

PRESIDENCY UNIVERSITY, BENGALURU

SCHOOL OF MANAGEMENT

MANAGEMENT SAPIENCE

BI ANNUAL NEWSLETTER



PARADIGM SHIFT IN SALES: CHANGING CUSTOMER BEHAVIOUR

VOLUME 3 ISSUE 2 APRIL 21, 2021

Changing Customer Behavior-Is it Permanent ?



Changes in customer behavior have been the fundamental driving force in all the changes in marketing strategy and growth of business across industries till date. With the advent of digital age from Marketing 3.0 onwards, consumer has not looked back to print media for any marketing efforts to woo them. Entry of internet and e-commerce caused the first paradigm shift in the consumer behavior leading to a rapid growth in the number of companies moving online.

As digital age grew and changed rapidly with increase in the number of platforms, customers had more variety and places online to shop and were empowered through access to select information online. Covid '19 pandemic's entry brought a drastic change- a paradigm shift in sales downwards. Customers no longer enjoyed online shopping as this became their only "forced" source of shopping. Given the pandemic's negative impact on employment, salary reductions, and non-availability of new avenues to get salary, consumers became scared and held tight to their financial power. They became more price conscious, shopped for only basic needs, and used digital to keep busy through gaming and learning. Their focus in shopping moved from choices to "free" or "low cost" products/services. Given the timeline of pandemic continuity, these changing sales related consumer habits are slowly becoming permanent- fear has gripped their minds and all they now focus on is "pandemic can continue" or "I have learnt a lesson" shopping behavior. Companies responded in record time to new ways of working, and some impressive displays of innovation. However, permanence of this consumer behavior is a moot point. The only section of the market that may continue permanently with this behavior is the "new to internet or online shopping"- permanence of these habits that is doubtful as these entered due to rapid cost cuts by companies and consequent downsizing causing re-employment.

Gunjeet Kaur
Dean, School of Management
Presidency University, Bengaluru

VICE CHANCELLOR'S MESSAGE



COVID 19 has flipped all the business strategies in 2020 and still the situation is uncertain for many businesses to take a future decision. The consumer psychology and his buying behavior has significantly changed in the last one year. Consumers' online buying and digital payment transactions seen a significant growth. As we see a shift in consumer buying behavior now companies are adopting new approaches to deliver the product right at the customer's doorsteps. Even brick and mortar retailers, banking sectors are coming out with new sales approach to deliver services as per the customer convenience. Personal selling and on field visits may not be norm in the future as companies may be interacting with the customers on virtual platforms or through telemarketing. It's time to work on sales strategies by the companies to the changing buying needs of the customers. I am Happy that School of Management has chosen this theme for the current issue of management Sapience which is very pertinent to be discussed in business world. My Best wishes to the Editorial Team !

D Subhakar

WELLS FARGO & CO.

Paradigm Shift in Sales: Changing Customer Behavior Covid-19, Company, and Consumer



Heading into the spring of 2021, it has been more than a year, we are living with the unwanted guest in our lives, Covid-19. While the uncertainty of virus grows throughout the planet, another uncertainty has bothered Companies and Consumers across the globe that is adapting to new normal ways of selling and buying of essentials. The definition of essentials has changed, while food and shelter stills remain at top of the list in our lives, the need of buying new clothes has become less significant today, A survey conducted by McKinsey showcased that 60% of the population have agreed to the fact that they have bought one or no new clothing during 2020, even when digitalization has made shopping, just a click away. This shift in the customers' behavior suggests that the fast fashion cycle is no longer relevant after Covid-19. Another Survey by McKinsey showcased that millennials' mindset is turning towards sustainable fashion than fast fashion and their loyalty towards brand mindset has changed to loyalty towards durability. On the other hand, even though Companies struggled to understand this change at the beginning, many of them accommodated this and started playing along to build sustainable, pro planet options to attract their customers. Overall, modern consumer sentiment, suggests that Covid-19 has given a reset opportunity, to all the players in this industry to rethink sustainable fashion.

