



AMITY
BUSINESS SCHOOL

MINDSPARK

ISSUE: APRIL'21-MARCH'22

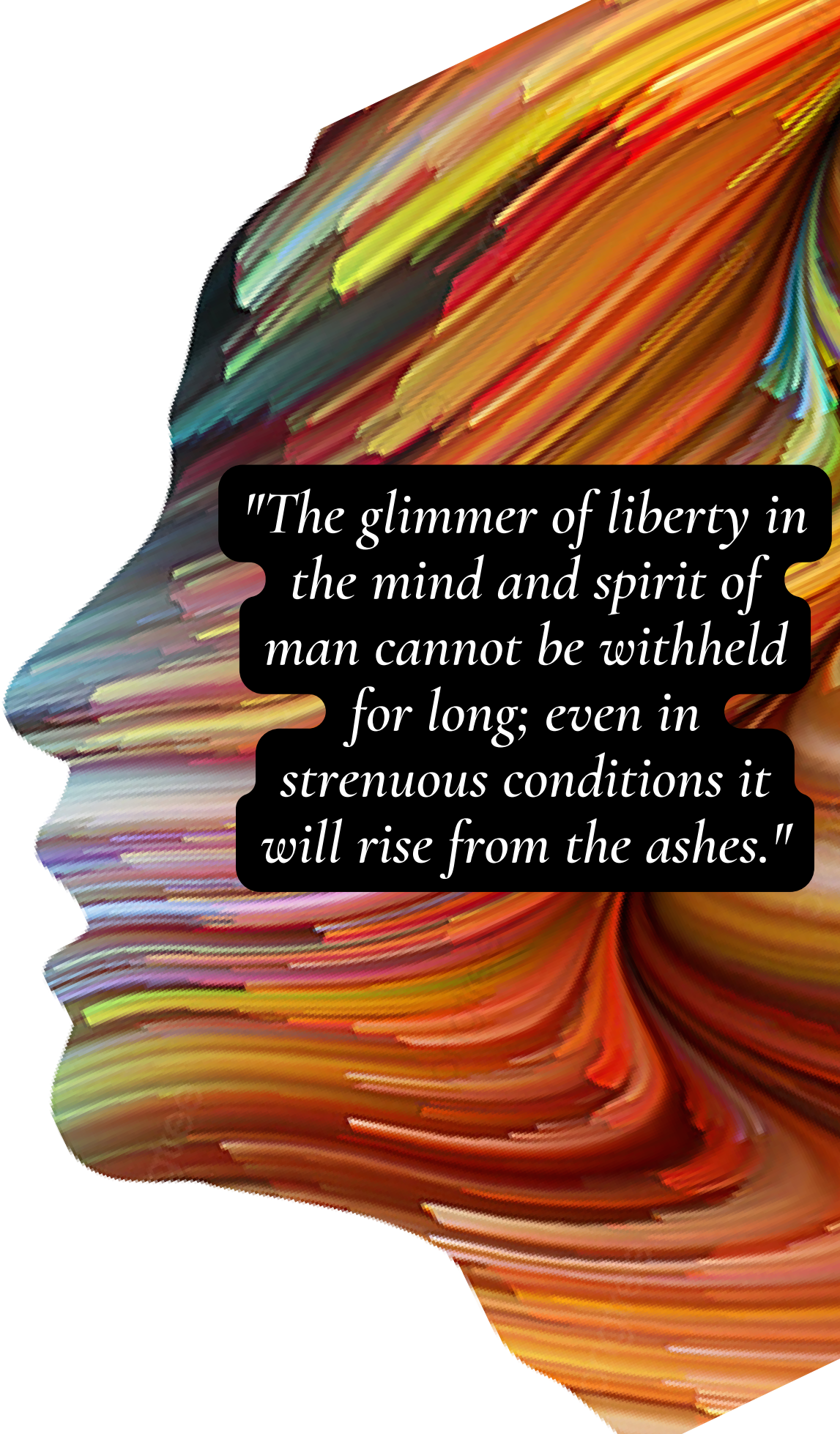
*"The lightning spark of a thought in a solitary mind
awakens its likeness in another mind."*



ANUKRITI 2022



M I N D S P A R K



"The glimmer of liberty in the mind and spirit of man cannot be withheld for long; even in strenuous conditions it will rise from the ashes."

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AMITY
BUSINESS SCHOOL

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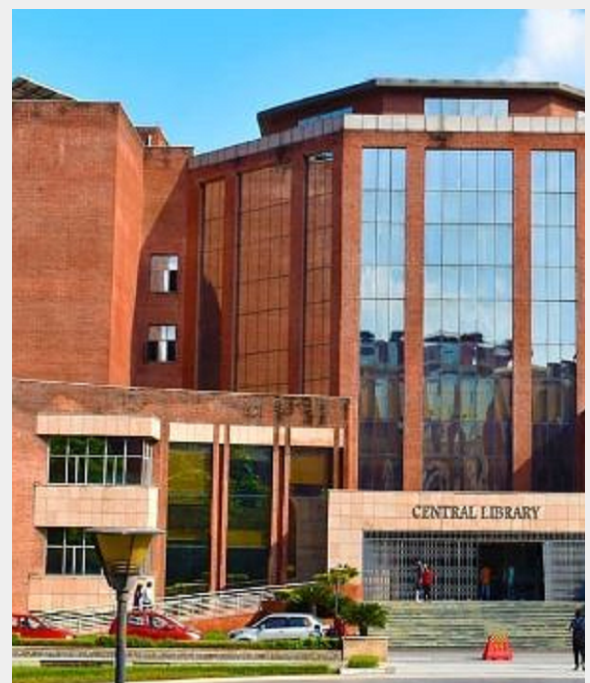
Student Editor Team





Amity works with a mission to create the ambience of excellence in which new ideas and research projects flourish and the leaders and innovators of tomorrow emerge. In the top universities of the world, research is the foundation which leads to a strong academic orientation. ABS has one of the most distinguished teams of faculty and researchers who are constantly augmenting their research and publications and hence leading the institute to pinnacles of academic achievement.

ABS provides holistic education and strives to create managers of vision, mission, and action, and above all, of commitment. The focus of ABS is on developing a global perspective amongst the students to create a new cadre of management professionals who are multiskilled and have the capability to function as cross-functional teams and with a deep understanding of ethical and value-based business processes. Amitians of ABS are instilled with compassion, loyalty and commitment that makes them an invaluable asset of any organization.





ABS ENDEAVOURS TO BE AN INSTITUTE COMMITTED TOWARDS INNOVATION, KNOWLEDGE-SHARING, OPENNESS AND ENTREPRENEURIAL SKILLS FOR DEVELOPING A NEW GENERATION OF GLOBAL MANAGERS. ABS SHALL CONTINUE TO HOLD PASSION FOR KNOWLEDGE, TEAMWORK AND A CARING ATTITUDE.



TO DEVELOP THE PERSONALITY OF STUDENTS BY MAKING THEM NOT ONLY INTELLIGENT PROFESSIONALS BUT ALSO GOOD INDIVIDUALS, WITH AN UNDERSTANDING AND REGARDS FOR HUMAN VALUES, PRIDE IN THEIR HERITAGE AND CULTURE, SENSE OF RIGHT AND WRONG, AND YEARNING FOR PERFECTION.



AMITY BUSINESS SCHOOL

TAKING THE VISION OF
AMITY BUSINESS SCHOOL
FORWARD UNDER THE
GUIDANCE OF

DR. ASHOK K. CHAUHAN

**Founder President,
Ritnand Balved Education
Foundation**

**(The Foundation of Amity
Institutions and the
sponsoring body of Amity
Universities)**

**Chairman, AKC Group of
Companies**



**My mission is nation
building through
education and
beyond.**

**EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU
CAN USE TO CHANGE THE WORLD. — NELSON MANDELA**



DR. ATUL CHAUHAN

**CHANCELLOR, AMITY UNIVERSITY
PRESIDENT, RITNAND BALVED
EDUCATION FOUNDATION
CEO, AKC GROUP OF
COMPANIES**

**We are creating centres of thought
leadership across the world, where
faculty, scientists and brilliant students
can explore and expand the frontiers of
knowledge.**

PROF. (DR.) BALVINDER SHUKLA

**VICE CHANCELLOR, AMITY
UNIVERSITY, UTTAR PRADESH**

**At Amity, we focus on each & every
student, to bring out their full
potential and empower them with a
winning attitude.**



FROM THE DESK OF DEAN



PROF. (DR.) SANJEEV BANSAL
DEAN FMS & DIRECTOR ABS
EDITOR-IN-CHIEF, ANUKRITI

DEAR READERS,

The pandemic gave rise to ingenuity. It taught us endurance, the ability to seek happiness and value all that we had and received. Thus, reinforcing the survival instinct. Who could have even fathomed that parting of knowledge would happen through technology. However, our faculty has been upfront in ensuring achievement of aim by conducting classes in hybrid mode and establishing the norm "Energy and persistence conquer all things"

As on this day, the campus has reopened. Our students are rejuvenated, full of zeal, all set to stir their creativity and critical processes and looking forward to the enriching experience of the campus life.

Hope the readers too have come out emotionally strong, positive and determined to meet the challenges of life headlong.

FROM THE DESK OF EDITOR



DR. RICHA SHARMA

DEAR READERS,

The annual magazine, Anukriti, of Amity Business School invites you to feast your eyes and warm your soul with this special edition "MINDSPARK". As tradition goes, each year issue is curated by a group of bright and diligent students, who lend the spark that we need to carry on the good work. The students of ABS are known to have a clear vision and are working hard to give their all to become who they want to be and get where they want to be, while also taking up challenges for their holistic growth by organizing and participating in various events. On that note let us venture into this years edition. We hope this issue ignites a spark in your minds.

**"If every day is an awakening, you will never grow old.
You will just keep growing."**



AMITY
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ABS

CLUBS AND COMMITTEES

STUDENT PRESIDENTS



RISHIKA SACHDEVA
Student Activity Cell

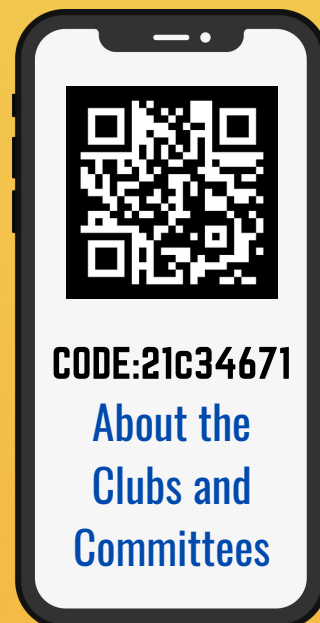
"It will never be perfect, make it work."



**Scan and
Check:**

KHUSHBOO BELLANI
Cultural Club

"The key to success is to focus on the goals, not obstacles. Work hard and excel!"



DIVYA BHARDWAJ
Quiz Committee

"Ambition is the path to success. Persistence is the vehicle you arrive in."

ANUSHREE SAXENA
Finance Club

"If you can't figure out your purpose, figure out your passion. For your passion will lead you right into purpose."



STUDENT PRESIDENTS



RONJABOTI ROY BARDHAN
Marketing Club

"Success means having the courage, determination, and will to become the person you believe you were meant to be and making a mark of your own that shines out brightly."



**Scan and
Check:**

ADITYA TIWARI
HR Club

"Patience is not simply the ability to wait, it's how we behave while we're waiting."



ISHIKA TIWARI
Operations Club

"Use your passion to make an impact."

RHEA SABHARWAL
IT Club

"Desire, devotion and dedication can lead you to any destination."



STUDENT PRESIDENTS



MANVEET ARORA
Entrepreneurship Club

"Beauty begins the moment you decide to be yourself."



