

स्पर्श



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The Newsletter of Institute of Management, Nirma University





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From the Editor's Desk

The first half of 2024 has been a period of significant growth and achievement at IMNU. This edition of SPARSH encapsulates the essence of our journey, showcasing our commitment to academic excellence, innovation, and community engagement. Students represented the Institute at various competitions and held the flag of the Institute high.

The 27th Nirma International Conference on Management (NICOM) was organized by the Institute of Management aimed to bring together academicians, researchers, and practicing managers to deliberate and share valuable insights on the changing landscape of marketing in a new information environment. The 3-day conference witnessed workshops and paper presentations from industry professionals and academia. IMNU organized the 19th Doctoral Conference in Management: Anvesh 2024, where workshops were conducted and the budding researchers presented their work.

The energy and enthusiasm continued where Sportzzz Comm, IMNU organized an intersectional cricket tournament with participation of 15 teams and an Inter-Institute Football tournament. The NCL tournament was organized where participation crossed the 300 mark. The much awaited Aarohan was organized by AdityaVat: The BBA Co-curricular Committee.

A dynamic array of activities at IMNU marked the first half of 2024. Our flagship event, Perspective Richter-10, captivated over 4,700 students with a blend of management competitions and cultural extravaganzas.

Beyond the main stage, our clubs and committees flourished. Spinshot Photography Club immersed students in nature with a Polo Forest photowalk, while Mavericks and Spandan focused on community engagement through educational initiatives and essential CPR training.

BBA clubs showcased their talents with Genesis, an event brimming with cultural performances, debates, and competitions. Escape rooms, open mics, and entrepreneurial ventures further enriched the student experience.

Co-curricular growth was evident through workshops on emotional intelligence, data analytics, and entrepreneurship, organized by Kaizen, Imprintz, Clique IT, and Swayam. Finesse Finance Club and Club Fiesta added depth to the academic experience with financial literacy programs and cultural events. As we conclude this eventful semester, we reaffirm our commitment to fostering a campus brimming with opportunities for personal and professional growth.

Warm Regards,

Dr. Ruchi Sao
Editor

Forum for Intellectual Stimulation

27th Nirma International Conference on Management (NICOM 2024) (January 4-6, 2024)

The 27th Nirma International Conference on Management (NICOM 2024) was organized from January 4-6, 2024 by the Institute of Management, Nirma University. NICOM has been an annual event at the Institute of Management, Nirma University (IMNU) providing a platform for an interactive discussion between academicians and industry experts on a plethora of topics under a common theme. The central theme of this year's conference was "Business in Uncertain Times: Strategies and Capabilities to Manage Disruption and Growth". This was the 27th edition of NICOM. This year the conference had academicians and practitioners from India and abroad, presenting their research on more than 50 sub-themes like Financial Crisis, Financial Literacy and AI, Sustainable Investment, Neuro-Marketing Strategies within Disruption, Industry Responses to Global Uncertainty, Business in Uncertain Times, Navigating Business in the Uncertain Times, etc., to name a few.

Indian Oil Corporation Limited was the title sponsor of NICOM 2024 and Erhardt and Leimer India Pvt. Limited was the award sponsor.



INAUGURAL CEREMONY OF NICOM 2024

Day 1 - January 4, 2024

The conference inauguration was held in the morning. Padma Shri Dr. Karsanbhai Patel, President, Nirma University presided over the function. Shri K K Patel, Vice- President, Nirma University, Dr. Anup Singh, Director General, Nirma University, Shri G R Nair, Executive Registrar, Nirma University, Dr. Ashwini Awasthi, Director and Dean, Institute of Management, Nirma University were also present in the inaugural ceremony of the conference.

The inaugural address was delivered by the Chief Guest **Shri Ramesh G Iyer**, Vice Chairman and Managing Director, Mahindra Finance. He enlightened the audience with his views on managing the business in uncertain times, executing different strategies for handling business growth during and post the uncertain times.

Shri Adika Ratna Sekhar, Chairman and Managing Director, Balmer Lawrie and Co. Ltd was the Guest of Honour at the inaugural ceremony. He shared his views on business handling during the uncertain times. He also emphasized on being adaptable and flexible to change the uncertainty into a growth opportunity.

A book abstract of "**Prastavana**" was also released during the inaugural ceremony.

Post Inaugural, two conference workshops were organized. The first workshop was organized on the topic "Publishing in Academic Journals: Handling Reviews and Revisions" by Prof. Gordhan K. Saini, (Professor and Chairperson, Centre for Social and Organizational Leadership, School of Management and Labour Studies, Tata Institute of Social Sciences, Mumbai).

He shared insights on how to handle the reviews and revisions of manuscript to publish in academic journals.

The Second workshop was organized on the topic “Navigating the Pathways of Publishing in High-quality Journals using Scopus” by Dr. Vinita Saroha (Consultant, Core Content, Elsevier). She discussed about the way to use Scopus for publishing in high-quality journals. Seven parallel tracks were organized in the evening session, where researchers presented their research with great enthusiasm.



STUDENTS AND FACULTY ATTENDING THE SESSION BY PROF. GORDHAN K SAINI

Day 2 - January 5, 2024

The 2nd day of the conference started with the 7 parallel tracks in the morning session.

A keynote address was organized after the tracks in the morning session on the topic “Marketing Strategies in Uncertain Times”. Mr. Manish Bhatt, Founder and Director, Scarecrow Communications Ltd., delivered a keynote address. He shared his views on how to manage business growth during uncertain times with different marketing strategies.



STUDENTS ATTENDING THE SESSION BY PROF. GORDHAN K SAINI

Prof. Pradeep Kautish served as a session chair.

