ghaziabad, Dr. B. R. Bhardwaj, Associate Professor, BVIMR and Ms. Geetu Tuteja, Assistant Professor - BVIMR, New Delhi.

The topics covered in the FDP included Qualitative Research Methods – Interpretive Structural Matrix. Logistic Regression and Dummy Regression, Factor Analysis, AMOS and SEM.

GLIMPSES





Participants of Faculty Development Program on Advance Regression and Structural Equation Modeling using AMOS from 16th – 20th December, 2015

SOCIAL CLUB ACTIVITIES

Save the Girl Child, Vigilance Week **from 26th October, 2015 to 6th November, 2015**

In continuance with its Corporate Social Responsibility (CSR) initiatives, BVIMR observed one week campaign “Save the Girl Child”, from 26th October, 2015 to 6th November, 2015. The objective of this campaign was to apprise the students about the menace of Female Infanticide i.e. Killing the Girl Child before taking birth and also about other atrocities that the girls are still forced to face in the Indian Society, as they are the key drivers of the ongoing social reforms. The one week long campaign was well received by students and faculty members. Various activities included installation of banners with signatures of students’ and faculty members. Debate Competition and Essay Writing Competition were also organized as an acknowledgement towards fighting against this social evil that Indian Society is plagued of.

There was a special digital promotional campaign initiated by Dr Vikas Nath – Director, BVIMR, New Delhi himself, which was well received by both the students and Faculty of BVIMR.

CORPORATE RESOURCE CENTRE (CRC)

The placement of a college is a barometer to its success. The placement team at BVIMR is performing commendable job to provide its students with the best of jobs suited to their capabilities. In the past also, the institute has achieved sound placements for its students due to the focused efforts of CRC team.

This year as well, 35 companies have visited the campus so far and many more are in pipeline. Ten students are selected for placement while 7 students have been shortlisted for further rounds.

List of Companies who visited the institute for placements:

S. No.	Company's Visited
1.	Capital IQ
2.	Thomson Digital
3.	Vistara
4.	Loyd Ventures
5.	Koeing Solutions
6.	Human First
7.	To The New Digital
8.	Lloyd Venture
9.	DCB Bank
10.	ITC
11.	Elgi Equipments
12.	Koenig Solutions
13.	Human First
14.	Vistara
15.	CSC
16.	VIP
17.	Amazon
18.	Vistara
19.	ITC
20.	ITC
21.	CSC
22.	Loyd Ventures
23.	DCB Bank

24.	ELGiEquipments Ltd.
25.	Buoy International
26.	Uflex
27.	Amazon
28.	VIP Industries
29.	Bharati Airtel
30.	Just Dial
31.	Diamler India Commercial Vehicles
32.	Axis Bank
33.	Tata Capital
34.	IREO
35.	Nagarro

Corporate Connect Personal Professional Training (CCPPT)

Sr. No.	Activity	Class	Coordinators
1.	Mentoring Program	MBA 1 year	Mrs Neelam Sharma Dr. L.K Tyagi Ms. Gagandeep Kaur
2.	Counseling session	MBA II Year	
3.	Group Discussions	MBA II year	
4.	Workshop on Digital Marketing on 16 th October, 2015	MBA II year	
5.	Pre - Interview sessions	MBA II Year	
6.	AMCAT Aptitude Test on 10 th October, 2015	MBA II Year	CRC team in collaboration with Aspiring Minds

Industrial Visits

Sr. No.	Class	Name of the Company	Date & Address	Faculty
1.	MBA –I (Section A, B & C)	LT Foods Limited	15 th December, 2015 First Visit (09:30 am) Second Visit (01:30 pm) 43 km Mile Stone, GT Road, Bahalgarh, Sonapat	Ms. Ggandeep Kaur Ms. Tripti Tiwari

GUEST LECTURES (CORPORATE – ACADEMIA CONNECT)