**Scan and
Check:**

PAYAM MASOOD
Debate Club

"Go a step beyond, to stay a step ahead."

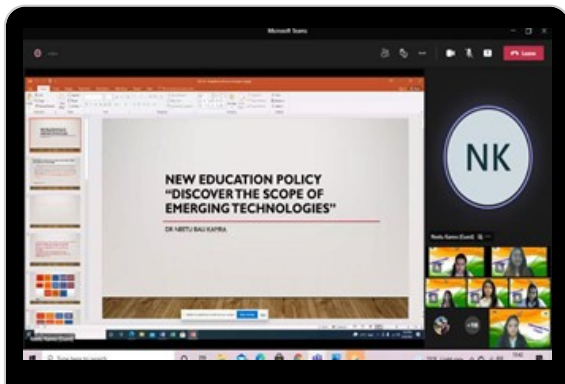


ARZOO CHAUDHARY
Inter Institute Competition Cell

"When you get tired, learn to rest, not to quit."



STUDENT ACTIVITY CELL



EVENT 1: Symposium on National Education Policy 2020

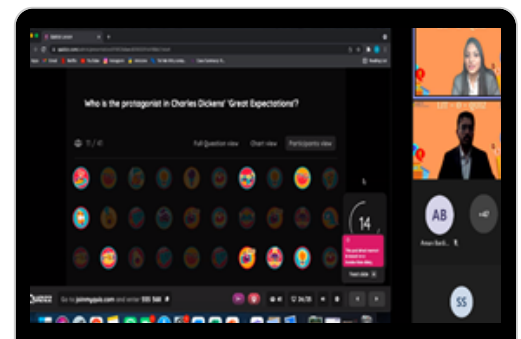
DATE: 23rd September, 2021

The cell had organized a Webinar on “National Education Policy 2020” to enlighten about how “Education is not the training of facts but the training of the mind to think”. It aims to address the growing development imperatives of our country. It also made the session interactive by showing a presentation on Modesty being the best policy where we were asked to think about welfare and thoughts were also shared by the student panel to express their views on the NEP.

EVENT 2: Lit-O-Quiz: A Live Quiz Competition

DATE: 25th November, 2021

The cell had organized a live quiz competition “Lit-O-Quiz”, where various questions were presented to the participants related to fictions and non-fictions and their authors. The event was held under “Mission Reading 2022”. The participants were given a certain time limit to answer the question and within the time frame they were judged for answering correctly as well as who answered the fastest.



STUDENT ACTIVITY CELL



EVENT 3: CHRYSALIS 5.0: Ultimate Annual Management Event

DATE: 23rd December, 2021

Chrysalis 5.0, the Ultimate Annual Management Event which was organized by Student Activity Cell, Amity Business School is a mix of different management rounds to select the Best Dynamic Manager amongst the participants. In the event, various participants from top business schools came forward to showcase their management and problem-solving skills through 3 rounds which were Word Hunt Marketing, Finance and Human Resources. The event was an enriching experience for both the participants and the attendees as various participants from different fields and backgrounds came forward to express their ideas and thoughts on the topic presented to them.

EVENT 4: Azaadi Ka Amrit Mahotsav : Poster Making Competition

DATE: 25th January, 2022

Student Activity Cell of Amity Business School, Noida organized a Poster Making Competition on the theme "India's Rich Cultural Heritage" as a part of "Azaadi Ka Amrit Mahotsav" celebrations. Participants were asked to make a poster either handmade or digital on India's Rich Cultural Heritage.





Cultural Club



EVENT 1: Jashn-e-Azaadi

DATE: 19th August, 2021

The club conducted an event on Independence Day which began with the song- Vande Mataram, which was followed by various performances of music, dance & theatre, by the members of the Cultural Club of ABS. It was an Open Mic session which was held with an open platform to give people who wish to come up and sing. Various musicians showed up and showcased their amazing talent by their mesmerizing voices. It was a live performance presented by the Cultural Club members of ABS. The event was a grand success.

EVENT 2: Street Play

DATE: 2nd November, 2021

It was a recorded Nukkad Natak to bring out the harsh reality and spread awareness about corruption with different instances. The play was divided into three segments. First segment was about how the politicians care about the votes and not about the people and how the citizens are so against the corrupted system. Second segment was about what all a common man has to go through to spare themselves and their family from giving bribes at every step and how some people misuse their powers. Third segment was about the harsh reality of the privileged society and how they roam freely.

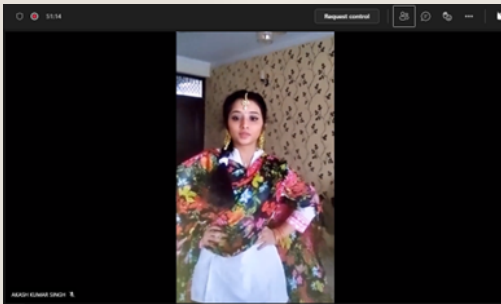
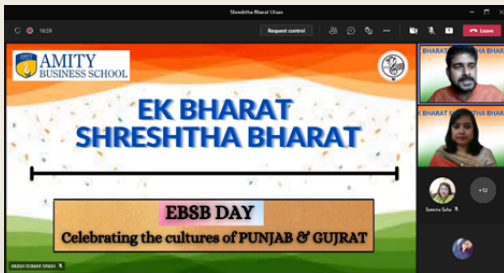




Cultural Club

EVENT 3: Ek Bharat Shreshth Bharat

DATE: 23rd December, 2021



The event was conducted by celebrating the cultures of the states - Punjab and Gujarat. The first state was Punjab in which the team made a documentary to showcase the culture of Punjab followed by the performances for the same. After all the performances from Punjab, they had the second state for the day – Gujarat. A documentary on Gujarat was shown displaying the culture of Gujarat. Then, the participants showcased their talents with various performances in the field of Music and Dance, inspired by the rich culture of Gujarat.

EVENT 4: International Women's Day

DATE: 10th March 2022

On the occasion of International Women's Day, a community event was organized by Avroh Club on 10th March 2022. Many young talents of Avroh Club presented different kinds of performances like singing, dancing, and dramatics. All the performances showcased the importance of women. "A woman is said to be a beautiful creation of God. It is a fact that all the great personalities are born from the woman's womb and have taken their initial teachings from a woman. And that is why people give due respect to women in their lives."



MARKETING CLUB

EVENT 1: MARQUISITIVE 2.0

DATE: 9TH SEPTEMBER, 2021



AMITY UNIVERSITY Amity Business School

Believe You Me

Goal: To prove a Brand's success using co-branding and data.

DATA COLLABORATION ANALYSIS ORGANIC CUSTOMER DRIVEN

adidas

"What separates good product from a great product is the willingness to take risks and push the envelope."
- Brian Halligan

Atanu Ghosh Kalpesh Khandare

Marquisitive 2.0 is a management competition organized for the management students to unleash their creative side and put their business acumen to practice. This event focused on building marketing strategies of various brands as the Brightest Minds from India's Premier MBA Institutes compete to exhibit their marketing knowledge.



TEAM AQUILA

सम अचल है!

आजो फिर से अपना बरतन ली जे, कसुमि दमो के लिए Surf Excel है ना

#backpartfive

EVENT 2: SYMPOSIUM

DATE: 28TH OCTOBER, 2021



AMITY BUSINESS SCHOOL MARKETING CLUB

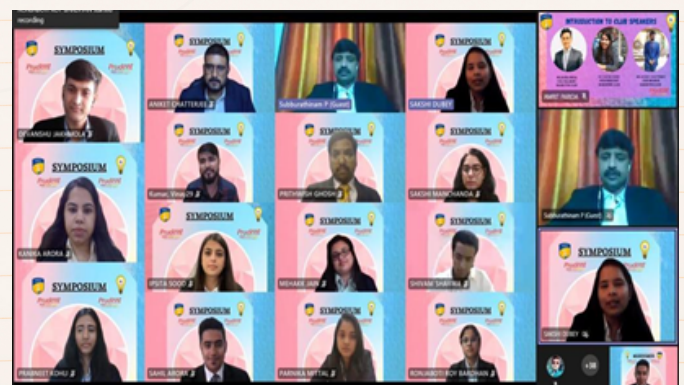
PRESENTS

SYMPOSIUM

"Role of Marketing in the Indian Employability Sector since Independence"

Prudent

Marketing Club, Amity Business School, Noida organized a Symposium on 28th October, 2021, on the topic, "Role of Marketing in the Indian Employability Sector since Independence". The symposium focused on the dynamic field of marketing and how it plays a vital role in contributing to the employability sector of India along with discussing the various facets of the domain that changes rapidly with the changing business environment.



MARKETING CLUB

EVENT 3: THE ULTIMATE MARKETING MCCOY DATE: 13TH JANUARY 2021

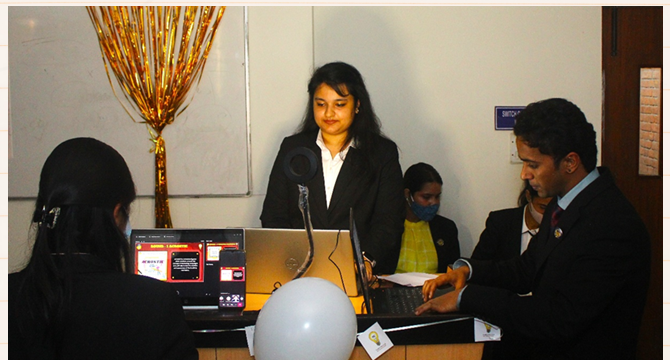


“The Ultimate Marketing McCoy” was a competition organized by Marketing Club of ABS, Amity University, Noida for management. The Ultimate Marketing McCoy was a brand logo and tagline competition that tested the knowledge and marketing acumen of budding marketers to bring out the innovative and creative side of them. It was an event which not only judged the persuasion skills and presence of mind of the participants but also helped each one of them to showcase their passion and hunger for the field of marketing.

EVENT 4: DRAMARKETIX DATE: 24th February 2022



DRAMARKETIX was a Role-playing competition that tested the capability of participants handling an assigned role in an organisation and their on the spot thinking skills of how well they are able to bring justice to the role presented to them. It was an event which not only judged the persuasion skills and presence of mind of the participants but also helped each one of them to showcase their passion and hunger for the field of marketing.





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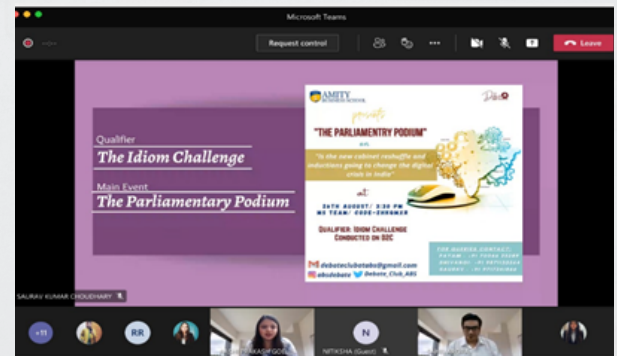
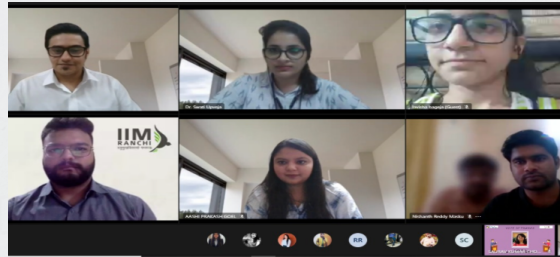


DEBATE CLUB

EVENT 1: The Parliamentary Podium

DATE: 26th August, 2021

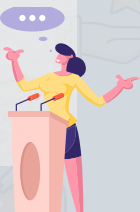
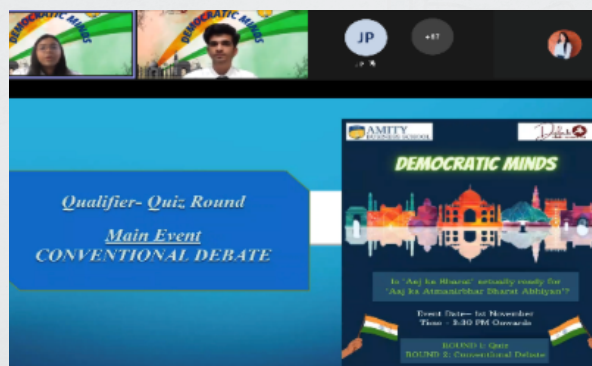
It was an enthralling event where participants were judged on the basis of the quality of their content, their understanding, fluency, answers to interjections put up by judges and ability to answer the interjections by other participants as well. The event was organized in two rounds- the Qualifier round and the Main event. The qualifier round was titled "The Idiom Challenge" where participants were given 20 questions consisting of idioms which they needed to decode and select the most appropriate option from the given choices.