Sahith Gattu
Product Project Manager
Wells Fargo & Co. (USA & Canada)

EDITORS' MESSAGE

Dear Readers,

We take the pleasure to unveil this issue of our Bi-annual Newsletter, Management Sapience, a topical theme-based initiative by School of Management. Each issue is meant to inspire, educate, and advocate for themes we care about. In order to keep the readers widely interested and updated, we have also included articles to communicate significant events and activities at campus. The theme chosen for the current issue is important in the current complex business world post pandemic. We have observed a change in consumer buying behavior seen companies too implemented new sales strategies to meet customer requirements. We are extremely grateful to the contributors for sparing their valuable time. We hope that you will enjoy reading this issue!



Pratika



Sanjay



INDUSTRY SPEAKS



Mr. Naeem Khan addressed Students of SOM on Communication and Technology in Media Industry, as part of IMC Course.

"WHAT DIFFERENTIATES SELLERS TODAY IS THEIR ABILITY TO BRING FRESH IDEAS."

-JILL KONRATH



Mr. Vikram Bansal Enlightened the Students on Changing shift in Media Industry.

HYPERSONIC ADVISORY

Sales as a Part of your Career: A Real World Perspective



Sales is fairly common place word, usually understood as the function & people who bring in the Revenue. Sales is therefore a very critical function but maybe not as desired with MBA aspirants, as its more glamorous adjacent function of Marketing, & therefore maybe not so well researched & understood.

So what does the Sales function consist of & what do Sales Managers (which most of you with start your careers as) actually do ?

Sales, also referred to now as GTM (Go to Market) is best segmented by nature of business into B2C & B2B

B2C Sales : Industries like FMCG, Consumer electronics, white goods, automobiles, including services like retail, telecom, insurance etc.

These are largely MRP driven consumer products where last mile sale is through Channel Partners of Distributors & Retailors who are the one who actually make the sale to the end consumer. Here usually there is no direct selling by a sales manager to a consumer. Purchase decision of a Nescafe coffee, Dove soap, Redmi mobile or a levis jeans is driven more by advertising & communication. So role of a sales Manager is more about managing Distribution – i.e. last mile availability. It involves managing a sales team who will deal with the channel Partners, demand forecasting, Partner Business planning , investment & RO, Trade marketing budgets & is therefore a very interesting business & people leadership role.

How many retail outlets are there in India ? How much money does a kirana store make on a bottle of Pepsi? how much does he invest ? how many distributors do you need ? How to plan your SKU assortment? etc. These are some of the things you will learn in B2C Sales. You will need & build analytical , finance, operational planning & large team management skills.

B2B Sales : Engineering , Equipment's , Chemicals, Packaging material including Services like IT, Media etc.

These are products & services like IT solutions, industrial raw materials, OEM parts for automobiles, building materials, engineering equipment etc. which are sold from one company to another. This involves actual selling , which will mean deep technical knowledge of the product , category & market for creating a business prospecting funnel.

What is the current pain point & requirement of the customer? how to customize the product pitch? What are the features / benefits Vs competitors? managing the sales cycle from pitch ,negotiation, order to receipt of monies ? etc. here you will need & build skills around product knowledge, communication & relationship, consultative selling, negotiating & deal making.

So selling now becomes, in large measure, all about the relationship. Ironically, the salesperson is more valuable than ever before as far as cultivating and maintaining a relationship with the prospect. Buyers have become skeptics, and as such, their outlook is often uncertain and noncommittal. **Sell the difference, Remember, it's not a one-person show., Make a connection.** Customers want to learn from you. Once you know their needs, educate them about the advantages of using your products and services. That's what spurs a prospect to buy. Today, selling has to do with recognizing what's happening with customers and finding ways to help them become more successful. It's about winning over customers by understanding them and what they want to accomplish.

Sales is the best place to start your career, It sets you up with a great foundation of customer & market understanding which you will need as you grow into larger Marketing & General Management roles.

Anand Khurana
Co- Founder Hypersonic Advisory
Ex GM HUL/Circle CEO Airtel/eVP Star TV
Mumbai

LUXOTTICA-RAYBAN

Paradigm Shift in Sales: Changing Customer Behavior



The biggest paradigm shift in sales is the imminent disappearance of the salesman. There are 3 As that are driving the shifts in consumer behavior and consequently the way manufacturer and suppliers are adapting: **Affluence; Access; Assurance.**

Affluence : The raising income level of a relatively younger India is propelling preferences for value added Products and services. Price is no more a barrier. Consumers are willing to pay for the experience. Exclusivity is a new mode of expression and consumers are willing to pay for this Luxury.