Sr. No.	Topic	Speaker Name	Date	Class	Coordinator
1.	“Organization Culture”	Ms.Shweta Kwatra, Director AMS Consultants	9 th October, 2015	BBA III Semester	Dr. Ashima Bhatnagar Ms. Sonal Singh
2.	PRESENTATION SKILLS	Rita Gangwani, <i>Personality Architect</i>	14 th October,15	MBA I SEM	Dr. Anjali Sharma
3.	Hospitality Industry in India: Challenges and Future	Mr. S. Kartikeyan, Sales & Marketing Manager, ITC HOTELS LTD	13 October 2015	BBA V Semester	Dr. Sanjay Manocha
4.	INSIGHTS IN TO CONSUMER BUYING BEHAVIOUR – CROSS CULTURAL PERSPECTIVE	Mr Vivek Nanda , Head – Direct Sales , Sharp Electronics (I) Pvt Ltd .	24 th September, 2015	MBA III Semester	Dr. Shallu Singh
5.	Concept & Application of MIS and Knowledge Management	Mr. Rajat Kakkar (IBM).	October 10, 2015	BBA III Semester	Ms. Tripti Tiwari Dr. Aparna Marwah Bawa

FACULTY ACHIEVEMENTS & ACTIVITIES

Paper Publications in National / International Journals / Magazines

Sr. NO.	Author	Title of the Paper/Article	Journal/Magazine	Vol. / Issue
1.	Dr. Preety Wadhwa Associate Professor	“Impact of demographics on child responses to TV advertising: A study of metropolitan cities in emerging countries, W.S.R.T. New Delhi”	International Journal of Trends in Marketing Management	Volume 4, Issue 09, 2015
2.	Dr. Preety Wadhwa Associate Professor	“ Impact of Television Advertising on Child request strategies and parents’ responses: A 15-Year Review of the Research”	International Journal of Consumer rotection (IJCP)	ISSN 2395-833X Upbhokta Nyay
3.	Dr. Preety Wadhwa Associate Professor	“Impact of television advertising on children and their subsequent Influence on family decision making: A 15-Year Review of the Research”	Educator – The FIMT Journal”	June 2015, Vol.10th ISSN NO. 2277-9736
4.	Dr. Ajay Sahni Assistant Professor	"Symbols- An Effective Marketing Communication Tool in Branding."	International Journal in Commerce,IT and Management	Volume: V (2015), Issue : X October, 2015, Page nos. : 1-4
5.	Mr. Parul Agrawal Associate Professor Dr. N.K. Gupta Professor	“Impact of Dividend on Investment Decisions of Small Investors”	Pratibimba – The Journal of IMIS	Volume 2, Issue 5, July – December 2015, Page Nos. 23-30 ISSN 0972-5466
6.	Ms. Shradha Vernekar Assistant Professor	“Status & Growth of Tourism in India”	IRJBM	Volume VIII, Issue 13,

				November 2015
7.	Dr. Broto Bhardwaj, Associate Professor	“ Role of Market Intelligence in SMEs”	Conference Proceedings of Malaysia Conference AGBA	Organised in 16 th -17 th November, 2015 at Malaysia
8.	Dr. Lokinder Kumar Tyagi Associate Professor	“Pilot Study on Application of E-mail Etiquette in FMCG”	Book on Contemporary Issues in Sustaining Business in Emerging Global Market	ISBN – 978-93-84869-960
9.	Dr. Sanjay Manocha, Assistant Professor	"Challenges faced by Indian Women Entrepreneurs"	Conference Proceedings of International Conference Gobichettipalayam	September 15, 2015
10.	Dr. Ajay Sahni Assistant Professor	“The Empathy Connect in Business Operations”	Conference Proceedings of 7 th International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO' 2015) held from 28 th – 30 th December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden	Page No. 90
11.	Dr. Daljeet Singh Bawa Assistant Professor	“ E-Assessment: An Innovation in Evaluation for Educational Systems”	Conference Proceedings of 7 th International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO' 2015) held from 28 th – 30 th December, 2015 at Conference Centre, University of Delhi co-	Page No. 91

			organized by Lulea University of Technology, Sweden	
12.	Dr. Aparna Marwah Assistant Professor	“Enterprise Knowledge Management (EKM) as a diagnostic tool to overcome skill-set deficiency in Modern Enterprises”	Conference Proceedings of 7 th International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO’ 2015) held from 28 th – 30 th December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden	Page No. 89
13.	Mr. Parul Agrawal Assistant Professor	"Innovation Management Tools – An analysis of the anti pollution moves of Delhi’s Chief Minister”	Conference Proceedings of 7 th International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO’ 2015) held from 28 th – 30 th December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden	Page No. 90