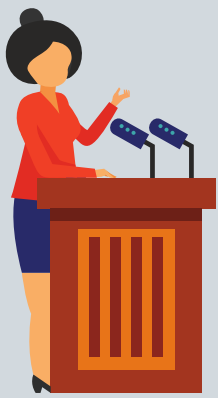


EVENT 2: Democratic Minds

DATE: 1st November, 2021

It was an enthralling event where participants were judged on the basis of the quality of their content, their understanding, fluency, answers to interjections put up by judges and ability to answer the interjections by other participants as well. The event was organized in two rounds- the Qualifier round and the Main event. The qualifier round was a general knowledge quiz where participants were given questions consisting of recent current affairs and static general knowledge and they needed to select the most appropriate option from the given choices.





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DEBATE CLUB

EVENT 3: Battle of Intellects

DATE: 25th November, 2021

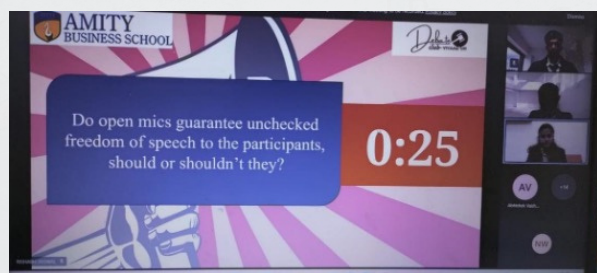
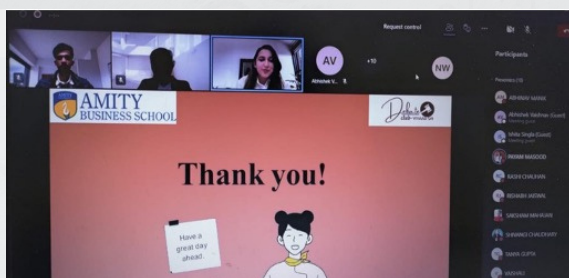
In lieu of celebrating Amrut Bharat Mahotsav, a conventional debate event was organized “Battle of Intellects” in which the participants had a debate on the topic “Has the demonetisation debacle proven itself in the fight against corruption in India?” The participants were full of zeal and each one of them placed the best to speak out and raised many interjections for the same which made the event more intense and learning for everyone. We are looking forward to more events like this to encourage students for their overall development.



EVENT 4: Pronto Genii

DATE: 13th January, 2022

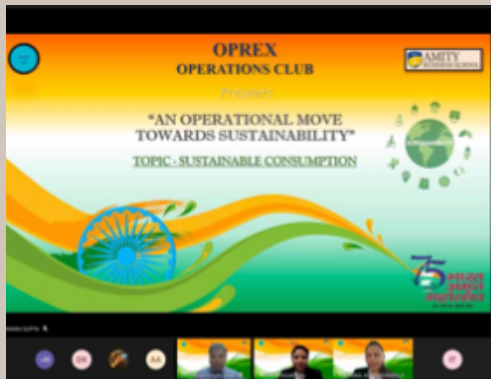
To celebrate the spirit of debating, विवादOn the Debate Club of Amity Business School organized an Impromptu debate event “Pronto Genii” in which all the participants during the event were assigned with different random topics to express their views on. ‘Pronto Genii’ was an Impromptu debate and so the participants were randomly assigned a topic to speak on during the event from the list of preselected topics. Participants got 1 minute to think about the topic and prepare themselves and 2 minutes to speak.



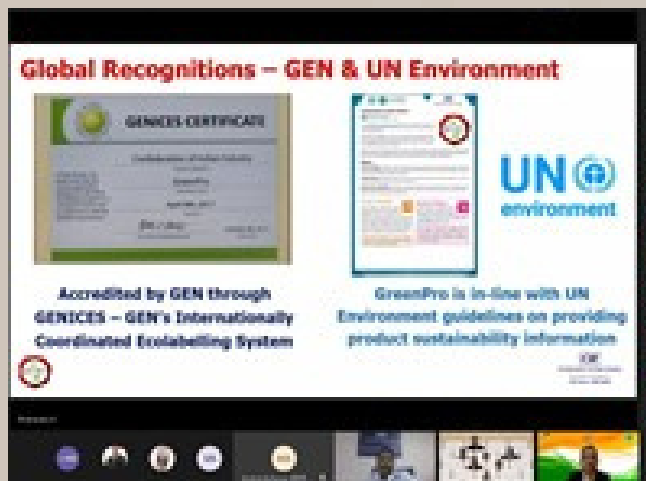
OPERATIONS CLUB



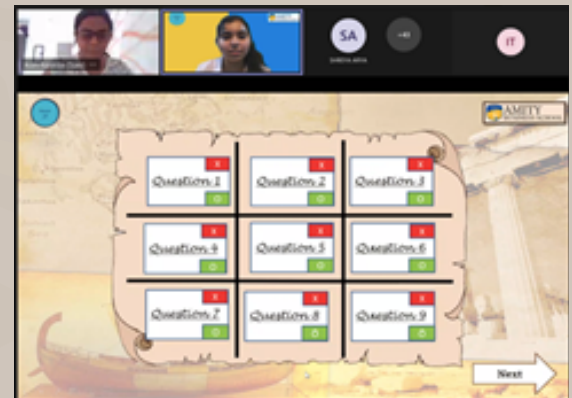
EVENT 1: AN OPERATIONAL MOVE TOWARDS SUSTAINABILITY DATE: 12th August 2021



This lecture was based on sustainable consumption, organized under the Bharat ka Amrut Mahotsav, commemorating the 75th year of Independence of India. Keeping the importance of sustainable consumption in mind, this lecture helped the audience to understand the need to adopt practices which not only improve quality but at the same time doesn't harm the world we are living in.



EVENT 2: EL INVO-VICTOREM DATE: 23rd September, 2021



El Invo-Victorem focused on concepts related to Operations Management, Supply Chain Management, and Inventory Management. Every candidate was evaluated based on their comprehensiveness and information regarding this domain by answering the respective questions. This helped the participants to gain more insights into the field and polish their aptitude skills.



OPERATIONS CLUB



EVENT 3: PRIMAS VICTORIAM DATE: 20th January 2022



The event was curated for the management students to get a better understanding of the operations and supply chain management domain. They were asked various questions regarding the same through different games in different formats. They were evaluated on the basis of their awareness of the respective field. This helped the participants to not only enhance their knowledge of the field but also helped them to enhance their responsiveness and awareness of the current business scenario.



EVENT 4: LECTURE ON “REVOLUTIONIZING SUPPLY CHAIN” DATE: 10th February, 2022



The lecture titled “Revolutionizing Supply Chain” was organised under the 75th Bharat Ka Amrut Mahotsav, themed “Algorithmic Supply Chain Management”. The event aimed at enhancing the knowledge of the audience about Supply Chain Management by the dignified speakers Mr. Kunj Sharma and Mr. Ashish Kanwar. The speakers focused on the end-to-end process SCM and the applications in various fields and areas.





QUIZ COMMITTEE

EVENT 1: JIGYASA DATE: 26th August 2021



The central theme of the event was to assess the participant's awareness related to business current awareness. The event was conducted in two rounds: first round the central theme of the round was Business Current Affairs. In the second round each participant was given three chances to spin the wheel which was displayed on the screen. Then a question was asked based on the number on which the wheel stopped at.

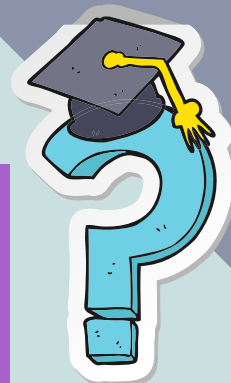


EVENT 2: BIZ-TYCOONS DATE: 23rd September 2021



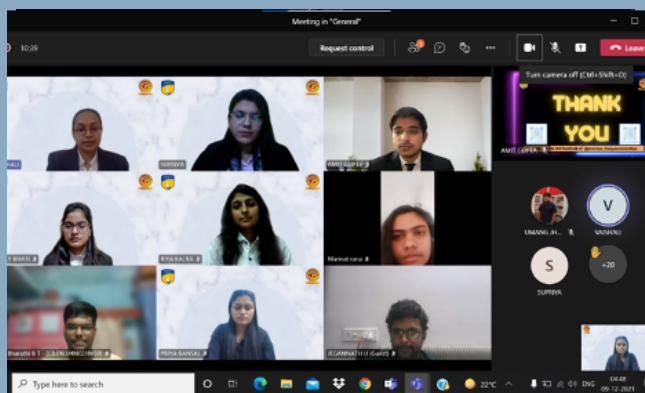
The central theme for the event was about business tycoons. In the 1st round, they had to answer as many questions as they could within the stipulated time limit. The participants were asked to choose one symbol at a time and they were supposed to answer 3 questions within the stipulated time limit. Participants had to guess the right answer in order to ace the event.





QUIZ COMMITTEE

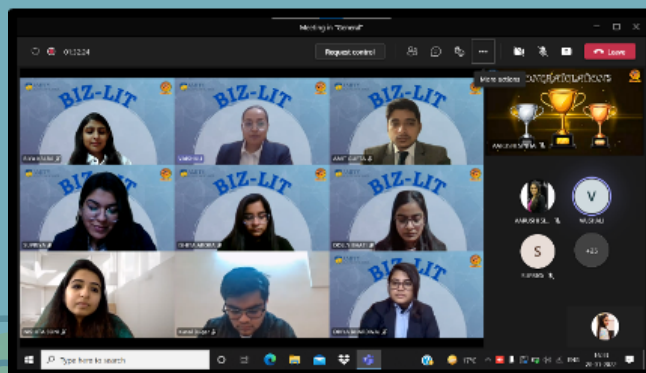
EVENT 3: कृषि-QUIZ DATE: 9th December 2021



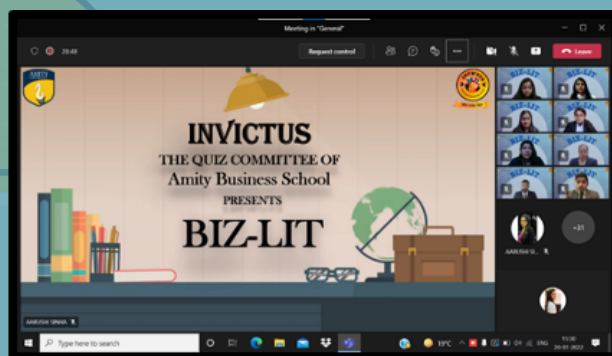
The central theme for this event was about Agriculture advancement. In this event the participants were given a link along with a Game Code, they were asked to enter the 1st Round with the given link and then the questions were displayed on their screen and they had to answer as many questions as they could within the stipulated time limit. In this round the questions were based on the sectors of agriculture (floriculture, horticulture etc.) Each participant was asked to answer 5 questions related to each sector. The participants need to guess the right answer in order to ace the event.