Access : Internet of things has created access to anything and everything. A key input to a buying decision is information and it has been democratized abundantly both by the manufacturers in the form of information

on product and availability, and by the users through online reviews. All this leading to consumers becoming more and more discerning; and of course, there are ecommerce platform (claiming delivery to almost 99% of the Indian pin codes) willing to fulfill this demand to the convenience of the our homes.

Assurance : In today's times with transactions getting more and more impersonal, consumers look for assurance. At a very basic level, where there is assurance of refund (in case of returns), assurance of genuineness and legitimacy being sought, at an all-together different level, Millennials (mostly) are pushing for assurance of sustainability, environmental consciousness and ethical standards of products being bought.

Anil Dulam
Sales Head - India
Luxottica India Eyewear Private Ltd
Gurugram



Mr. Mohan M.
Addressed Students on
Marketing in Digital
World

SUMADHURA INFRACON PVT. LTD.



Changing Sales Pattern in Real Estate Sector

In every market, consumers are the drivers of the market competitiveness, growth, and economic integration. With the pandemic and economic instability consumers are also experiencing a transformation in behaviour. Two most important factor that reflects consumer's behaviour during crises are risk attitude and risk perception. These are dependent on the personality as well however from a buying journey perspective, it brings into picture value consciousness towards purchase of a product, risk element associated with the purchase determining the spending pattern.

While young consumers with low disposable income are fragile to the turbulence and conservative towards high value purchase, higher income groups are resilient, and value driven.

Besides change in spending pattern, greater use of virtual touch points for shopping on various digital platforms namely official site of products, social media and mobile platforms has led to digitalisation in buying. This led to technology platforms gaining momentum in spreading awareness, holding transactions and conversion to purchase.

Due to the work from Home option for majority of Homebuyers, there is an increased interest in Smart Homes which are Technologically automated, in bigger built-up areas, which can accommodate both office and study rooms. The aesthetics of the community such as spaces for recreation and activities are keenly considered before purchase.

Home was always more about the individual apartment sqft which has now moved to beyond that into the engagement possibilities that the project can offer. Customers post pandemic are open for moving away from central locations to peripheral locations where they can afford larger units and also find healthier environments.

Consumer also showed aggressive interest in Real Estate as an Investment option given the stable return on investment in this asset class. What element of these changes will sustain post pandemic is yet to be seen however the current scenario remains determinate on both intrinsic and extrinsic factors.

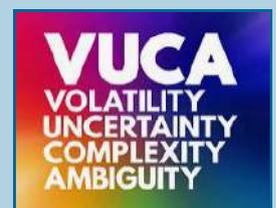
Bharat Kumar Kandukuri
Director Operations
Sumadhura Infracon Pvt. Ltd.
Bengaluru

"EITHER RUN THE
DAY OR THE DAY
RUNS YOU."

-JIM ROHN



Mr. Mukund G. Addressed
students on Manufacturing
& Operations





Dr. Deepika Krishnan,
Assistant Professor,
SOM, PU, as Resource
Person for Webinar on
Derivatives Market,
National College,
Manacaud,
Trivandrum

**“IT’S NO LONGER
ABOUT
INTERRUPTING,
PITCHING AND
CLOSING. IT IS
ABOUT LISTENING,
DIAGNOSING AND
PRESCRIBING.”**

– MARK ROBERGE

LAVA INTERNATIONAL

Indian Mobile Handset Industry Trend FY 2020-21

**India’s smartphone sales, declined by
4% over last year with 150 million
units in 2020.**



The high consumer demand post-lockdown, as well as strong promotions on online channels and new use cases like e-learning and work from home, gave the momentum for smartphone sales in the pandemic-hit year. “The Indian smartphone market maintained its momentum in Q4 2020 after higher sales in third quarter. Because of Diwali in mid-November this year, witnessed high sales during festival months. The overall market crossed 150 million units in 2020 driven by high consumer demand post-lockdown. Multiple new use cases such as online education, as well as increased content consumption, were the major factors for the high consumer demand. Going forward, this demand will grow further as more people transition from feature phones to smartphones and feature-rich devices, diffusing towards lower price tiers.”