Paper Presentations in National / International Journals / Magazines

Sr. No.	Name of the Faculty	Title of the Paper	Details of Workshop / Conference	Level of Participation	Date / Place
1.	Dr. Ajay Sahni Assistant Professor	The Empathy Connect in Business Operations	7 th International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO' 2015) – Tends & Future Directions) organized by Lulea University of Technology, Sweden	International	28 th – 30 th December, 20 Conference Centre, University of Delhi
2.	Dr. Daljeet Singh Bawa Assistant Professor	E - Assessment: An Innovation in Evaluation for Educational Systems	7 th International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO' 2015) – Tends & Future Directions) organized by Lulea University of Technology, Sweden	International	28 th – 30 th December, 20 Conference Centre, University of Delhi
3.	Dr. Aparna Marwah Assistant Professor	Enterprise Knowledge Management (EKM) as a diagnostic tool to overcome skill-set deficiency in Modern Enterprises	7 th International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO' 2015) – Tends & Future Directions) organized by Lulea University of Technology, Sweden	International	28 th – 30 th December, 20 Conference Centre, University of Delhi

Seminars / Conferences / Workshops / FDPs Attended

Sr. No	Name of the Faculty	Details of Workshop / Conference	Level of Participation	Date & Place
1.	Dr. Ajay Sahni Assistant Professor	““One Day Professional Development Workshop for Academicians, Translators and Language professionals organized by Indian Translators Association in collaboration with Modlingua Learning Private Limited and Hispanicindia and Hindi Centre, New Delhi	National	31st October, 2015 Hispanicindia and Hindi Centre, New Delhi
2.	Dr. Sanjay Manocha	Faculty Development Programme (FDP) On Training & Education organized by Yashwant Rao Chavan Academy of Development Administration, Baner Road, Pune	National	16 th – 21 st November, 2015 Yashwant Rao Chavan Academy of Development Administration, Baner Road, Pune

STUDENT ACHIEVEMENTS

S. No.	College/ Institution	Activity Name	Student Name	Position	Prize
1	VIPS - Gravity	Face Painting	Rupal Prajapati	1st	Trophy, Certificate and cash prize of Rs. 1500/-
		Face Painting	Rahul Jain	1st	Trophy, Certificate and cash prize of Rs. 1500/-
		Movie Trivia	Shreya Tripathi	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Rupal Prajapati	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Shreya Tripathi	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Sachi Vadera	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Parul Singhal	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Pritika Singh	2nd	Trophy Certificate and cash prize of Rs. 1000/-
2	BVICAM- Student Council	Pictionary	Kunal Sachdeva	2nd	Trophy & Certificate
		Pictionary	Mayank Aggarwal	2nd	Trophy & Certificate
3	Gargi College, DU- Alohomora	Case Study	Ankita Banerjee	1st	Trophy, Certificate and cash prize of Rs. 7000/-
		Case Study	Sourabh	1st	Trophy, Certificate and cash prize of Rs. 7000/-
4	Microsoft	Role Play	Aditi Chopra	1st	Certificate, Pen drive & Licnse of MS Office 2016
			Ravina Verma	1st	Certificate, Pen drive & Licnse of MS Office 2017
			Ekjot Kaur	1st	Certificate, Pen drive & Licnse of MS Office 2018