EVENT 4: BIZ-LIT DATE: 20th January 2022



The central theme for this event was general awareness. In this event the participants were given a link along with a Game Code, they were asked to enter the 1st Round with the given link and then the questions were displayed on their screen and they needed to answer as many questions as they could within the stipulated time limit. In this round the questions were based on business literature. This round was played like: An office setup was displayed on the screen with different departments like HR, Finance, Consultancy, Marketing etc. Each participant was asked to answer 4 questions related to business terms of the particular department. Participants need to guess the right answer in order to ace the event.





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FINANCE CLUB

EVENT 1: Cryptonight

DATE: 9th September, 2021

In celebration of 75 years of Independence, as part of Bharat Ka Amrut Mahotsav, a lecture was organized on the "Impact of cryptocurrencies on today's economy", by industry experts. The event highlighted the importance of adopting digital currency in today's dynamic world. It was highlighted that all cryptocurrencies are not trustable and the investor should be cautious while making such investments as the cryptocurrency with maximum security should be preferred else it can lead to frauds.



EVENT 2: Tax Mafia

DATE: 14th October, 2021

Tax Mafia was an event designed around the idea of Personal Financial Literacy which brought us a blend of entertainment with personal finance and taxation and escalated the knowledge in managing personal finance and tax saving. It was an exciting evening with a wonderful opportunity for everyone in brushing up their knowledge regarding personal financing.



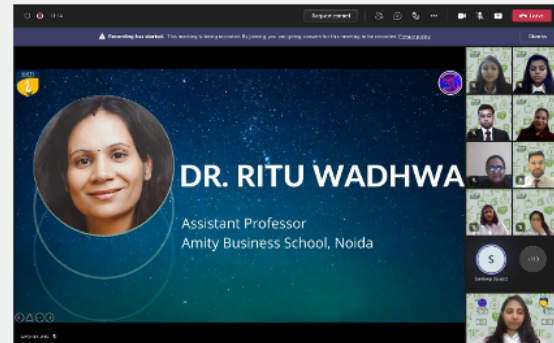


FINANCE CLUB

EVENT 3: Fincept

DATE: 13th January, 2021

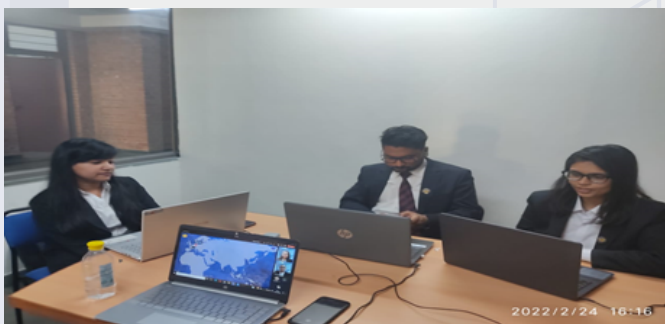
Fincept, a panel discussion was organized by the Finance club. The event was of one hour, it was a thrilling and an informative session regarding Sustainable Finance and Climate Change. Countries are reducing the use of fossil fuel consumption and therefore increasing the usage of renewable energy. It explains how the financial sector is integrated with climate change. The discussion proceeded with India's transition towards a sustainable economy which requires the mobilization of large-scale capital. There was an explanation on how financial institutions and Intermediaries play a vital role in the sustainable development by providing capital to the businesses. Risk of carbon can be reduced by the use of renewable resources. He also stated that climate change is an emerging threat to India's economy.



EVENT 4: Finverse

DATE: 24th February, 2022

Finverse was an event designed around the idea of Global Finance, which brought us a blend of entertainment with questionnaire based on Global Finance. This event escalated the knowledge of Participants in Global Finance. It was an exciting evening with a wonderful opportunity for everyone to brush up their knowledge regarding Global financing.





HR CLUB

EVENT 1: HR-lytics

DATE: 19th August 2021

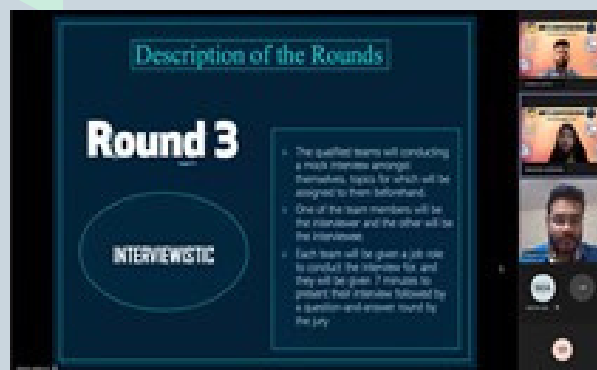


HR-lytics focuses on providing a learning experience in the HR-analytics, via a workshop organized on the subject and a gaming session where the participants were asked to analyze and form a strategy for winning an assigned game that tested the knowledge of the players in the HR-analytics.

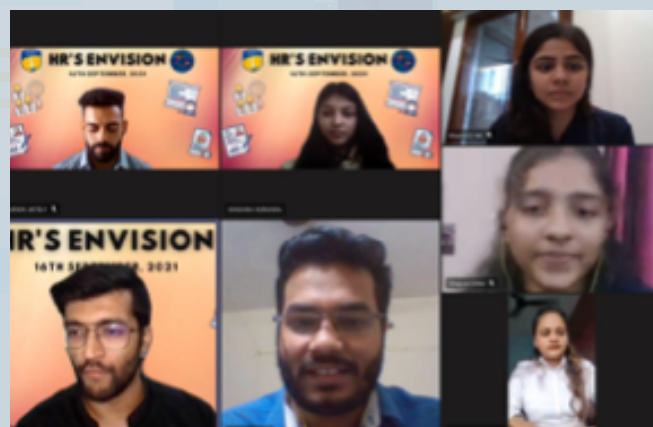


EVENT 2: HR's ENVISION

DATE: 16th September 2021



The aim of HR's envision was to give a preview of the placement process that a student goes through by way of conducting a GD round, an interview round followed by an interactive session by the guest of honor on the same topic where questions related to difficulties faced in placement processes were asked and answered. The event focused on preparing students for the placement process in real-time.





HR CLUB

EVENT 3: EXPERT SESSION ON PRIVATISATION POST 1991

DATE: 23rd December, 2021

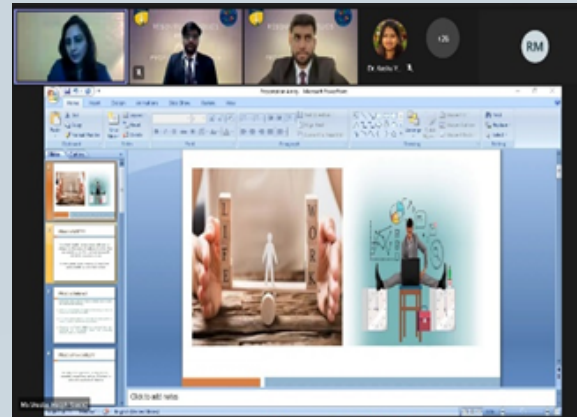


This event was organized by the HR Club with the aim to enhance the knowledge of the students by focusing on sharpening the skills of the students with the help of an interactive and insightful session with “Dr. Gurendra Nath Bhardawaj” and “Mr. Sagar Gaikwad”. The speakers talked about privatization post 1991 and its impact on the economies as well as the condition before and after the introduction of LPG (Liberalization, Privatization and Globalization).



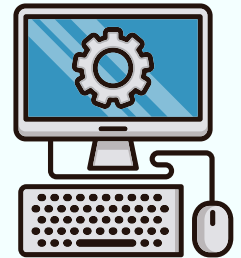
EVENT 4: PROFICIENT RECRUITER

DATE: 24th February, 2022



The aim of “Proficient Recruiter” was to give participants an insight about the work life balance and flexibility by an eminent speaker from the corporate world. Followed by an opportunity to be in a manager’s shoe and based on the job description given to the participants, they had to decide which employee’s they would hire and what would be their compensations and present it in the form of a presentation.





IT CLUB



EVENT 1: AGILEOPEDIA

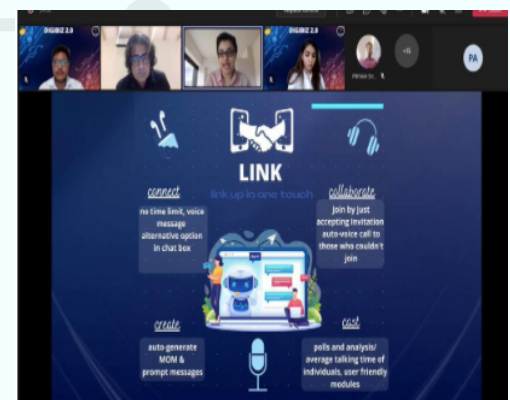
DATE: 19th August 2021

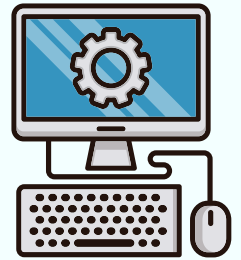
“Agileopedia” was a three-round event on the topic “Agile Transformation Of Companies during Covid 19”. Through this COVID-19 pandemic, businesses were thrown into a tailspin, accelerating the speed of changes, inventions and innovations. The aim was to enable future budding managers to be able to adopt change. In the final round students had to present a poster for agile transformation carried by any company.

EVENT 2: DIGIBIZ 2.0

DATE: 21st October 2021

It was a Social-Media campaign organized by the IT Club. Social Media platforms like Instagram, Facebook, Snap chat, etc., play an important role as a business tool to expand the business over social media. The participants were asked to share their ideas and ideologies to make their product a brand value concern. When it comes to social media promotion, it's important to plan to interact with the audience in creative ways to boost engagement and better experience.





IT CLUB



EVENT 3: WORKGENIX

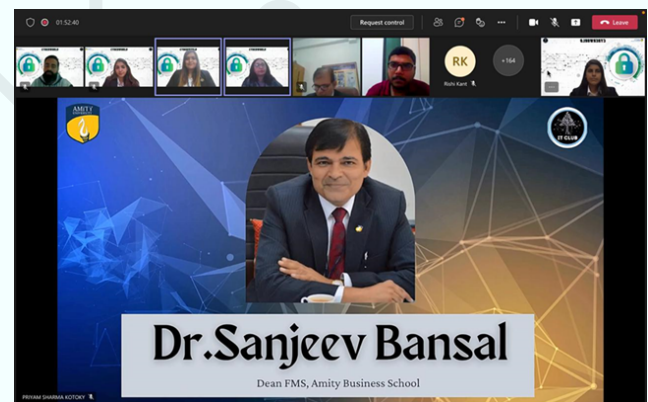
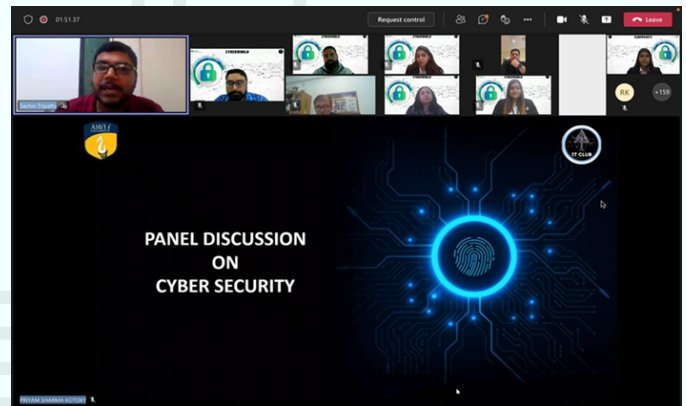
DATE: 27th January, 2022

WorkgeniX was a three-round event on the topic “Know Your Workplace”. The event gave an opportunity to get guidance about how one can know about its workplace and how with the help of internet of things and cloud computing the basic mundane lives could get better. It is essential for future budding managers to have knowledge about appropriate way to adopt change as change is not an event it is a process, and if one truly knows about one's workplace then truly, he/she could progress in his career.