The anti-China sentiment was minimal as, 75% of market share is held by Chinese brands in 2020. During the year, there were innovative channel strategies from leading brands due to changed consumer behavior in the wake of COVID-19. Offline-centric brands such as Samsung, vivo and OPPO increased their online presence. Samsung increased its online

presence with the Galaxy M-series on Amazon while launching the Galaxy F-series on Flipkart. Xiaomi launched ‘Mi on Wheels’ to drive its sales on offline channels and in remote areas. Brands also launched innovative promotions and loyalty programs such as ‘Smart Upgrade’ to retain as well as increase their user base. India’s mobile handset market (Smartphones + Feature phones) declined 10% in 2020 due to a decline in feature phone sales. The feature phone market registered a 20% decline in 2020 as consumers in this segment were the worst hit by the lockdowns.

Highlights:

The Indian smartphone market registered a modest 4% decline in the pandemic-hit year. The market crossed 100 million units in the second half of 2020 for the first time ever. Xiaomi led the market with a 26% shipment share in 2020, followed by Samsung at 21%. Among the top five brands, realme grew the highest at 22% YoY in 2020. Apple witnessed its best ever quarter in Q4 2020, selling more than 1.5 million units.

Rajesh Kondru
South Head-Modern Trade
Lava International
Hyderabad



Dr. Anil Gowda, Associate
Professor, SOM delivering
Lecture at Bishop Cotton
Women’s Christian
College, Bangalore

BRILLOCA LTD.

Education Industry: New Vistas of Digital Delivery



During the pandemic, we never had to run our business with zero revenue. Strong R&D capabilities have helped the company to improve market share by offering an innovative range of products. Constant engagement with intermediaries and end-users, along with creative marketing campaigns, have helped us Hindware's leading position in India. During Pandemic we were introduced to boost our sales according to the customer behavior. We have launched many sensor based products which are touchless based smart products both CP & Sanitary fittings. Being one of the leading players in the sanitaryware and faucets segment, Brilloca's five brands - Queo, Alchymi, Hindware Italian collection, Hindware and Benelave - are catering to the wide cross-section of consumers that include luxury, premium and mass segments. Due to the impact of the pandemic, our brands have put out innovative campaigns to facilitate engagement with the consumers on digital platforms and ensure traction to our stores. Hindware's new brand campaign "THOUGHT IS BEAUTIFUL" talks about innovations the core value and showcases how innovative performance-led product solutions offer convenience to consumers- it is where true beauty lies.

Siva Naga Reddy
Branch Sales Manager
Brilloca Ltd., Bengaluru

NIPPON LIFE INDIA

Mutual Fund Industry and Changing Paradigms



The COVID-19 pandemic forced Mutual Fund Industry Both Fund Houses and Investors to go digital in a massive way. What started out as a crisis response has now become the next normal, with big implications for how fund houses and Investors will do business in the future. Now physical meetings are avoided by the large set of investors, meetings are conducted via video calls, it has not impacted the sales numbers, we are still getting the job done more efficiently. There are few changes which has impacted the industry in a positive way:

- Number of physical transactions has

been come down.

- Because of that, operations errors have been avoided.
 - Cost for runner boys have come down.
- But still there are few challenges, there are few large partners and set of investors, who are not tech savvy or not comfortable using internet banking or any online platforms.

For that lots of training and investor awareness program are going on from each fund house side.

At the end of the Covid has forced most of the industries to move towards digital platforms, hence the way forward is Digital.

Deepak Gaur
Assistant Manager
Nippon Life India Asset Management
Bengaluru



Dr. P. Lakshmi Prasanna
of SOM as Resource
Person for Technology
Based Entrepreneurship
Development
Programme (on Negotia-
tion & Networking for
Entrepreneurship) ,
NIPER

ACADEMIC SIGHT

VARSITY TUTORS, USA

Paradigm shift in Sales amidst the Global Pandemic



Ever since the outbreak of the Corona Virus Pandemic on a global scale, a lot of business functions – such as Marketing, Retail, Sales, Human Resources, Technology, Logistics, Supply Chain – have had a major paradigm shift in recalibrating and realigning themselves to meet the expectations of not only the stakeholders but the customers as well. Reorienting the targets toward the common strategic objectives is not new to any business. It is a globally recurring phenomenon. What is unprecedented is the scale, schedule and the speed of this paradigm shift amidst the ongoing global pandemic. Specifically, we will examine the 3S Paradigm shift in sales amidst the global pandemic, namely: Scale, Schedule, and Speed.