SUGGESTED READINGS

Sr. No.	Title of the Paper	Author Name	Name of the Journal	Volume / Issue	Month	Page No.
HRM						
1	An empirical study on organizational culture and its impact on job satisfaction	Rashmi Rai	Pragyaan Journal of Management	13, 1	June 2015	1-6
2	An empirical study on Evaluation of the effect of performance appraisal a tool of HRD practices in industrial organization in special reference to Delhi & NCR	Shaifali Garg & Dr. Amit K. Srivastav	Journal of IPEM	10, 1	Jan- June 2016	29-31
INFORMATION TECHNOLOGY						
3	Mobole Communications an introduction to new media	Mr Tarun	MAIMT journal of It and management	Vol 9 No 1	May 2015- Oct 2015	94
4	Role of software Re-Engineering through C to java conversion	Mr Vinod Kr Yadav	Journal on Software Engineering	Vol 8	July –Sep 2013	4
INTERNATIONAL BUSINESS						
5	Adaption of conflict management styles during the encounter of cultures: Finding from a Russian-West European Case Study	Albert Vollmer and Patricia Wolf	International Journal of Cross-Cultural Management	15/2	August/2015	151-166
6	Knowledge Inheritance in Global Industries: The Impact of Parent Firm Knowledge on the Performance of foreign Subsidiaries	Heather Berry	Academy of Management Journal	58/5	October/2015	

MARKETING						
7	United We Stand: Impact Of Buying Groups On Retailer Products	Inge Geyskens,Katrjen Gielens & Stefan	Journal Of Marketing	Volume 79	July 2015	16-33
8	Empirical Analysis Of Unethical Practice Of Cookies In E-Marketing	Satinder Kumar, Rishiraj Sharma	Abhigyan	Volume 13 Issue-3	Oct-Dec 2015	42-56
FINANCE						
9	Role of Banks in Financial Inclusion in India Issues, Challenges and Strategies	M. M. Gandhi	International Journal of Applied Business and Economic Research	Vol. 1, No. 2	December, 2013	163 - 183
10	Impact of Inflation and Exchange Rate on Stock Market Behaviour: Evidence from India	Dr. Anindita Chakraborty	Effulgence Bi- Annual Management Journal	Vol. 14, No. 1	January – June, 2016	10 - 19



NEWS & UPDATES

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BVIMR Business Times

OCTOBER-DECEMBER

MERGERS/ACQUISITIONS

Dell Inc acquired EMC Corporation for 67 billion US dollars

This will be the biggest tech deal in history with a 67 billion US dollars acquisition of EMC Corp by Dell.

HCL Technologies acquired CRM services firm PowerObjects for 299 crore rupees

The acquisition will bolster HCL's global applications business, which offers transformational programs and complex application management for a multitude of clients' technology landscapes.

Marriott International to acquire Starwood Hotels & Resorts Worldwide

With this acquisition, Marriott International is set to become world's largest hotel company.

Mahindra Group acquired Italian auto design firm Pininfarina

For the acquisition of Milan-listed Pininfarina, Tech Mahindra and Mahindra and Mahindra have formed a 60:40 joint venture.

MTS India merged with Reliance Communications

The merger will bring 9 million customers and around 1500 crore rupees in revenues to RCom.

DuPont and Dow Chemical Company announced to merge to form DowDuPont

The merged company have a combined market capitalization of approximately 130 billion dollars at announcement. Andrew N Liveris will be named Executive Chairman and Edward D Breen will be named CEO of combined company.

Nokia completed acquisition of Alca-Lucent for 15.6 billion euro

The deal is expected to help the Nokia in competing globally with the likes of Ericsson and Huawei in the telecommunications field.

On-demand grocery service PepperTap acquired Jiffstore

As per the terms of deal, Jiffstore will completely merge its operations with PepperTap.

Corporate Charge | Discharge

by <http://www.iaraniosh.com/>

- ➔ **Jeff Williams appointed as Chief Operating Officer of Apple Inc**
- ➔ **Satyavati Berera became first woman COO at Big 4 in India**
 - ✓ Berera will take charge as COO on 1 January 2016. She will replace Neil Wilson, who is moving to London as global operations partner with PwC.
- ➔ **Tata Starbucks appointed Sumi Ghosh as Chief Executive Officer**
- ➔ **Zarin Daruwala appointed as CEO of StanChart Bank India**
- ➔ **Narendra Nayak appointed as Managing Director of BlackBerry India**
 - ✓ Prior to this appointment, Nayak was working in venture-funded software company Linguanext Technologies.
- ➔ **Housing.com appointed Mani Rangarajan as CFO**
- ➔ **Ashok Vemuri resigned as CEO of iGate Corporation**
 - ✓ Vemuri joined the US-based iGate as CEO in September 2013. When Capgemini announced the acquisition, he held 400000 shares of iGate.