EVENT 4: CYBERWORLD

DATE: 2nd March, 2022

The event was aimed at spreading awareness about cybercrimes. Cyber crimes in India is one of the most challenging issues in contemporary times. Cybersecurity threats are becoming an emerging factor in an ever-expanding and technology-driven market. It has penetrated all major sectors like banking and finance, commercial facilities, postal services, transportation, e-retail platforms, etc. It is present in the form of phishing and social engineering, malware, spear-phishing, ransomware, software piracy, cybersquatting, etc.





AMITY
BUSINESS SCHOOL



ENTREPRENEURSHIP CLUB

EVENT 1: GREEN CODE: ECOLUTION

DATE: 9th September, 2021



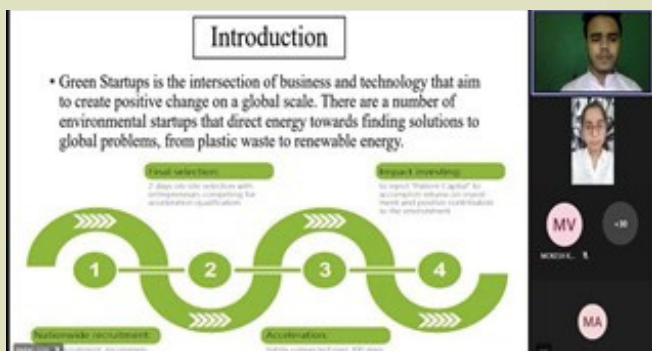
Green Code was a virtual event which aimed to push young students to provide a practical aspect of preparing a pitch for explaining the hypothetical/ongoing green startup. The green code initiative is based on four pillars, and has been identified to give a boost to eco-friendly entrepreneurship in India. The event was based on the theme of promoting eco-friendly and green startups in India, it would be a great way of enhancing the knowledge of people and up bringing their skills and mindset towards eco-friendly startups.

EVENT 2: ENTREBUTION

DATE: 14th October, 2021



Entrebution was a webinar which aimed to educate and inspire students and young professionals by giving them deeper insights into the minds of young entrepreneurs. Among the speakers were Mr. Nrip Nahlani, Ms. Prachi Bishnoi and Ms. Hansa Sharma.





AMITY
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ENTREPRENEURSHIP CLUB

EVENT 3: ENTAPPED

DATE: 9th December, 2021



The very essence of the competition was to encourage and enlighten the students to identify the underlying opportunities in the market. The event was divided into 3 rounds. First round was a quiz conducted on D2C Platform. Second and third rounds were conducted on MS Teams. Participants had to guess the correct taglines and jingles of the brand logos in the second round while they were given the opportunity to discuss the untapped areas in the business in the third round.



EVENT 4: SURESCUE

DATE: 10th February, 2022



The event had 2 rounds namely SHARKISTIC and SHARKATION which were based on the theme “women entrepreneurs”. Even in today’s world, it has been observed that women have to put in twice the hard work as compared to men to achieve 50% of the goal that they wish to achieve. The very essence of the event was to highlight the achievements of women entrepreneurs who faced their own set of challenges but never gave up. Thus, to praise their entrepreneurial spirits, the participants had to analyse and present the projects which were rejected on a TV show called SHARK TANK.





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AMITY HUMAN VALUE CELL

SHARE THE WARMTH A WINTER CLOTHES DONATION DRIVE

Date: 25th Jan, 2021

Warm clothes were donated to people in need staying nearby to our places adhering to Covid-19 regulations. The donation activity was conducted to help the needy. There are thousands of people in need of warm clothes to survive the winter. Promotional strategy was utilised to promote this event over our social media platforms. This event helped us encourage large number of people to actively participate in the event. The participants donated blankets, winter clothes to the needy. Large number of people were helped with this initiative. Because of this small effort from our side, large number of people in need of warm clothes were helped to survive the chilly winters of the year.



AMITY HUMAN VALUE CELL

MAIN EK NAARI A FIGHT FOR JUSTICE

Date: 12 Feb, 2021

The objectives of this activity were to understand the situations a woman faces on a daily basis and to spread awareness on how to refrain from tolerating and practicing any activity that disrespect a woman.

Through our social media platforms, we tried to spread awareness using posters and videos on how women face discrimination in every aspect of life, and how we should take a pledge to refrain from that. During this event, we talked about various topics like unequal payment for wages to women; Girl child malnourishment, etc. We talked about topics which are very relatable and gave solutions on how we should refrain from it. This event helped us spread awareness among people, which could help us establish equality among our society and give the desired respect which every women deserves. Understanding the basics of women rights and empower them by acting against those oppressions.



AMITY HUMAN VALUE CELL

INTERNATIONAL WOMEN'S DAY

Date: 8th March, 2022

Amity Business School's Human Value Quarter has taken an initiative to help underprivileged girls by providing them with Personal career counseling workshops at Govt Schools. We aim to help them be independent in life so that they can use their potential to the fullest and become leaders one day.

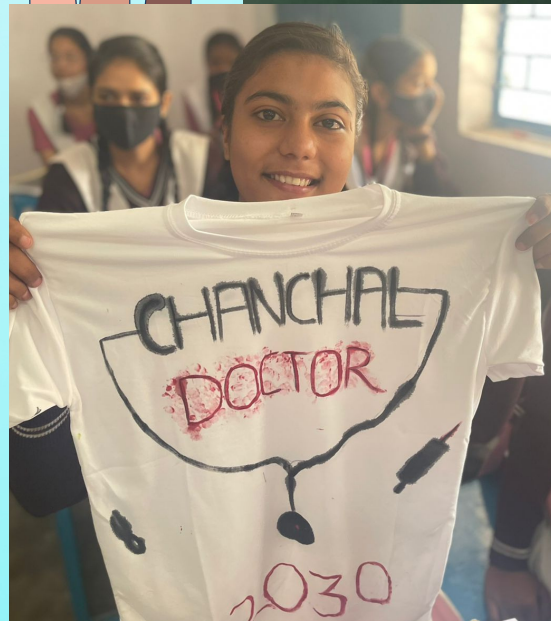
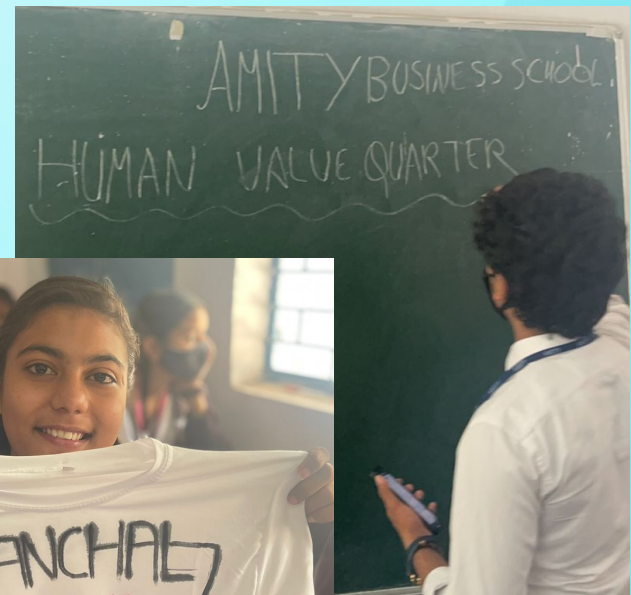
Students of Amity business School, Human Value Quarter from MBA M&S and RM, organized a personal career counseling workshop for the girls at Chet Ram Girls Inter College on March 8th, 2022 to celebrate International Women's Day. The event consisted of various fun filled activities which allowed the students to broaden their vision and think a little extra about financial independence over merely just completing their education.



AMITY HUMAN VALUE CELL

MORE GLIMPSES FROM INTERNATIONAL WOMEN'S DAY

Date: 8th March, 2022

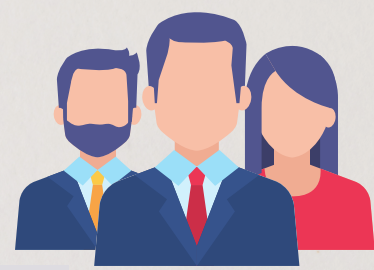




AMITY
BUSINESS SCHOOL

ABS

**NEWS &
EVENTS**

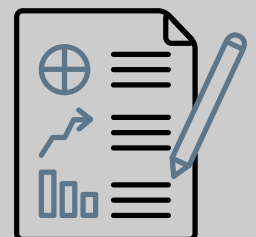
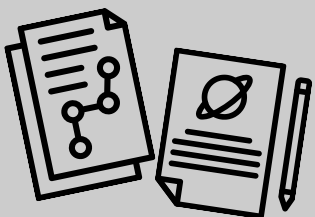


CONDUIT 2021

RESEARCH PAPER/CASE STUDY COMPETITION

Conduit was organized by Amity Business School, Noida on 30th September, 2021. Conduit 2021- Research Paper/Case Study competition was conducted on MS-Teams due to Covid-19 Pandemic safety measures. This competition provided a platform to all the students to present their Independent Research Studies which they had conducted under the guidance of their respective faculty/industry mentors.

The research papers/case studies that were presented covered a wide spectrum of topics from the fields of Finance, Marketing and Sales, Human Resources, General Management and topics related to Covid-19 were also included into the mix. There were around 54 research papers which were presented.







GENERAL TRACK

30TH SEPTEMBER, 2021



The General Track began with an introductory quote which was delivered by the two emcees of the general track, Alankrita and Prabneet. It was followed by welcoming of jury members for the track, Prof. (Dr.) J.K.Sharma and Prof. Ritika Rathore. After the welcome, both jury members expressed their views regarding the event. Before the competition began, the emcees highlighted the rules and regulations for the event. A total of 11 presentations were made from which 2 were selected as the winners. All the participants were given 7 minutes to present their paper/case studies in front of the jury. A round of questioning followed where the jury members asked questions to the participants related to their presentations.





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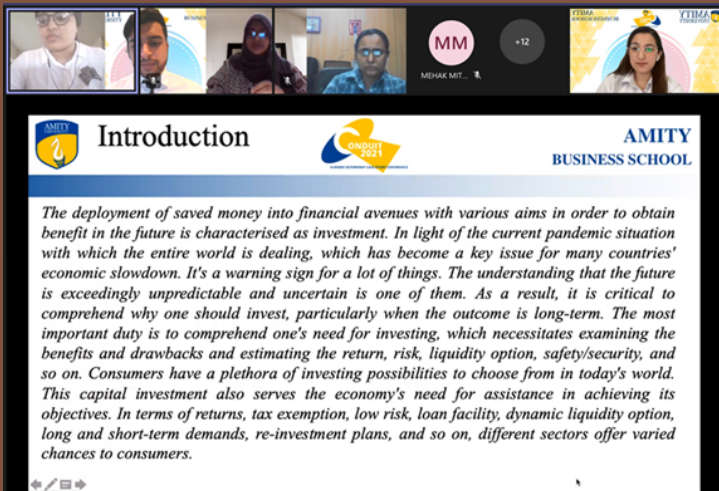
Challenges in Supply Chain Management with Special Reference to Envent Worldwide Pvt. Ltd.