A keynote address was organized post-lunch on the topic “Nurturing Innovation and Growth for Startups Amidst Disruption”. Dr. Nikhil Agarwal, CEO of SIIC and AIIDE, IIT Kanpur, delivered the keynote address. He underlined the importance of the startup ecosystem in nurturing startups, with special focus on India. Prof. Nityesh Bhatt served as the Session Chair.

After the keynote address, 8 parallel track sessions were carried out.

Day 3 - January 6, 2024

The 3rd day of the conference started with 6 parallel tracks.

A keynote address was then organized after the tracks in the morning on the topic “Social Innovation and Technopreneurship”. Dr. Nisha Pandey, Director, Gujarat Institute of Development Research, Ahmedabad delivered the keynote address. She shared her views on how happiness and mindfulness can contribute to social development and solve social issues. Prof. Sapna Parashar served as the session chair.

Shri M Anna Durai, Executive Director and State Head, Gujarat State Office, Indian Oil Corporation Limited was the Chief Guest for the Valedictory Ceremony.

In total 200+ papers were presented in 3 days in offline tracks, including the papers from the US. Within India, the presentations were also from institutions like IIM Bangalore, IIM Raipur, the Institute of Company Secretaries of India, Symbiosis Institute of Business Management, MICA, Pandit Deendayal Energy University, Gujarat National Law University and Oracle Limited, to name a few.



SESSION BY DR. NISHA PANDEY



SESSION BY MR. M ANNA DURAI



19th Doctoral Conference in Management (ANVESH 2024) was organized by the Institute of Management, Nirma University (March 15-16, 2024)

Anvesh has been an annual event at the Institute of Management, Nirma University (IMNU), providing a platform for an interactive discussion for PhD Scholars to present and demonstrate their creative research ideas.

The central theme of this year's conference was "Synergizing Academia and Industry in Management Research for the Modern Era". The 19th edition of Anvesh had academicians and practitioners from all over India, presenting their research on more than 12 sub-themes.



AN INTERACTIVE DISCUSSION WITH Ph. SCHOLARS



INAUGURAL CEREMONY OF ANVESH 2024

Day Zero March 14, 2024

Workshop (1:30 PM to 4:30 PM)

A pre-conference workshop was organized on the topic of "Developing Business Case Studies". This 3-hour workshop was offered by Dr. Ajoy K Dey, Chairperson, Centre for Management Case Development (CMCD), Professor of Operations and Decision Science, BIMTECH, Noida. The workshop was appreciated and applauded by more than 40 external and internal participants. In this session, we delved into methodologies and frameworks essential for crafting comprehensive case studies.



DIGNITARIES ON THE DAIS

Day 1 - March 15, 2024

The day started with the conference inauguration ceremony. The Chief Guest, Dr. Sunil Shukla, Director General, Entrepreneurship Development Institute of India (EDII), presided over the event. Dr. Anup Singh, Director General, Nirma University, along with Dr. Ashwini Awasthi, Director and Dean, Institute of Management, Nirma University was also present in the inaugural ceremony of the conference. The inaugural session started with the welcome speech of Dr. Ashwini Awasthi. He stated that the conference theme, "Synergizing Academia and Industry in Management Research for the Modern Era," underscores the vital importance of collaboration between academia and industry in contemporary research. He emphasized the necessity for researchers to bridge the gap between theory and practice, ensuring that their work addresses real-world challenges faced by businesses today.

Dr. Anup Singh, Director General, Nirma University, emphasized the significance of drawing inspiration from ancient texts like the Vedas to enrich research endeavors. He highlighted that just as the Vedas provide timeless wisdom, researchers must exhibit the courage and strength to navigate complex academic landscapes, persevering in their pursuit of knowledge and innovation.

Thereafter, our esteemed Chief Guest shed light on the significance of research in entrepreneurship, emphasizing its role in understanding the ever-changing dynamics of emerging markets. His address underscored the pivotal role of such research in deciphering the complexities of dynamic economic landscapes, offering invaluable insights crucial for crafting innovative business strategies and fostering sustainable growth.

Aamukh, the Book of Abstracts, was released during the inaugural function. The institute received 55 abstracts and 25 full papers for the conference and also welcomed participation from reputed universities of different states of India.

Four parallel tracks were organized in the afternoon session where researchers presented their research with great enthusiasm.

Workshop

A workshop was organized on the topic "Systematic Review and Bibliometric Analysis". This 3-hour workshop was offered by Dr. Satish Kumar, Professor of Finance, Chairperson Doctoral Program, IIM Nagpur, which was again well received with more than 55 participants. This workshop provided valuable guidance to doctoral students, equipping them with essential skills to initiate literature reviews effectively. Participants gained practical insights into navigating the "Scopus search engine" and learned about various types of literature reviews.



PARTICIPANTS ENGAGED IN WORKSHOP

Editor Meet (online)

An online session of Meet the Editor was organized and it was taken by Dr. Randolph Seng, Editor-in-chief, Management Decisions, Emerald Publishing, ABDC Category Journal, and Scopus Indexed. He shared valuable insights into the evolving expectations of journal editors across various topics. He particularly emphasized how Ph.D. scholars should persevere throughout the journey of paper publication, highlighting the different strategies for paper writing and effective journal selection tailored to their research focus and academic aspirations.



“MEET THE EDITOR” SESSION BY DR. RANDOLPH SENG



INTERACTIVE DISCUSSIONS AND Q & A

Day 2 - March 16, 2024

A research clinic was planned on Day 2 of the conference for one-on-one interaction, where senior PhD scholars could discuss their dilemmas with the experts. Four parallel tracks were organized in the afternoon session, where researchers presented their research with great enthusiasm.