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OCTOBER-DECEMBER

New Launch



WHO	: 4G TELECOM SERVICE
WHERE	: NAVI MUMBAI
WHAT	: LAUNCHED BY RELIANCE JIO
WHEN	: 27 DECEMBER 2015

Reliance Jio Infocomm Ltd (RJIL) or Reliance Jio on 27 December 2015 launched 4G telecom service. The service was launched at the Reliance Corporate Park in Navy Mumbai to mark the birth anniversary of Dhirubhai Ambani, founder of the Reliance Industries Limited (RIL).

However, at present, it is limited to 85000 employees and their families of the company, while the **commercial services** are expected to begin by **April 2016**.

Features of Jio 4G Service

- It has three-pronged focus on broadband networks, affordable smart phones and the availability of rich content and applications
- It offers a unique combination of telecom, high speed data, and digital commerce, media and payment services.
- It provides data services with a **speed up to 1 gigabyte per second**.
- Under the project, around 2.5 lakh kilometers of fibre optic cables were laid to connect 18000 towns and around 1 lakh villages across the country.
- It will offer broad band services to 10 crore mobile users and 2 crore households.
- Users will have the option to switch over to 5G services in future.



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OCTOBER-DECEMBER

Business | Industry

Tata Motors listed as only Indian firm on top 50 global R&D spenders

Tata Motors moved up from last year's 104th position to 49th in 2015. Besides, the firm also showed the largest increase in R&D investments on the list.

Tata Motors signed Lionel Messi as Global Brand Ambassador for its Passenger Vehicles

Tata Motors will be the first Indian brand endorsed by the international sports icon.

India replaced China to emerge as Biggest Gold Consumer in World: Thomson Reuters

India consumed a total of 642 tonnes of gold in this period, while China is trailing by just 63 tonnes with total consumption of 642 tonnes in first nine month of the year.

India among top ten investors in the USA in 2015: Baker & McKenzie

As per the M & A report of the Baker & McKenzie, Indian companies invested around 1.7 US billion dollars in the US companies in 2015.

Urban Development Minister launched portal for small traders' e-lala

The e-lala initiative is aimed at promoting the interests of 5.77 crore small businesses in the context of rapid expansion of e-commerce in the country.

STUDENT CORNER

FEMALE FOETICIDE: DEATH BEFORE BIRTH

Where would you be if your mother was not allowed to be born?

It has been six long decades since India has gained independence but, many Indians are still trapped in old age traditional beliefs.

The "liberal" Indian society has failed to transform the other "orthodox" India. No doubt India is advancing at a fast pace in the field of science and technology but, if we look at the grass root level, the picture is not so rosy .it is rather dark and what makes this picture so dark is '**FEMALE FOETICIDE**'.

It is still prevalent in the Indian society; In fact it has been into practice for hundreds of years, as the girl child in India continues to be murdered before she is even born. Narrow minded people do not mind murdering their unborn daughter. Many families put pressure on women to give birth to a boy so that he can take the family's name forward or light the funeral pyre and be the bread earner of the family but, the question is are girls less competent than boys'!? Sadly there have been numerous incidents of the foetus being lying in the farms, floating in rivers, wrapped up in jute bags and the dreadful list goes on. The struggle for a girl child starts from the day her existence is felt in her mother's womb.

Well, the case is not just in rural areas, but, continues to show in urban areas and metropolitan cities as well. The truth behind this crime has been brought into light several times by media but has failed to melt the hearts of homicidal and traumatic people who remain unaffected by the consequences of the grave sin that they are committing.

So remember she is the creator of the world, don't destroy her. Save the girl child.