By,
Udit Chowdhary
Faculty Guide: Dr. Supriti Agarwal
Industry Guide: Mr. Shikhir Handa

FINANCE TRACK

30TH SEPTEMBER, 2021



Introduction

The deployment of saved money into financial avenues with various aims in order to obtain benefit in the future is characterised as investment. In light of the current pandemic situation with which the entire world is dealing, which has become a key issue for many countries' economic slowdown. It's a warning sign for a lot of things. The understanding that the future is exceedingly unpredictable and uncertain is one of them. As a result, it is critical to comprehend why one should invest, particularly when the outcome is long-term. The most important duty is to comprehend one's need for investing, which necessitates examining the benefits and drawbacks and estimating the return, risk, liquidity option, safety/security, and so on. Consumers have a plethora of investing possibilities to choose from in today's world. This capital investment also serves the economy's need for assistance in achieving its objectives. In terms of returns, tax exemption, low risk, loan facility, dynamic liquidity option, long and short-term demands, re-investment plans, and so on, different sectors offer varied chances to consumers.



The Finance Track began with an introductory quote which was delivered by the two emcees namely Payam Masood and Rishab Kapoor. That was followed by welcoming of jury member for the track, Dr. Ashima Agarwal. After the welcome, the jury member expressed her view regarding the event. Before the competition began both the emcees highlighted the rules and regulation for the event.

A total of 9 presentations were made from which 2 meritorious were chosen as winners. All the participants were given 10 minutes to present their paper/case studies in front of the jury. A round of questioning followed where the jury member asked questions to the participants related to their presentations.



Suggestions & Recommendation

- Companies should not only spend to fulfil obligations rather to improve the welfare of society as it will help the company in the long Run.
- The companies should properly allocate firms resources towards the society to have an increased market share in the economy.

HUMAN RESOURCE TRACK

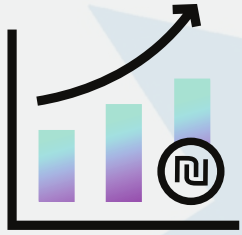


30TH SEPTEMBER, 2021

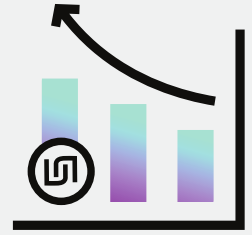


The HR Track began with an introductory quote which was delivered by the two emcees of the emceeing committee, Ajatshatru Singh Dalpatia & Ravisha Nautiyal. That was followed by welcoming of jury members for the track, Dr Paritosh Mishra & Ms. Lalita Kumari. The competition began, both the emcees highlighted the rules and regulation for the event. A total of 9 presentations were made from which 2 were made the winners. All the participants were given 10 minutes to present their paper/case studies in front of the jury. A round of questioning followed where the jury members asked questions to the participants related to their presentations.

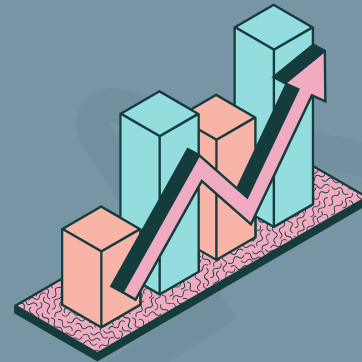




MARKETING TRACK-PANEL 1



30TH SEPTEMBER, 2021



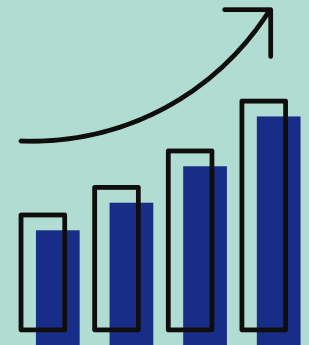
The Marketing Track began with an introductory quote which was delivered by the two emcees of the emceeing committee Divya Bhardwaj & Vanshika Gupta.

A total of 12 presentations were made from which 2 were made the winners. All the participants were given 10 minutes to present their paper/case studies in front of the jury. A round of questioning followed where the jury members asked questions to the participants related to their presentations. The Marketing Panel came to end after all the 12 participants made their presentations. At an average a participant took 10 minutes to complete his/her presentation including the questioning round.

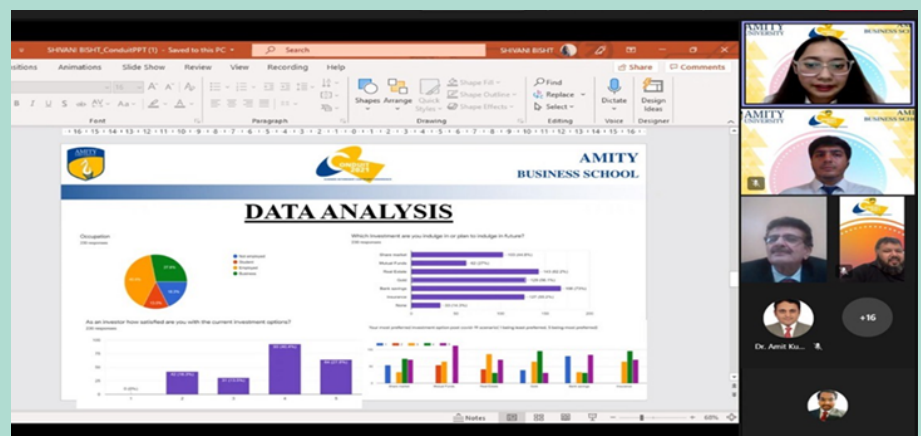


MARKETING TRACK-PANEL 2

30TH SEPTEMBER, 2021



The Marketing Track began with an introductory quote which was delivered by the two emcees of the emceeing committee Saurav & Namya Sethi . A total of 13 presentations were made from which 2 were made the winners. All the participants were given 10 minutes to present their paper/case studies in front of the jury. A round of questioning followed where the jury members asked questions to the participants related to their presentations. The Marketing Panel came to end after all the 13 participants made their presentations. At an average a participant took 10 minutes to complete his/her presentation including the questioning round.





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2ND DOCTORAL RESEARCH CONCLAVE

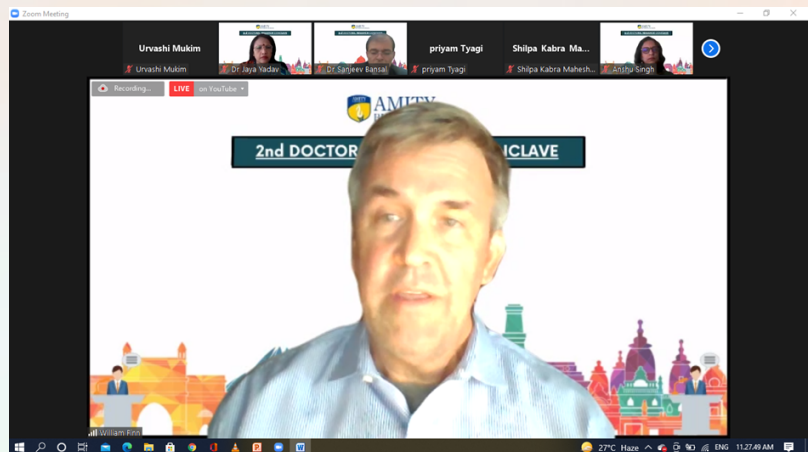


21ST - 22ND

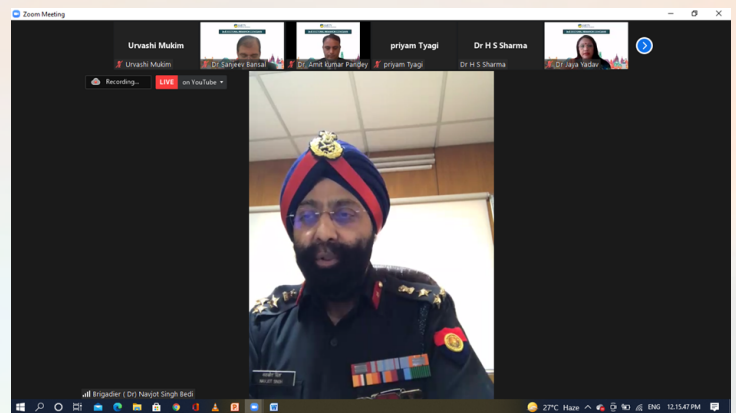
OCTOBER, 2021

The 2nd Doctoral Research Conclave conducted from 21st October 2021 to 22nd October 2021 with the theme

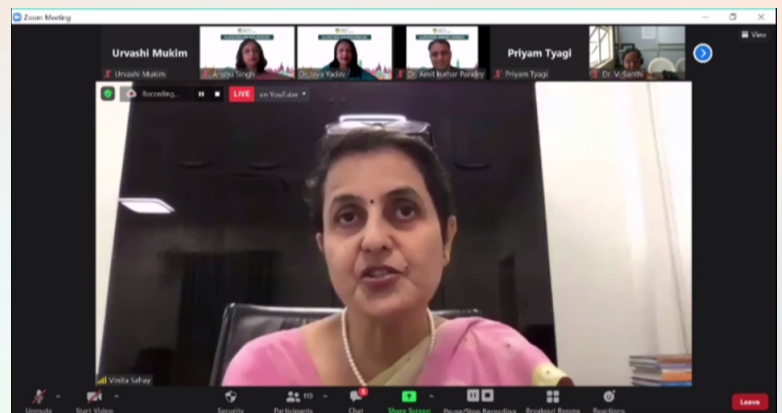
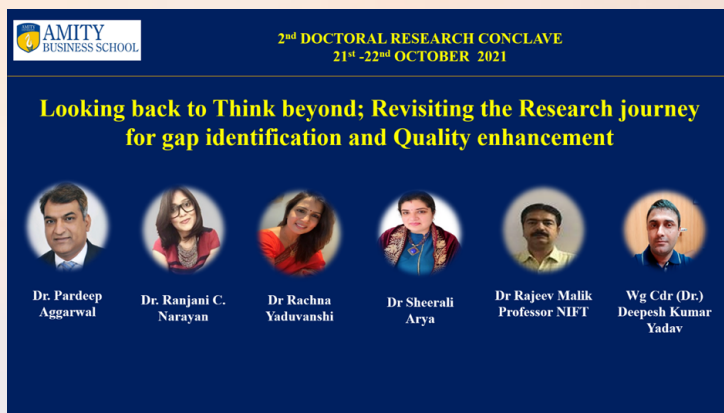
“Leveraging Ethical Research Practises and Quality Publications: Impetus towards Enhancing Outcomes during unprecedented times”



21st October 2021: The welcome address was given by Dr. Sanjeev Bansal, Dean FMS & Director, Amity Business School, followed by the words of wisdom from Dr. Balvinder Shukla, Hon'ble Vice Chancellor, AUUP. The session then commenced on the topic- 'Exploring the Dynamics: Environment Role of Research and Innovation in building Organizations and Society'. The second topic for the day was 'Looking back to think beyond: Revisiting the Research journey for gap identification and quality enhancement'. The final topic of the first day of DRC was 'Exploring the diverse dimensions of Copyrights, Patents and Plagiarism. It was an amalgamation of interactive sessions taken up by various esteemed guest speakers.



22nd October 2021: The second day started with a recapitulation of previous days' learnings. Four important topics were discussed on this day. The first being 'Leveraging the Implications of Data analysis in Research: USP of 'R' in Research'. This was followed by 'Analyzing Research Thesis through Examiners Lens: Scope of enhancement for quality research'. The penultimate topic for the day was 'Leveraging the building blocks of Quality Research and Learning Outcomes'. The ultimate discussion was on 'Working towards Quality Research paper writing and subsequent publications'.