The culminating event of the conference was marked by a poignant validation ceremony, commencing with the meticulous reading of the conference report by Dr. Shahir Bhatt. Following this, esteemed Chief Guest, Dr. Umakant Dash, Director of the Institute of Rural Management, Anand (IRMA), delivered an insightful address on the theme "Synergizing Academia and Industry in Management Research for the Modern Era". Drawing from his profound life experiences to underscore the importance of interdisciplinary subjects. Subsequently his motivational discourse, Dr. Sandip Trada graciously conveyed appreciation to all participants, speakers, attendees, and administrative personnel, leading to a heartfelt expression of gratitude. Concurrently, he disclosed the recipients of the Best Paper Awards subsequent to the dissemination of certificates to both the core committee members and the students comprising the conference team, thereby recognizing the amalgamated endeavours and contributions pivotal to the conference's resounding success.



ENTHUSIASTIC PARTICIPANTS

Exploring Synergies between Emotional Intelligence (EI) and Data Analytics in HRM February 22, 2024

The session focused on the role of Emotional Intelligence (EI) and Data Analytics within Human Resource Management (HRM), highlighting their significance in effectively managing people in the workplace.

While managing human resources, Emotional Intelligence (EI) with Data Analytics is beneficial as it is important in managing elements of emotional intelligence like self-awareness, motivation, empathy, and social skills that are very crucial in various HRM tasks like relationship-building, communicating well, solving conflicts, leading teams, and promoting a positive work environment.

Data Analytics is used in HR management which helps to determine hiring practices, performance management, ensuring the development of employees, forecasting future recruitment needs and deciding fair compensation for all employees. HR professionals use data to make personalized training and development plans for employees. This keeps all employees motivated, improving employee efficiency and satisfaction.

The session ended with a focus on the critical role of EI and data analytics in shaping the future of HRM. HR practitioners who can use both skill sets effectively to navigate through various complex situations, build strong relationships with employees, and accelerate the growth of the organization in dynamic and fast-moving working environment.



EAGER PARTICIPANTS ENGAGING IN DISCUSSIONS

Institute Lecture Series

The Basics of Business Analytics and the Working Style of Six-Sigma January 23, 2024

On January 23, 2024, the institute had the privilege of hosting a guest lecture by Mr. Anurag Seksaria, Managing Partner at Anurag Seksaria Management Consulting, a distinguished expert in the consulting field. Mr. Seksaria delivered a comprehensive and insightful presentation, focusing on the basics of business analytics and the practical application of the Six Sigma methodology. He seamlessly integrated relatable examples, such as a bakery scenario and the use of Artificial Intelligence, to bring clarity to these complex topics.

The event drew an audience of 300 students, who engaged with Mr. Seksaria's in-depth discussion. He began by emphasizing the critical importance of data, using Amul as a case study, before transitioning into a detailed exploration of the DMAIC (Define, Measure, Analyse, Improve, and Control) Roadmap and the U-SEMNI (Obtain, Scrub, Explore, Model, and Interpret) model of



STUDENTS ENGAGED IN Q&A WITH MR. SEKSARIA

Machine Learning. Through these frameworks, he highlighted the essential objectives of business analytics and its growing relevance in today's business landscape.

Mr. Seksaria further elaborated on the dynamic factors that contribute to the effectiveness of Six Sigma, illustrating his points with the growth of the aluminum industry. He discussed various aspects such as management commitment, organizational involvement, project governance and selection, planning, implementation methodology, project management and control, cultural change, and the necessity for continuous training.

The lecture also covered the 5Vs of Big Data—Variety, Velocity, Volume, Veracity, and Value— providing the students with a robust understanding of how data is categorized and utilized in business analytics. Mr. Seksaria concluded his presentation by discussing supervised learning, comparing the evolution of data analysis from its early days to the present. He wrapped up by using a retail bank example to illustrate how consumer spending patterns can be analyzed and optimized through Six Sigma methodologies, offering the students practical insights into the application of these concepts.

Lecture Series (February 22, 2024)

On February 22, 2024, the Institute of Management held a session titled "Exploring Synergies between Emotional Intelligence (EI) and Data Analytics in HRM," led by Ankush Gupta, a Talent Consultant at EY. The discussion underscored the need to merge EI with Data Analytics in Human Resource Management to improve workplace dynamics and people management. Mr. Gupta highlighted how EI components, such as self-awareness and empathy, are vital for HR tasks, while Data Analytics enhances hiring and performance management. He concluded by emphasizing the future significance of both areas for HR professionals.



Lecture Series (March 15, 2024)

On March 15, 2024, the Institute of Management organized a guest lecture titled "Digital Transformation in Marketing," with Mr. Mehul Damani from HighRadius, attended by around 200 people. The event began with a Saraswati Vandana performed by Fiesta. Mr. Damani explored key aspects of digital transformation, discussing generative AI's influence on business practices and market trends, and providing case studies from brands like Byju's and Amul. He concluded by stressing that digital transformation is an ongoing journey and emphasized the need for efficient tools to enhance ROI and customer engagement.



Lecture Series (February 29, 2024)

On February 29, 2024, the Institute of Management, hosted a guest speaker session, featuring Mr. Prashant Chandrasekaran, Co-Founder of ValetEZ. During the session, Mr. Prashant shared insights into his personal and entrepreneurial journey, emphasizing the uncertainty and challenges inherent in entrepreneurship. He spoke about his academic background, including his MBA, which significantly fueled his entrepreneurial drive. He highlighted the importance of connections and partnerships formed during his educational journey, as well as the critical role played by his co-founders in shaping the success of his ventures.



Induction Session for MBA Batches 2024-26

The Institute of Management, Nirma University, welcomed the 28th batch of the MBA FT, the 21st batch of MBA (FB&E), the 5th batch of MBA HRM, the 12th batch of the Integrated Five- Year BBA-MBA programme, and the 2nd batch of the Integrated B.Tech. (CSE)-MBA Programme.