Scale

Specifically, the global pandemic demonstrated a lot leakages in terms of the existing business processes world-wide across the industries: Global dependencies, inventories, on-demand supply, real-time fulfillment and so on. This gave a huge boost to recalibrate the scalability in terms of their existing models. Businesses were forced to upgrade or downgrade their scalability. As consumers' movements got restricted, the businesses had to think out of the box to fulfill the sales and scale their businesses differently.

Schedule

In the interconnected world – pre-pandemic days – everything was on schedule due to the smooth functioning of the supply chain. However, with the supply chain breaking down at critical junctures, raw material import / export getting affected, cycle times became longer riddled with delays. This affected the forecasted schedules to a large extent. Sales forecasting had to be reworked and realigned to suit the new schedules and timelines.

Speed

With the entire global supply chain coming to a halt – air route, sea route, travel restrictions etc., businesses were forced to rethink in terms of technology upgradation at lightening speeds to be able to sustain this global pandemic. E-commerce, cloud, artificial intelligence etc., which were gradually gaining popularity in the past decade became the order of the day. All business functions were now in a disruptive mode to adapt to the technology advancements.

In this VUCA world, nothing is what it seems. And it is true for businesses and their allied functions cutting across industries, as well. Utilizing and viewing this 'Global Pandemic' as an opportunity to realign, re-strategize and recalibrate the business functions and revamping the existing business models, rapidly will pave the way for easy adaptability and early success for the forthcoming decade.

Dr. Swatti O Dham
Online Educator
Varsity Tutors, USA

“A RELENTLESS
BARRAGE OF
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THINKING CAUSED
BY THE STATUS
QUO. USE IT
OFTEN.”

– SHIGEO SHINGO



Dr. Srinivasan Palamalai
of SOM as Resource
Person of FDP on
“ProwessIQ Data Process
and Applications of OLS
Methods Using Eviews”
organized by Vellore
Institute of Technology
(VIT), Vellore, Tamil
Nadu held on 10th April
2021



Dr. Pratika Mishra,
Associate Professor,
SOM conducted two
weeks Workshop on
Critical Literature
Review for Doctoral
Students and Young
Researchers

**“THE BIGGEST RISK
IS NOT TAKING ANY
RISK. IN A WORLD
THAT IS CHANGING
REALLY QUICKLY,
THE ONLY STRATEGY
THAT IS
GUARANTEED TO
FAIL IS NOT TAKING
RISKS.”**

**– MARK
ZUCKERBERG**



Dr. Rosewiine Joy, Assistant
Professor, SOM as Keynote
Speaker at ICBEAU 2021

Retail Therapy Under the Mask

Recent study conducted by KPMG revealed that post Covid pandemic 63% of world population have inclined towards digital platform for retail marketing and 73% of the working class people are still working from home. While the second wave of Covid is on the rise worldwide, psychologically a great bulk of consumers are breaking errands, trying hard to come back to normal life, still others are petrified for life and developed permanent psychological disorders like phobia, OCD and clinical depression avoiding and missing social life and social mixing have become a cause of fear for them. These patients are tending towards online shopping to vent out and are becoming shopaholics but the only difference is that they are choosing online platform rather than physical retail therapy.

This very situation can be considered an opportunity rather than challenge for the retail industry. Another important observation is a good boom in sales volume of FMCG and hypermarket but on platforms of 'Big Basket' and 'Amazon Pantry' while Physical stores are recording less footprints. The psyche behind the same is known, a combination of the pandemic fear and insecurity of untold Lockdown. Consumers are keeping their home well stocked but fearing contamination not visiting physical outlets. Even 'Babyboomer' generation consumers

are also opting for digital platform now. The concerned areas of Retail market under the pitfall though is zones of Apparel, Furniture, Electronics etc. where consumers are not investing much in order to avoid financial insecurity and instability. Not to say of the small time entrepreneurs many of whom could not stand up again post Unlocking of the so called "Lockdown". Therefore the biggest challenge as well as the opportunity today for the retail industry is to adopt to the dynamicity of the new normal as mentioned earlier.

The paradigm shift from 'Good-looking smiling and cajoling Sales executives' to competing with n number of competitors on an affiliate marketing platform is a call today even for established brands. Max, Biba etc are quit preferred apparel brands amongst Asian and middle east consumers but still when comparing the digital footprint they appear on second page of popular search engine, which can conclude that their Search Engine Optimisation is quite poor, where research have proven that 75% of contemporary consumers don't scroll through the second page while searching for a products/services. So it can be concluded that "Retail Therapy is no longer physical but have shifted towards digital footprint" and it is for the marketers to consider this as an opportunity or challenge to leap into the future.