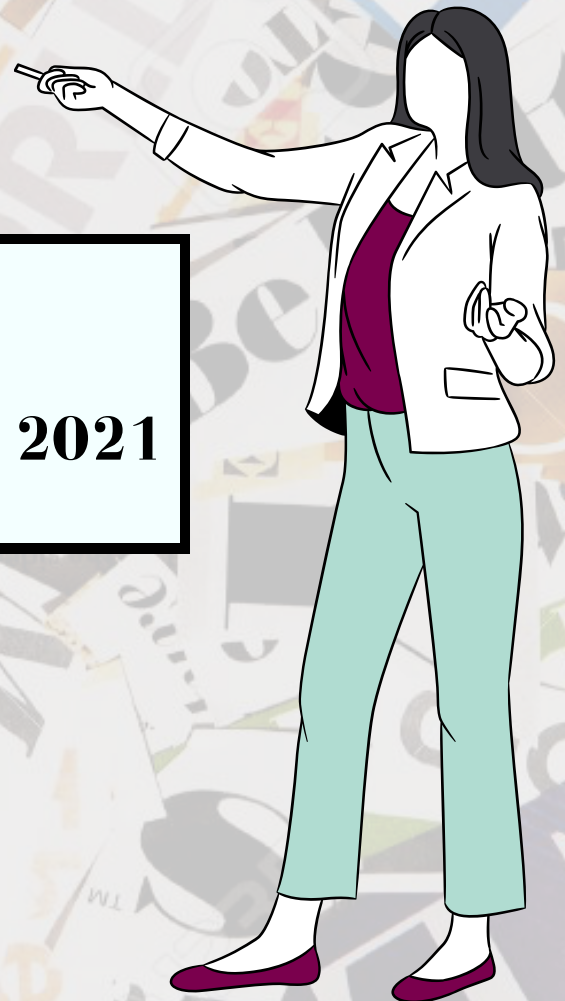
AMITY
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RENOVOI'21



28TH - 29TH

OCTOBER, 2021



Amity Business School, Noida organized RENVOI 2021 the annual case study conference. Renvoi provides a platform to present real life case studies on how businesses have emerged through technology, making work from home easy. The conference facilitated conversations on the impact of life-threatening pandemic on the business organizations. Students were called to present case studies of companies they have worked in and taught the importance of learning outcomes through case studies. Amity Business School Center for Research Publication was also launched during Renvoi.





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Speaking: Ritika sharma

UNIVERSITY OF WINCHESTER

MEGA INTERNATIONAL LECTURE SERIES

OCT 28, 2021
2:30 PM

KEYNOTE SPEAKER
RENOVI '21

LINK - <https://amityuni.live/25125419061>

PROF. DR. MARTIN BROAD
UNIVERSITY OF WINCHESTER
DEAN
FACULTY - BUSINESS, LAW & DIGITAL TECHNOLOGIES

Dr. Anupama Rajesh
Head - Internationalisation cell
Professor - Amity Business School

Dr. Sanjeev Bansal
Dean Faculty - Management Studies
Director & Head - Amity Business School

7 Global Leadership Research Conference

Leading in the New Reality: Insights into Actions
18th - 19th February, 2022
Amity University Campus, Noida
For Further Details / Registration:
<https://www.amity.edu/iglc2022>
@iglc2022noida

MILS

SAURAV CHOUDHARY
MIL

AMITY BUSINESS SCHOOL
RENOVI 2021

Ritika sharma

AMITY BUSINESS SCHOOL
RENOVI 2021

Prof. Dr. Balvinder Shukla

ALANKRITA MATHUR

The Case Method in the Round: from writing to the classroom and beyond

Richard McCracken,
Director,
The Case Centre

case centre

www.thecasecentre.org

Are business schools fit for the future?

The growth of business education over the past 60 years has been phenomenal, with more than 16,000 business schools operating worldwide, according to an estimate by AACSB (Association to Advance Collegiate Schools of Business).

UNIVERSITY OF WINCHESTER

Speaking: Martin Broad

Martin Broad

SAURAV CHOUDHARY
MIL

SHIVANGI CHAUDHARY

Speaking: Martin Broad

What is Innovation?

What does the future hold for jobs as we know it?




Are business schools fit for the future?



The growth of business education over the past 60 years has been phenomenal, with more than 16,000 business schools operating worldwide, according to an estimate by AACSB (Association to Advance Collegiate Schools of Business).

UNIVERSITY OF WINCHESTER

Speaking: Martin Broad



Key Global Trends

- Knowledge creation and dissemination
 - anytime, anyplace, anywhere
 - 60/60 [instantaneous] rather than 24/7
- Disruptive forces on jobs and employment
 - Radio 4 podcast: 10 years low skilled jobs, 20 years Accountants and Lawyers, IBM Watsons Programme
- Globalisation of markets and changing elements of competition
 - E.g. Demonetisation and changing disruptive forces







UNIVERSITY OF WINCHESTER

Speaking: Martin Broad



INFINITY'21

4TH TECHNOLOGY CONFERENCE

12TH - 13TH NOVEMBER, 2021

THEME: DIGITAL TRANSFORMATION, INFORMATION SECURITY AND RISK MANAGEMENT FOR BUSINESS CONTINUITY DURING AND POST COVID-19 PANDEMIC.

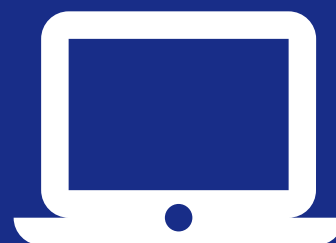
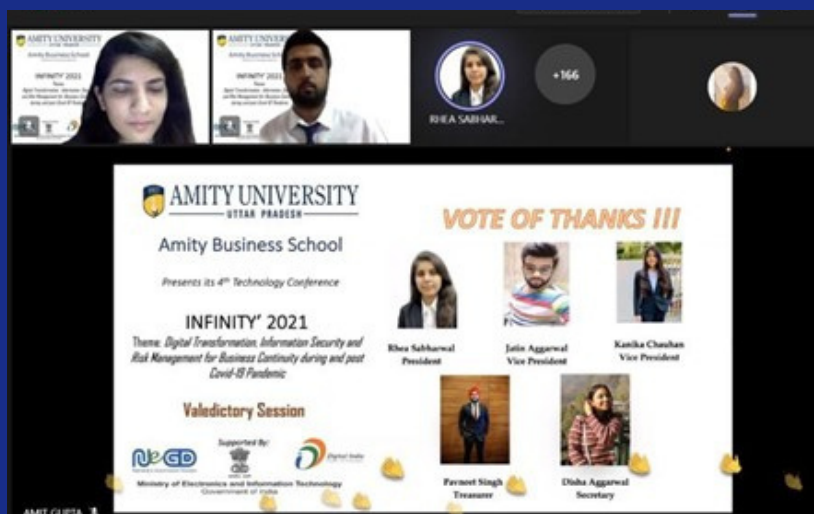


INFINITY'21

THEME: DIGITAL TRANSFORMATION, INFORMATION SECURITY AND RISK MANAGEMENT FOR BUSINESS CONTINUITY DURING AND POST COVID-19 PANDEMIC.



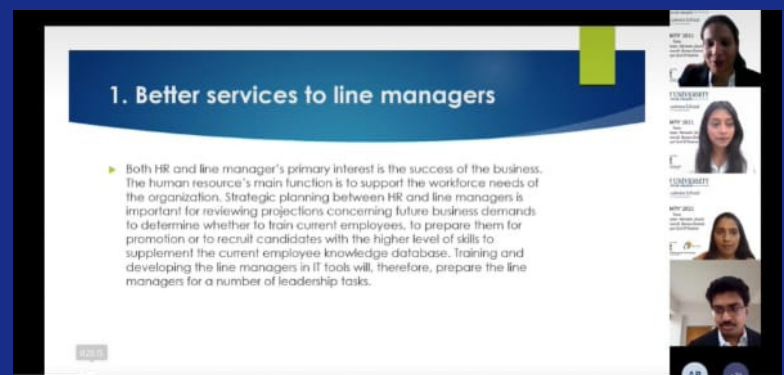
Amity Business School, Noida organized INFINITY 2021 with an aim to talk about cyber security, business continuity and digitalization post covid pandemic. The two-day occasion had master talks and a public level student occasion.



INFINITY'21

THEME: DIGITAL TRANSFORMATION, INFORMATION SECURITY AND RISK MANAGEMENT FOR BUSINESS CONTINUITY DURING AND POST COVID-19 PANDEMIC.

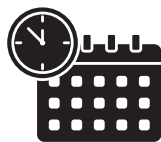
The conference was attended by recognized speakers, representatives and leaders from industry, the scholarly community and government. The IT club of ABS organized various events for the students with an aim to engage the students across India in various technical rounds focusing on Disruptive Technologies and Digital Transformations. Infinity gave the participants an opportunity to enhance their knowledge spectrum in the technological areas.





AMITY
BUSINESS SCHOOL

7th GLRC 2022



16th -18th February 2022



Zoom



GLOBAL LEADERSHIP RESEARCH CONFERENCE

The Global Leadership Research Conference was organized by Amity Business School, Noida from 16th to 18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions.



Various eminent speakers were invited to share their industry experience and talk about Mixed Research Methods for enhancing the quality of research, of decision making while dealing with a turbulent environment and an uncertain future, how the world has reinvented and how people have managed to work their way out after the pandemic and many more industry relevant topics.



The main aim was to increase interaction of students with industry personnel and gain insights about various topics.

PAPER PRESENTATION & PANEL DISCUSSION AREAS



AMITY UNIVERSITY

AMITY BUSINESS SCHOOL

7TH GLOBAL LEADERSHIP RESEARCH CONFERENCE (GLRC-2022)

THEME:
Leading in the New Reality: Insights into Actions

16th- 18th February, 2022

PUBLICATION PARTNERS: IGI Global, SAGE journals

INDUSTRY PARTNERS: Invest India, Oxford Brookes University

KNOWLEDGE PARTNERS: Centre for Management of Information Technology

ACADEMIC PARTNERS: University of Winchester, Oxford Brookes University

- OPERATIONS AND QUALITY
- GENERAL MANAGEMENT
- MARKETING
- HUMAN RESOURCE
- FINANCE



AMITY UNIVERSITY

AMITY BUSINESS SCHOOL

7TH GLOBAL LEADERSHIP RESEARCH CONFERENCE (GLRC-2022)

THEME:
Leading in the New Reality: Insights into Actions

16th- 18th February, 2022

Prof. (Dr.) Sanjeev Bansal
Dean FMS &
Director Amity Business School
Chairperson GLRC

PUBLICATION PARTNERS: IGI Global, SAGE journals

INDUSTRY PARTNERS: Invest India, Oxford Brookes University

KNOWLEDGE PARTNERS: Centre for Management of Information Technology

ACADEMIC PARTNERS: University of Winchester, Oxford Brookes University

DISTINGUISHED SPEAKERS- INAUGURAL SESSION



Dr. Ashok K. Chauhan
Founder President,
Ritnand Balved Education Foundation
Chairman, AKC Group of Companies



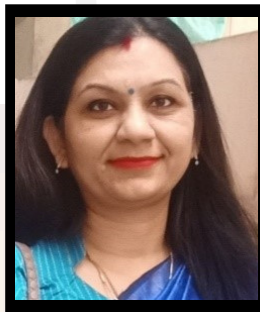
Prof. (Dr.) Balvinder Shukla
Vice Chancellor,
Amity University Uttar Pradesh