Day 1: June 20, 2024

The journey at IMNU commenced with the crucial stages of reporting and registration, where students smoothly transitioned into the academic environment. This initial phase was followed by an in-depth introduction to the programme, designed to set the foundation for both academic success and future professional achievements.

Through these processes, students were not only welcomed into the IMNU community but were also provided with a clear understanding of the path ahead, ensuring they were well- prepared to embark on their educational journey.

Day 2: June 21, 2024

Learning Evaluation and Assessment at IMNU: Students gained insights into the evaluation and assessment methods employed at IMNU, ensuring they understood how their progress and performance would be measured.

Learning Process and Teaching Methods: Students explored the innovative teaching methodologies and learning processes that shaped their educational experience at IMNU.

Know Your Faculty and Staff Members of IMNU: Students had the opportunity to meet and interact with the distinguished faculty and dedicated staff members who guided and supported them throughout their academic journey.

Induction Session for MBA Batches 2024-26

The Landscape of Business Education at IMNU: Students discovered the diverse and dynamic landscape of business education at IMNU, which encompassed various disciplines and contemporary business practices.

Student Activities at IMNU: Students learned about the vibrant student life at IMNU, including clubs, events, and activities that enriched their overall learning experience.

Days 3 and 4: June 22-23, 2024

"WOW (Win Over World)" is a one-day experiential learning activity, integral to your induction process. This action-packed day of management games aims to provide you with valuable managerial insights and a roadmap for the upcoming two years. This activity is designed to be both engaging and educational, ensuring that you start your journey at IMNU with a strong foundation.



Outbound Training "Win Over World"

Days 5 and 6: June 25-26, 2024

The Institute of Management, Nirma University, successfully hosted an enlightening two-days session on 'Corporate Expectations from MBA Graduates' on June 25 and 26, 2024. Mr. Vivek Shirke, Associate Principal at eClerx, delivered insightful perspectives on June 25, 2024 and Mr. Ajay Bamzai, CHRO at Transformer and Rectifier (India) Ltd., engaged participants on June 26, 2024. Both speakers underscored the importance of integrity in personal and professional endeavors, offering crucial guidance for our future MBA leaders.



Mr. Ajay Bamzai engaging Session



Vichar Vinimay

No.	Name of the Presenter	Topic of Paper Presented	Date of Presentation
1	Prof. Harsh Pratap Singh	Assessment of Financial Literacy among Indian Adults	February 17, 2024
2	Ms. Nidhi Mehta	Elements Influencing Consumer Satisfaction with Fintech Goods and Services	February 17, 2024
3	Prof. Nisarg Joshi	Impact of CSR towards different Stakeholders on Indian Firm's Performance	March 2, 2024
4	Ms. Chandni Dave	Unveiling the Essence of Human capital	March 2, 2024
5	Prof. Pratham Parekh	Capturing the 'Self: A Sociological Inquiry into the Phenomenon of Selfie	March 30, 2024
6	Prof. Mumukshu Trivedi	Understanding HPV Transmission Dynamics: A Mathematical Exploration	March 30, 2024
7	Prof. Rasmita Nayak	COVID-19 and the determinants of Domestic Tourism expenses in India	April 6, 2024
8	Ms. Ananya Mishra	Exploring the Growth of Sustainable Homes and Sustainability	April 6, 2024
9	Prof. Dinesh Panchal	Exploring the Causal Complexity of Business Models with Organizational Performance	April 20, 2024
10	Prof. Avani Shah	Female board representation and firm market-based performance: A moderated mediation analysis in the Indian context	April 20, 2024



Students' Achievements

Jalaj Shah and Chirayu Sharma (MBA Batch of 2022-24) participated in the 7th GNLU International Conference on Economic Analysis of Law, Governance, and Public Policy. It was organised by the Gujarat National Law University through its Centre for Law and Economics on January 19-21, 2024. Jalaj Shah and Chirayu Sharma (MBA Batch of 2022-24) participated in the National Conference on Natural Farming, Creating Entrepreneurial Opportunities, Achieving Food Security and Promoting Inclusive Growth for Sustainable agriculture. It was organised by the Gujarat Institute of Development Research (GIDR), Ahmedabad and Gujarat Natural Farming Science University (GNFSU), Halol, on February 24-25, 2024. Mr. Jalaj and Mr. Chirayu also served in the conference organising committee. Jalaj Shah and Chirayu Sharma (MBA Batch of 2022-24) published an article titled "Anticipating fiscal priorities: An insightful analysis of the Interim Budget for FY 2024-25" along with Dr. Pravin Jadhav, Associate Professor, IITRAM University, Ahmedabad. The article was published in Navjeevan Express (online) on January 26, 2024.



Jalaj Shah

Jalaj Shah and Chirayu Sharma (MBA Batch of 2022-24) published an article titled "Budget 2025: Infrastructure blitz may continue; green energy, welfare schemes focus areas" in the think-tank "Policy Circle: Policy Insights for Informed Governance" on January 28, 2024. It was co-authored with Dr. Pravin Jadhav, Associate Professor, IITRAM University. Jalaj Shah and Chirayu Sharma (MBA Batch of 2022-24) published an article titled "Interim budget seeks to build bridges, empower citizens" in the think-tank "Policy Circle: Policy Insights for Informed Governance" on February 04, 2024. It was co-authored with Dr. Pravin Jadhav, Associate Professor, IITRAM University.



Chirayu Sharma

An opinion article of Chirayu Sharma (MBA Batch of 2022-24) has been published in a Financial Weekly: Economic Revolution with the title "Impact on the Indian Economy of the Bond Inclusion" on March 13, 2024. It was co-authored by Dr. Pravin Jadhav (Associate Professor of Economics, IITRAM University, Ahmedabad) and C.A. Siddharth Garg.