Nisha Saha
Associate Professor
School of Management
Presidency University, Bengaluru

STUDENT VIEWPOINT

Education Industry Digital Delivery : Boon or Bane



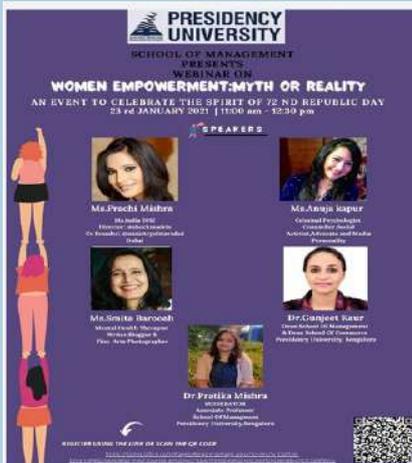
The constant battle between Online and offline classes is never ending. It's completely subjective and preferential when we talk about what's better. According to me offline classes are like placing a bowl of sugar near an ant nest and expecting it not to come near the sugar bowl. It gives us the freedom to become "invisible" during passive listening. Just like any other student, initially I also loved to study in my own happy bubble comfort zone, but as the time passed I realized this is not going to help us in the long run especially for a degree like MBA. A professional degree requires a lot of practical knowledge and online mode fails to provide such effectiveness. Not only students but the faculties have faced difficulties to equip themselves with technical proficiency but they have put their intensive time and efforts to design the instructions and give their best. My Mom is a teacher and I have witnessed the constant struggles they face and the efforts they make to become tech-savvy. Hence I genuinely respect them. Slowly when things started turning out to be normal, Offline classes turned out to be a real eye opener for us. It is incredibly efficient and provides more grip towards learning with lesser distractions. We attempt a lot of knowledge level learning offline. True learning requires engagement, repetition, connection and comprehension.

Ishika Jethwa
Student-MBA
School of Management
Presidency University, Bengaluru

CAMPUS TALK

School of Management Presents First PhD of Presidency University

Presidency University proudly announces the successful defense of **Mr. Gagan Kumar B R** from School of Management for his Ph.D. Viva Voce of thesis entitled “Diffusion of Artificial Intelligence Enablement and Its Impact on Organizational Performance: A Study with Reference to Digital Healthcare Service Providers in Bengaluru” under the Supervision of Prof. Dr. Senthilkumar. The Ph.D. Viva Voce Examination Panel-Members and Thesis Examiners were as follows: Dr. V Balachandran, Dean, School of Business, Central University of Kerala, Kerala, , Dr. Darwin Joseph, Professor, Management Development Institute of Singapore, Singapore, Dr. Amrita M A, Associate.Prffessor Internal Expert, SOM, Presidency University, Dr. K. Krishna Kumar, Convener & Chairperson of RAC, Associate Dean – SOM, Presidency University, Dr. Abdul Sharief, Chairperson of PDC, Dean – SOE, Presidency University, Dr. Senthilkumar, Research Supervisor, Professor – SOM, Presidency University. The research scholar, Mr. Gagan Kumar B R presented the salient features of his Ph.D. work. This was followed by questions from the Board Members. The questions raised by the Foreign and Indian Examiners were presented to the scholar. The scholar answered most of the questions to the satisfaction of the Board Members. Based on the scholar’s research work, his presentation and also the clarifications and answers given by the scholar to the questions, the panel recommended that Mr. Gagan Kumar B R be awarded the degree of Doctor of Philosophy. . Mr.Gagan Kumar B R is the first full time research scholar of the University to have completed all the requirements for the award of the degree of Doctor of Philosophy.



Panel Discussion by Celebrities : Women Empowerment- Myth or Reality

Women's empowerment is the process of empowering women. Empowerment can be defined in many ways, however, when talking about women's empowerment, empowerment means accepting and allowing people (women) who are on the outside of the decision-making process into it. Women's empowerment is the most crucial point to be noted for the overall development of a country. In the light of the same with the great support of one of the Associate Professors of School of Management, Dr. Pratika Mishra the Panel Discussion on “**Women Empowerment- Myth or Reality**” was organized. All the resources personalities were very dynamic in their approach and were very inquisitive in whichever aspect they were highlighting.