SANYA KAPOOR
BBA III C

THE VOICE

Once I heard a voice unknown..
Which was heavenly enough,
to touch my soul
A whisper a song or a lullaby,
His voice was magical all this while ..
He had that aura to make you fly,
And you always got an unnoticed smile.
A soulful voice, a blissful soul,
Pouring his heart out in every note ..
Soft symphony flowing in the air,
His voice was always a flare.
With the strings of his guitar
He took me to a place so far,
Where there was only love, no despair
Only blessings to share,
His voice was so rare ..
He came in my life out of nowhere
Preaching about love and care
Eliminating all the darkness,
His voice enlightened my soul ..
That's the reason i say..
Once i heard a voice unknown..
Which was heavenly enough,
to touch my soul ..!

Shruti Malhotra

MBA - 4th Semester

BUSINESS QUIZ

Q1. Which e-commerce company has agreed to acquire Hong-Kong based 112-year old English Newspaper South China Morning Post?

- a) Flipkart
- b) Amazon
- c) eBay
- d) Alibaba

Q2. From which country India received highest amount of FDI between 2000 and 2015?

- a) Singapore
- b) Netherlands
- c) Mauritius
- d) Germany

Q3. Online buying and selling platform Quikr acquired which company to enhance its offerings in the property space?

- a) RealtyCompass
- b) WoNoBo.com
- c) A N Virtual World Tech
- d) Genesys International Corp

Q4. Federal Bank has tied up with which digital security firm for their banking mobile application?

- a) Synapse
- b) TCS
- c) Cybervance
- d) IBM

Q5. Drugmaker company Pfizer Inc struck a deal to buy which company?

- a) Allergan Plc
- b) Alliance Boots
- c) Biocon Inc
- d) Elora Inc

Q6. What is the proposed outlay on the Blue Revolution proposed by the Union Ministry of Agriculture and Farmer Welfare?

- a) 4000 crore rupees
- b) 5000 crore rupees
- c) 3000 crore rupees
- d) 2500 crore rupees

Q7. SEBI signed Memorandum of Understanding with which organisation on bilateral cooperation and technical assistance?

- a) Bangladesh Securities and Exchange Commission
- b) Johannesburg stock exchange board
- c) London Stock Exchange
- d) Moscow Exchange MICEX-RTS

Q8. Who was elected as the President of industry body Federation of Indian Chambers of Commerce and Industry (FICCI)?

- a) Ravindra Kaushik
- b) Harshvardhan Neotia
- c) Jyotsna Suri
- d) Vinay Kumar Matta

Q9. Beverage major Coca Cola has tied up with which Online Grocery Shopping platform for the launch of Sprite Zero?

- a) Big Basket
- b) Grofers
- c) Big Bazar
- d) Foodhall

Q10. Taxi-hailing platform Uber has tied up with which company to offer healthcare booking?

- a) Religare
- b) Practo
- c) Himalaya
- d) Unilever

Answers

- 1-D
- 2-C
- 3-A
- 4-D
- 5-A
- 6-C
- 7-A
- 8-B
- 9-B
- 10-B

EDITOR'S MESSAGE

A Very Happy New Year to all. Hope you are in best of your spirits.

In the last quarter, we were all busy with first studies and then university examinations. This edition will update you about various activities which were organized apart from regular studies.

We are now geared up for summer internships and final placements. We wish all the best to final year students who are now closed to joining corporate world. At the same time, best of luck to all the other students for their upcoming semester.

Hope you will enjoy reading this issue of newsletter. Wishing you loads of luck and happiness.

Thanks,

Editorial Team – BVIMR Mirror

Invitation for Articles in BVIMR Mirror

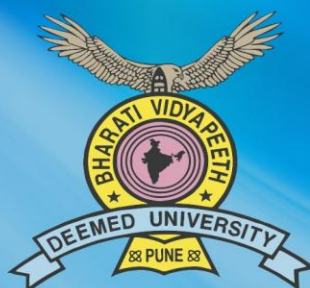
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- Students are encouraged to give their contribution in the form of articles, poems, puzzles, quizzes or any other innovative ideas for the student corner
- You may send in your articles or queries at mirrorbvimr@gmail.com

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