Saurabh Khakhkhar

Saurabh Khakhkhar, a student from the Institute of Management at Nirma University, secured the 2nd position across India in a competition organized by the Axiom Committee of XLRI Delhi. The event invited articles for their monthly newsletter, "Axon", with a focus on Operations and Supply Chain Management. Out of 221 participants, Saurabh's article stood out, earning him the prestigious recognition on February 17, 2024. This competition marked a significant achievement as it extended beyond the campus, drawing entries from across the country.

Saurabh Khakhkhar and Yash Gupta, students from the Institute of Management at Nirma University, achieved a notable milestone on April 20, 2024, with the publication of their paper in "The Denouement", the annual academic journal of the LSR MUN and Public Speaking Society at Lady Shri Ram College for Women, University of Delhi. Their paper, titled "From Pandemics to Cybersecurity: A Holistic View of 21st Century Global Challenges," explored the interconnectedness of various global challenges, such as pandemics and cybersecurity, highlighting how these issues amplify each other across borders. The work emphasized the need for unified policies, interdisciplinary collaborations, and flexible strategies to create sustainable solutions in today's complex global landscape. "The Denouement" stands as a prestigious platform for scholarly discourse within the MUN community, attracting submissions from top institutions nationwide.



Yash Gupta



Faculty Publications

- Misra, H. (2024). Labour migration in India: A case study of Alang ship breaking yard. **Communication and Management Journal**, 9(1), 136-149.
- Chhaniwal, P. (2024). Byju's: The fantastic journey of an academic rockstar to edtech entrepreneur. **Journal of Asian and Pacific Economic Review**, 17(1).
- Shah, T., & Chhaniwal, P. (2024). Modelling e-learning quality, self-efficacy, and students' behaviour. **International Journal of Learning Technology**, 19(1), 58-84.
- Desai, R., & Mehta, B. (2024). Working capital policy of newly incorporated firms. **Asian Journal of Accounting Research**, 9(1), 13-24.
- Shah, T. R., Kautish, P., & Walia, S. (2024). Linking technology readiness and customer engagement: An AI-enabled voice assistants investigation. **Foresight**, 26(1), 136-154.
- Talati, I., Shah, D., Shaikh, A., Patel, A., & Mishra, P. (2024). Age-specific optimal allocation of COVID-19 vaccine supply in India. **Journal of Applied Nonlinear Dynamics**, 13(1), 27-35.
- Kautish, P., Lavuri, R., Roubaud, D., & Grebivnych, O. (2024). Electric vehicles choice behaviour: An emerging market scenario. **Journal of Environmental Management**, 354, 120250.
- Nawani, R., & Shah, H. (2024). Focus of artificial intelligence on gig economy: HRM process. **Educational Administration: Theory and Practice**, 30(3), 1964-1974.
- Dhyani, M., Patel, N., Joshi, N., & Patel, B. (2024). Impact of economic openness on government size in India. **International Journal of Sustainable Economy**, 16(1), 113-130.
- Shaikh, A., Talati, I., Mishra, P., & Trivedi, M. (2023, August). A Study of Cost Minimization: Replenishment Decision for Items with Stock Dependent Demand Using Combined Payment Modes. In **International Conference on Mathematical Modelling, Applied Analysis and Computation** (pp. 105-117). Cham: Springer Nature Switzerland.
- Shah, A., Shome, S., & Bhayani, S. (2024). FIRM'S CHARACTERISTICS AND BOARD COMPOSITION IMPACT ON DIVIDEND POLICY: A STUDY ON ROLE OF CRISIS (PANDEMIC) PERIOD IN INDIAN CONTEXT. **Journal of Commerce & Accounting Research**, 13(2).
- Muhammad Shahbaz, & Nikunj Patel. (2024). Sustainable development in a carbon-conscious world: Quantile regression insights into CO2 emission drivers. **Natural Resources Forum, Online First**.
- Patel, B., Patel, N., & Patel, A. (2024). The role of institutional investors in the Indian stock markets during the pandemic. **Capital Markets Review**, 32(1), 75-99.
- Joshi, N., & Aggarwal, A. (2024). Nancy Pelosi's visit to Taiwan and stock indices responses: An event study and panel data analysis for Asia-Pacific and selected markets. **Journal of Commerce & Accounting Research**, 13(1), 45-52.
- Balakrishnan Unny, R., Shome, S., Shankar, A., & Pani, S. K. (2024). A systematic literature review of consumer privacy in smartphones and implications of future research. **Journal of Consumer Marketing**, 41(1), 1-22.
- Mehmood, K., Kautish, P., & Shah, T. (2024). Embracing digital companions: Unveiling customer engagement with anthropomorphic AI service robots in cross-cultural context. **Journal of Retailing and Consumer Services**, 79, 103825.
- Joshi, N. A., Joshi, M., & Trada, S. (2024). A bibliometric and thematic analysis of the Indian **Journal of Marketing: A study of 13 years**. **Indian Journal of Marketing**, 54(4), 8-30.
- Haritha, G., & Rao, R. (2024). A holistic approach to professional development: Integrating Kolb's experiential learning theory for soft skills mastery. **Journal of Engineering Education Transformations**, 37 (Special Issue), 415-424.
- Patel, B., Joshi, N., Patel, N., & Mehta, D. (2024). Impact of economic openness on government size in India. **International Journal of Sustainable Economy**, 16(1), 113-130.
- Mehmood, K., Suhail, A., Kautish, P., Hakeem, M. M., & Rashid, M. (2024). Turning lemons into lemonade: Social support as a moderator of the relationship between technostress and quality of life among university students. **Psychology Research and Behavior Management**, 17, 989-1006.
- Verma, S., Shome, S., & Patel, A. (2024). Exploring the Effects of Firm-Specific Factors on Financing Preferences of Listed SMEs in India. **Business Perspectives and Research**, 12(1), 149-163.