To Cite a Few Instances:

Ms.Prachi Mishra, Miss India 2012 & Entrepreneur, she emphasized on property rights, As per her Legally the Girls child of the family has 50 % Right in the parental property but stills the male gender/boys of the family are inheriting everything.

Ms.Anuja Kapur, Criminal Psychologist and Social Activist She spoke about women’s role in shaping the family/ household still from the required importance, the women is deprived off.

Ms.Smita Barooah, Writer, Mental Therapist and Blogger , added by spotlighting the Blaming & Shaming done by the men on the Feminine gender on the other hand she also spoke on one of the most burning topics of empowering women in society. Her talk was very interesting and was all the time being focused on Growth for both the Genders.

Dr.Gunjeet Kaur, Dean SOM, she during her talk was strongly focused on the dynamics of strong women and how women should become more enthusiastic and physically strong..

The session was then thrown open for questions. Dr. Pratika Mishra along with researchers and students raised few questions on Indian attire, Girls safety and Women Harassment @ workplace which made the talk more insightful. Dr. Krishna Kumar Associate Dean School of Management proposed the vote of the thanks and the entire event was enthusiastically coordinated by Prof. Kunal Saxena.



CAMPUS TALK

Panel Discussion on Implementation of Education Policy 2020



A panel discussion on implementation of Education policy 2020 was organized by School of Management on 3rd December 2020. Panel discussion attracted 780 participants from across India. Panel discussants where Dr. Dhananjay Keskar , former Vice Chancellor , Amity University, Mauritius ; Dr.Indira Parikh ,former founder president of Flame University , Professor A&M Texas University; Dr. Sahadev Singh , Undersecretary ,Department of Law and Justice ,GOI ;Dr. Gunjeet Kaur, Dean School of Management. The panel was moderated by Dr.Rosewine Joy, SOM.Question answer session raised mixed response, though majority of the response where positive, few concerns on how new NEP will be a challenge to new generation and also affordability of education by low income group was raised.



Panel Discussion on Union Budget -2021



SOM convened the Panel Discussion on Union Budget 2021 with Panel of Experts. Dr.K.Gayathri, highlighted the importance of health care expenditure and infrastructure in budget as well as cautioned on the execution issues of policies and programs .Dr. Jitender Bhandari highlighted major budget trends and privitisation, Dr. Madhavan had a balanced view and highlighted efficiency for privatization may not guarantee results .Dr.Krishnakumar highlighted on tax reforms. The event was moderated by Dr.Rosewine Joy, Assistant Professor, School of Management, Presidency University. There were active participation from the students in the form of questions to the panel.



Panel Discussion on “For Profit Entrepreneurship” Hosted by CIIE



This panel discussion was organized by CIIE in association with SOM. The objective of the Panel Discussion was if the profit was the only objective of Startups. Success in a business can be achieved through Quality and Profit generated. Reason for Business may vary from person to person, but Profit is one of the Goal for a new venture. Our Global participants were a combination of people from Corporate & Academia from India, Saudi Arabia, Srilanka, Mauritius; Nepal; South Africa, Oman, Muscat and Ethopia to name a few. Dr. Prachi Beriwal coordinated the Event.

Panel Discussion on “Entrepreneurial Finance” Hosted by CIIE



The objective of the Panel Discussion was survival of startups, as most business start-ups begin with one main financial objective i.e. to survive. A large percentage of new businesses do not survive much beyond their launch. The entrepreneur discovers that the business idea is not viable, resulting the business running out of profit or running out of cash. Participants were enthusiastically raising a lot of questions as Dr. Pavan Soni promised to reward them with his latest book on “ Design Your Thinking” for the best three questions asked.



MBA Students Placed @KPMG



Blood Donation Drive @ Campus

RECENT ACTIVITIES



72nd Republic Day



Women Power @ SOM



Founders Day on February 3rd, 2021



Fresher's Day 2021



MBA Student @ B'Plan Competition, BITS Pilani

THE TEAM

ADVISORS: Dr. Gunjeet Kaur, Dean SOM & Dr. Krishna Kumar, Associate Dean , SOM

EDITORS: Dr. Pratika Mishra & Dr. Sanjay Kumar, Faculty, SOM

FEEDBACK: pratikamishra@presidencyuniversity.in