Sports Events

CRIC8 (Inter-Section Tournament) January 19-21, 2024

Cric8 is an intersectional cricket tournament organized by Sportzzz Comm, which saw participation from 15 Teams, including 195 participants. The event was held in a knockout format, with 7-7 overs matches in the group stage and 10-10 overs matches in the semi-finals and finals. Sr. FB&E students secured the title after an intense fight against Jr. Sec B students. The event brought in a crowd full of energetic and enthusiastic people, making the players' game even more exciting.



INTERSECTIONAL CRICKET TOURNAMENT



INTERSECTIONAL CRICKET TOURNAMENT

Inter-Institute Football Tournament January 19-21, 2024

The Institute of Management, Nirma University organized the Inter-Institute Football Tournament in coordination with the Students Welfare Board. In the men's category the IMNU team won the gold medal and the IAPNU won the silver. In the women's category, ITNU won the gold and IMNU won the silver medal in the tournament, where a large crowd from various institutes came to cheer on their respective teams.



INTER-INSTITUTE FOOTBALL TOURNAMENT



INTER-INSTITUTE FOOTBALL TOURNAMENT



NCL 2024 - February 27 - March 6, 2024, March 8-13, 2024

Sportzzz Comm, the Sports Committee of IMNU, hosted NCL, an inter-section sports tournament with 9 different sports, namely Football, Athletics, Volleyball, Table tennis, Cricket, NCL Run, Throwball, Carrom, and Chess, for both 1st and 2nd year MBA students. Elite Emperor (Sr. Sec E) was the overall Champion, whereas Ferocious Mavericks (Jr. FB&E) was the runner-up. The event was prepared and conducted in such a way that the students get a holistic development with the pleasure of sports and helps them ease a little along with their regular studies.



NCL 2024



CHAMPIONS OF NCL 2024

Aarohan, The BBA Conclave - January 22-23, 2024

The BBA Co-Curricular Committee, AdityaVat, at Nirma University hosted its annual BBA Conclave, Aarohan, on January 19th and 20th, 2024. The event, themed "Avinya: The Exceptional Journey Towards Innovation, Insight, and Ingenuity," focused on fostering creativity and forward-thinking in the evolving business landscape. Students and faculty from the undergraduate management program participated in discussions, workshops, and presentations designed to inspire innovative ideas and highlight the importance of insight and creative thinking in business success.



LAMP LIGHTING



STUDENTS LISTENING TO THE SPEAKER

Bhukkad (February 2, 2024)

On February 2, 2024, the Institute of Management, organized a vibrant event titled "Bhukkad" for first, second, and third-year integrated MBA students. The event took place at the new building lawn from 3:30 PM to 6 PM, creating an energetic and fun-filled atmosphere.

"Bhukkad" featured five rounds of competition, each offering different food items, with participants racing to finish quickly in order to advance to the next stage. The event fostered a lively spirit of competition while blending it with the joy of culinary indulgence, providing a memorable experience for all the integrated MBA students involved.



Escape room (March 14, 2024)

On March 14, 2024, the Institute of Management organized an exciting intra-institute "Escape room" game, which saw the participation of 140 students. Teams of five registered to compete in four challenging rounds. The game included a laser maze, audio-visual clues, a puzzle round, and an elimination round where teams had to crack the clues as quickly as possible. The final round involved a quest to uncover the ultimate clue.

The event was filled with intense problem-solving and teamwork, and the winning team, consisting of Rishika Jain, Nitisha Ghodakiya, Nischal Jain, Mehul Verma, and Ishita Tiwari, successfully navigated all the challenges to claim victory.



Mavericks Clubhouse by Mavericks BBA January 31, 2024

Mavericks Clubhouse embarked on a mission to Ambaliyara village, aiming to bring joy to children in classes 1-4. Educational sessions on tables and shapes kicked started the event, fostering a love for learning. A Mickey-Minnie cosplay delighted the children, igniting laughter and nostalgia. Games and dance activities promoted camaraderie and playfulness, while snacks and stationery catered to immediate needs and educational futures.



EDUCATIONAL SESSION ON TABLES AND SHAPES



STUDENTS AT AMBARLIYARA VILLAGE

CPR Training - March 18-19, 2024

Spandan, the Social Club of the Institute of Management, Nirma University, in partnership with the Indian Red Cross Society (Gujarat State Branch), organized a two-day CPR training event. Over 450 students and more than 50 faculty and staff members attended the training, which was conducted in nine sessions. The event provided comprehensive instruction on CPR techniques, equipping participants with essential life-saving skills. This initiative highlighted the university's commitment to social responsibility and public health education.



CPR TRAINING EVENT BY RED CROSS SOCIETY



FACULTY JOINED THE TRAINING SESSION

Perspective Richter-10 (February 23-25, 2024)

Perspective Richter-10 is the prestigious national-level annual cultural and management fest of IMNU, held over three days from February 23 to February 25, 2024. This year's event attracted an impressive 4700+ registrations, showcasing a vibrant mix of managerial competitions and cultural performances. The "Perspective" segment featured various managerial events and competitions, providing participants with an opportunity to showcase their skills and knowledge in a competitive environment. Meanwhile, "Richter" brought together a diverse range of cultural events, including the popular Laughter Riot, Kissa Ek Baar Ka, Nirmatatva, Sufi Night, and Somnium, which captivated audiences and fostered a sense of community among attendees.



ARTIST REVEAL CEREMONY

In the lead-up to the main fest, three engaging pre-events were held. On February 13, 2024, "Dhun" featured a Jamming Night with Tirth Thakkar. The next day, "Thumka," a Bollywood Sundowner in partnership with Earthsome, added festive flair. On February 18, "Carpe Diem" Prom Night included a cheesecake stall, tarot cards, temporary tattoos, and a DJ performance by Tarang, rounding off with a memorable evening.



SHIRLEY SETIA CONCERT NIGHT



ARTIST ENGAGING THE AUDIENCE AT SUFI NIGHT

The main event was from February 23-25, 2024 encompassing 19 competitions from 18 clubs and committees. It saw the participation of more than 400 students from prominent universities across India. The Empyrean Parade organized on February 22, 2024 showcased dance performances of all clubs and committees to mark the official beginning of Perspective Richter 10.



JAMMING NIGHT

“Laughter Riot” hosted Mr. Aaditya Kulshreshth and Vivek Samtani for a stand-up comedy show on February 23, 2024. The Nirmatatva was organized on February 23rd, on the theme of “N.O.W – New Opportunities Waiting” and hosted Dr. Tanu Jain as the eminent guest speaker. “Kissa Ek Baar Ka” event hosted Ms. Gunjan Saini, a noted poet, for an evening of soulful poetry. “Sufi Night”, hosted by Salamat Khan and Team, had people swaying to his tunes throughout. The music concert event “Somnium” organized on February 25, 2024 hosted the soulful Tirth Thakkar, followed by the sensational Shirley Setia for an energetic performance, ending the night with tunes by The Mystical Souls. The cultural events saw a footfall of more than 2000 students in the three days. The winners and runners-up in each of the 19 competitions were felicitated with shield and certificates.



LAUGHTER RIOT EVENT



EMPYREAN PARADE

Genesis 2024 (March 13-14, 2024)

Genesis 2024 is the flagship cultural event hosted by Abhivyakti – The BBA Cultural Committee. It consists of various events hosted by the participating committees and clubs from the Institute. The events range from cultural activities and debates to sports as well. The 1st day started with an inaugural ceremony in the presence of comedian Pritish Narula and ended perfectly with the Pro night, where the audience were entertained by Iqlipse Nova and The Nineteen Band, which exhilarated the crowd and set the perfect stage for day 2. The final day also concluded on a high note with the comedians Rahul Dua and Yash Rathi performances and finished the event perfectly.



CULTURAL EVENT



CERTIFICATE DISTRIBUTION CEREMONY



PERFORMANCE BY THE NINETEEN BAND



STUDENTS ACTIVELY PARTICIPATING IN THE EVENT

tHRive- The Paintball Competition (March 2-3,2024)

The Thrive Paintball Competition, held on March 2 and 3, 2024, was a dynamic two-day event filled with exciting challenges and fierce competition. The event attracted 59 teams from diverse locations, showcasing their skill, strategy, and teamwork.

The first round began with an online quiz, testing participants' knowledge on various management topics. This fast-paced round required quick thinking and a deep grasp of the subject matter.

In the second round, the JDBuildathon, teams were challenged to create a detailed Job Description (JD) for a specific role. This task highlighted their creativity and precision as they developed a JD that clearly outlined the role's responsibilities and requirements.

The event culminated in a thrilling paintball competition, where teams engaged in high-energy battles, demonstrating their strategic prowess and ability to collaborate effectively under pressure. The paintball match was a fitting climax to the competition, showcasing the participants' skill and adaptability in a competitive setting.



THE PAINTBALL COMPETITION



THE QUIZ ROUND

Zero Ping by Clique IT Club-IMNU (March 8-10, 2024)

Clique-The IT and Analytics club of IMNU organized "Zero Ping" to generate awareness of e-games through multiple games both online and offline like – Counter Strike, FIFA-PS, Call of Duty, and Valorant. Students have shown great enthusiasm and displayed both teamwork and respect.



STUDENTS ACTIVELY PARTICIPATING IN ZERO PING

Street Smart 2024 (March 14-15, 2024)

The Entrepreneurship Club of IMNU once again hosted its signature event, "Street Smart," a venue for aspiring managers to invest, trade, and profit. The event evaluated all of the necessary management skills, including marketing, finance, and, most crucially, entrepreneurship. The students of IMNU were provided with an opportunity to enhance their entrepreneurial skills by setting up stalls for two days that provide games for the attendees or sell delicious treats. This event brought a perfect end to this academic year.



THE SIGNATURE EVENT "STREET SMART" HOSTED BY THE SWAYAM CLUB

Invest-E-Mania (February 5, 2024)

Participants in the fest were assigned the challenging task of constructing equity-oriented portfolios valued at 1 crore rupees. To succeed, they needed to conduct thorough market research, which involved analyzing industry trends, market conditions, and economic indicators to inform their investment decisions. This comprehensive analysis was crucial, as it allowed participants to identify promising investment opportunities and potential pitfalls.

As part of the portfolio management process, participants applied various valuation techniques to evaluate the intrinsic value of selected stocks, ensuring they made informed choices based on data and analysis. In addition to valuation, they also implemented risk management strategies to assess potential returns while effectively mitigating risks associated with their investments. This multifaceted approach not only honed their analytical skills but also prepared them for real-world investment challenges, making the competition an invaluable learning experience in the realm of finance and investment strategy.



INVEST- E - MANIA EVENT

Business Tantra (March 11-13, 2024)

From March 11 to 13, 2024, the Institute of Management, organized "Business Tantra 2024," a national-level competition. The event featured two engaging rounds. The first round, held on March 11, was a Quiz Round that tested participants' knowledge of business, economics, and current affairs. Fifteen teams advanced to the next stage. On March 13, the second round, titled "Conglomerate," involved a business simulation where teams tackled real-world scenarios, demonstrating their strategic decision-making skills.

Conducted online through the Unstop platform, Business Tantra 2024 attracted participants from various regions, offering a dynamic platform for students to showcase their business acumen and problem-solving abilities. The competition encouraged innovation and strategic thinking, fostering growth among aspiring business leaders



Pre-Budget Session (January 29, 2024)

On January 29, 2024, the Institute of Management, Nirma University, organized a Pre-(Interim) Budget session featuring guest speaker Mr. (CA) Rubbal Anil Bhandari, a Chartered Accountant with 17 years of experience in tax and finance. Attended by 70 participants, the session focused on cross-sectoral linkages and the effects of budgetary allocations on various industries and the broader Indian economy. Mr. Bhandari emphasized the vital role of financial consultants in leveraging budgetary policies to benefit businesses and industries, providing valuable insights into the fiscal landscape.



Carnival - The Drum Circle (March 7, 2024)

A resounding success was achieved during our flagship event Carnival – The Drum Circle. Attendees were led through an invigorating one-and-a-half-hour rhythmic journey under the expert guidance of instructor Mr. Akul Rawal and his esteemed team. The esteemed presence of faculty coordinators Prof. Hardik Shah and Prof. Nitin Pillai, the event embraced the theme of Indian folk culture with captivating decorations and engaging activities including a photo booth and memory wall.



Paracosm (March 14, 2024)

Rivista- The BBA Magazine Committee, organized Paracosm: the Open Mic on March 14, 2024. The event included more than 25 participants competing in a stand-up comedy section as well as a poetry/prose section where they showcased enormous talent in entertaining the audience with their literary prowess. As the curtains closed on Paracosm, it left behind a lingering sense of awe and admiration for the remarkable showcase of wit, humor, and linguistic brilliance displayed by its participants.



PARACOSM EVENT HOSTED BY THE BBA MAGAZINE COMMITTEE

Photowalk (February 16, 2024)

A picturesque photowalk through the enchanting landscapes of Polo Forest. Capture the natural beauty and rich heritage while connecting with fellow photography enthusiasts.



THE PHOTOWALK EVENT IN THE LANDSCAPES OF POLO FOREST

Bazinga by Deja View BBA-IMNU (January 29, 2024)

Deja View BBA-IMNU presented "Bazinga," a dynamic event for film and series aficionados. Teams were given a Chart or Printout with a Matrix showcasing 40 to 50 movies and series, each featuring distinct name designs. Throughout the event, various clues were projected on the screen, numbered to provide hints about the connections between specific entries on the matrix. Participants used these clues to identify links and demonstrate their cinematic knowledge and analytical skills.



THE PHOTOWALK EVENT IN THE LANDSCAPES OF POLO FOREST

Stage play – Golmaal Aisi Ki Taisi (March 28, 2024)

On March 28, 2024, the Institute of Management, Nirma University, organized a satirical stage play titled "Golmaal: Aisi Ki Taisi Democracy." The event was held at the M Auditorium from 4:30 PM to 6:30 PM for the three BBA batches of the Integrated BBA-MBA Programme.



The play humorously addressed the issue of false political promises made by leaders, using satire to engage the audience in critical thinking about democracy and governance. While primarily featuring Thespians Club members, the event also included participants from outside the club, with discussions

extending to financial services, wealth management, and various sectors such as New Energy, Defence, Infrastructure (Bharatmala, Gati Shakti), Technology, and Manufacturing. Additionally, the play touched on topics like international taxation, foreign investment, direct listings at IFSC (GIFT City), and risk analysis for suppliers, vendors, and customers.

As a flagship event of the Thespians, "Golmaal" provided a platform for entertainment and thoughtful commentary on pressing societal issues.

Charades Clash (March 1-2, 2024)

The Institute of Management at Nirma University organized a two-day event, "Charades Clash", on March 1-2, 2024. This event was exclusively for the three BBA batches of the Integrated BBA-MBA Programme. The first day featured a Dumb Charades competition, which took place in the ITNU B Block Seminar Hall from 4 PM to 7 PM. On the second day, an Improv Battle followed by a Face-Off round took place in room E-202 from 12 PM to 3 PM. The competition, filled with joy and entertainment, concluded with Team Three Brain Cells winning the title. The event provided participants with lively interactions, supported by food and beverages from Mohani Caterers.



Forthcoming Events

No.	Event	Date of the Event
1	ICE- BREAKING	July 27-30, 2024
2	CARNIVAL- DESHRAAG	August 03, 2024
3	Sameeksha	August 20, 2024
4	Apratim	August 22, 2024
5	Avighna Chaturthi	September 07, 2024
6	FINTALK	September 15, 2024
7	Extravaganza	September 24, 2024
8	Sahara	October 02, 2024
9	Dwand	October 21, 2024

Vichar Vinimay

No.	Name of the Presenter 1	Name of the Presenter 2	Date of Presentation
1	Prof. Azharuddin Shaikh	Prof. Himanshu Chauhan	July 6, 2024
2	Prof. Pranav Saraswat	Prof. Sumeetha Sharma	July 20, 2024
3	Prof. Avani Raval	Prof. Poonam Chhaniwal	August 3, 2024
4	Prof. Mayank Bhatia	Prof. Nimrat Singh	August 17, 2024
5	Prof. Punit Saurabh	DPM Vidyadhari Chandaka	August 31, 2024
6	Prof. Sumita Shroff	DPM Vatsala Gupta	September 21, 2024
7	Prof. Satish Nair	DPM Jyotimayee Mahapatra	October 5, 2024
8	Prof. Bhoomi Mehta	DPM Vismaya Kallidumbill	November 16, 2024
9	Prof. Nitin Kishore Saxena	Prof. Praneti Shah	November 30, 2024
10	Prof. Sandip Trada	DPM Vijyeta Bhanhariya	December 21, 2024







Institute of Management, Nirma University

Sarkhej-Gandhinagar Highway, Post: Chandlodia, Via: Gota,
Ahmedabad - 382 481. Gujarat, India.

Email: sparsh.im@nirmauni.ac.in

Phone: 079-30642000/100/200/300/400

<http://www.nirmauni.ac.in/imnu>