Dr. Atul Chauhan
Chancellor,
Amity University Uttar Pradesh



Prof (Dr.) Sanjeev Bansal
Dean FMS & Director ABS



Prof. (Dr.) Vijit Chaturvedi
Co- Chair



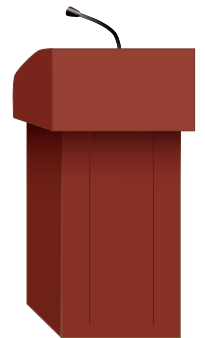
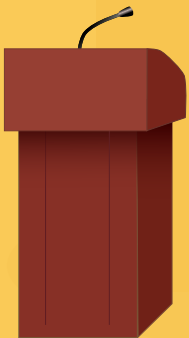
Dr. Vinamra Jain
Organizing Secretary



Dr. Sasmit Patra
Member of Parliament
(Rajya Sabha)
Govt. of India



Mr. Sanjeev Sanyal
Principal Economic Advisor
Ministry of Finance
Govt. of India



DISTINGUISHED SPEAKERS- VALEDICTORY SESSION



Dr. Ashok K. Chauhan
Founder President,
Ritnand Balved Education Foundation
Chairman, AKC Group of Companies



Prof (Dr.) Balvinder Shukla
Vice Chancellor,
Amity University Uttar Pradesh



Dr. Atul Chauhan
Chancellor,
Amity University Uttar Pradesh



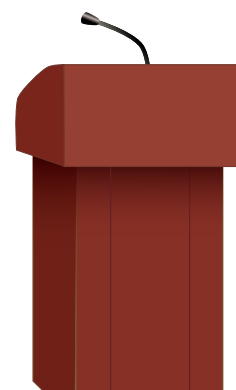
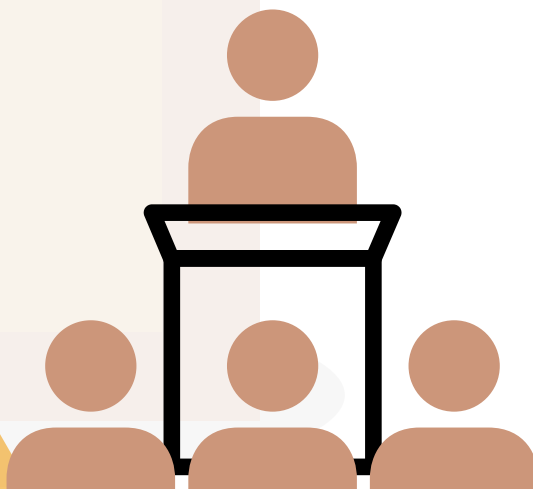
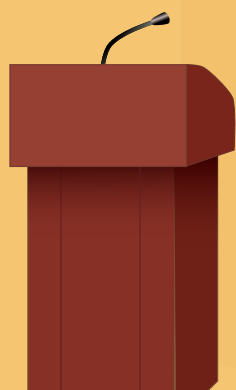
Prof (Dr.) Sanjeev Bansal
Dean FMS & Director ABS



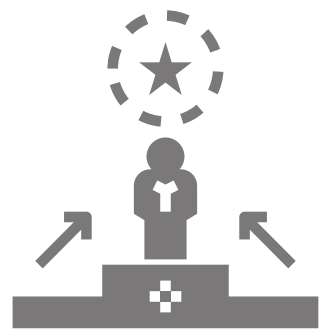
Prof (Dr.) Yong Wang
Professor of Family Business and
Entrepreneurship
University of Wolverhampton, UK



Mr. Ritesh Jain
Vice President &
Head of Corporate
Strategy & Planning
Reliance Retail ltd



AMITY EXCELLENCE AWARDEES



Dr. Karl Moore

Associate Professor,

Mc Gill University CA & Associate Green
Templeton College, Oxford University



Prof. Marwan Izzeldin

Assoc. Dean & Professor
University of Lancaster, UK



Mr. Tom Lowe

Director, Centre for Student Engagement
University of Winchester, UK



Prof (Dr.) Yong Wang

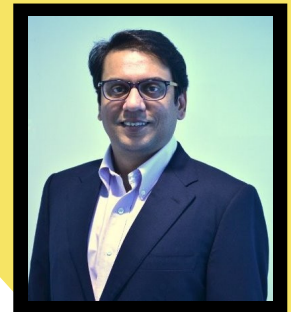
Professor Family Business and
Entrepreneurship

University of Wolverhampton, UK



Mr. Nishant Govil

Managing Director
(Head of India - Technology &
Operations)
Blackrock

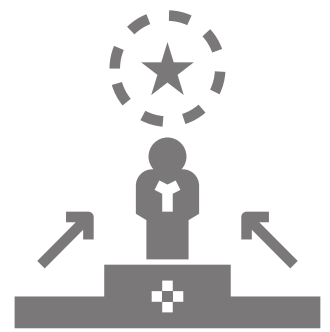


Mr. Priyank Agarwal

VP- Strategy and Business
Development
Exicom Tele - Systems Ltd.



AMITY EXCELLENCE AWARDEES



Coffee Day Beverages



BlackRock, Inc.



TRB Group



The South Indian Bank



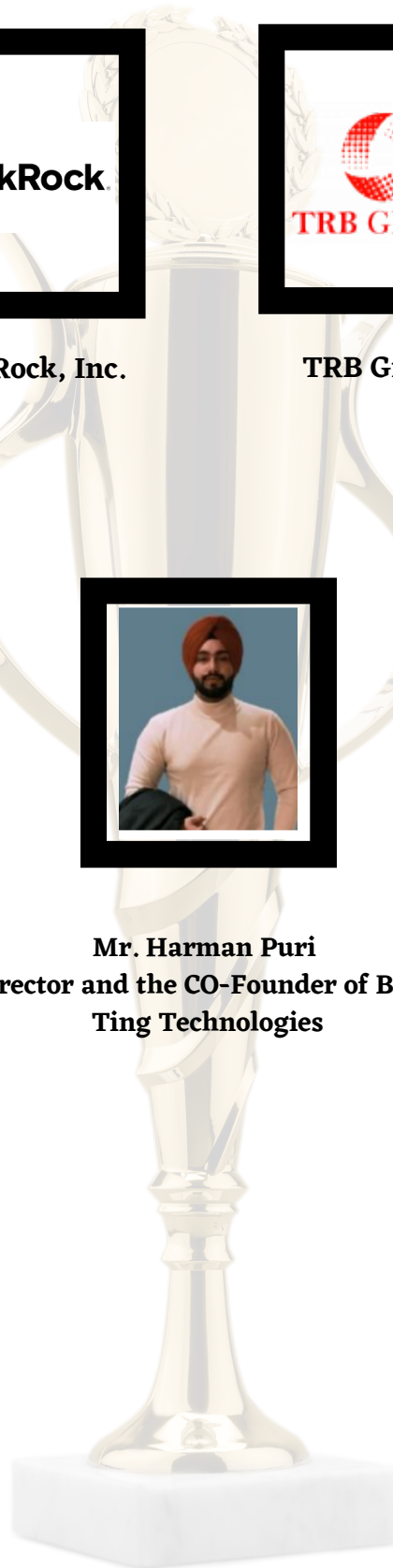
Mr. Jaikrishan G
Founding member of Inclusive
India Economic forum



Mr. Harman Puri
Director and the CO-Founder of Block
Ting Technologies



Prof. Paul Brown
Chairman and Managing Director
of ION Consulting International
Pte. Ltd.



OPERATIONS & QUALITY FORUM



Mr. Munish Mishra
Director, Manav Energy
Group, Noida



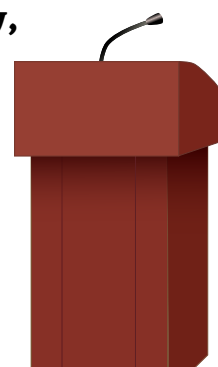
Mr. Amitabh Shergill
Director Operations,
Delhivery, Delhi



Dr. R.S. Rai
Director RPSS and Head
QAE, AUUP



Mr. Joyveer Dutt
Head ESH and EFG
Taskforce, L&T Realty,
Mumbai



MARKETING FORUM



Mr. Shirish Aggarwal
Head Marketing
Communication & Brand
Panasonic India



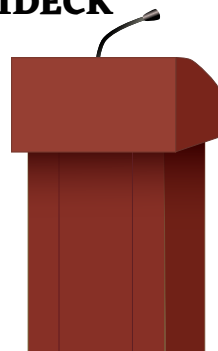
Ms. Sanjana Pandian
Head Marketing, Forever
21 India ABFRL



Prof. (Dr.) Uma Shankar
Educational entrepreneur
(VC at ITM university)



Mr. Aashish Kapur
Sr. Vice President and Head
Business Development, IDECK
Limited



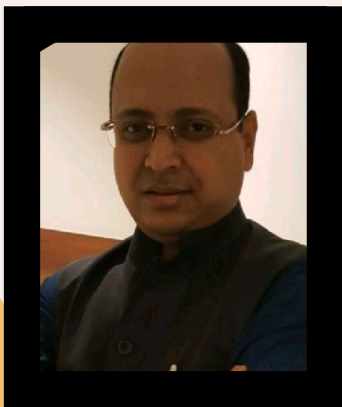
LEADERSHIP FORUM



Ms. Sharmila Sahail
Managing Director,
TIMEX Group



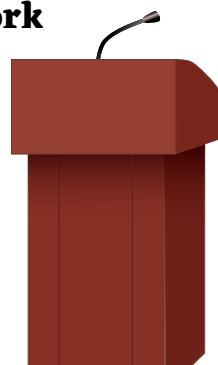
Dr. Paul Brown
Professor of Organisational Neuroscience,
Monarch Business School, Switzerland



Mr. Manas Sinha
Founder, CEO & Managing Director,
Intelli Vectra Technology



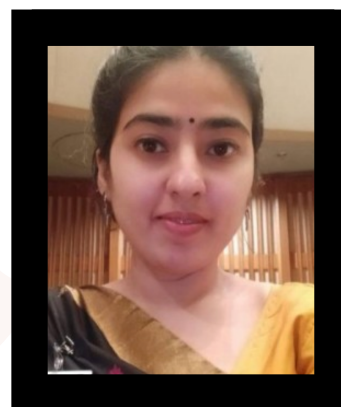
Ms. Shelly Kalra
Sr. VP Operational Risk
Daily Pay Inc. New York



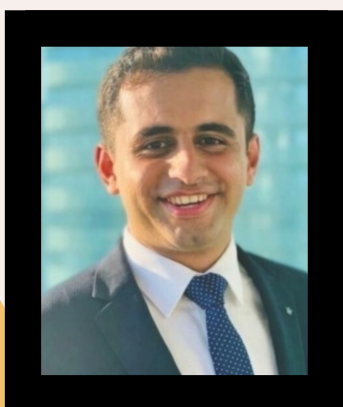
FINANCE FORUM



Mr. Jaikrishnan G
**Founding member of Inclusive
India Economic forum**



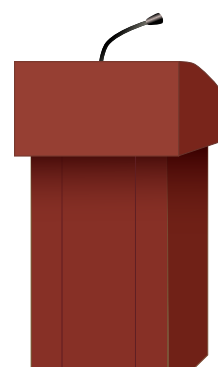
Ms. Gurvinder Kaur
**Director, Economics Division, Dept. of
Economic Affairs, Ministry of Finance**



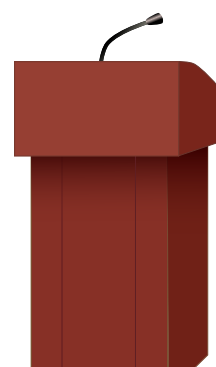
Mr. Nirav Sahni
**Management Consultant,
Kearney**



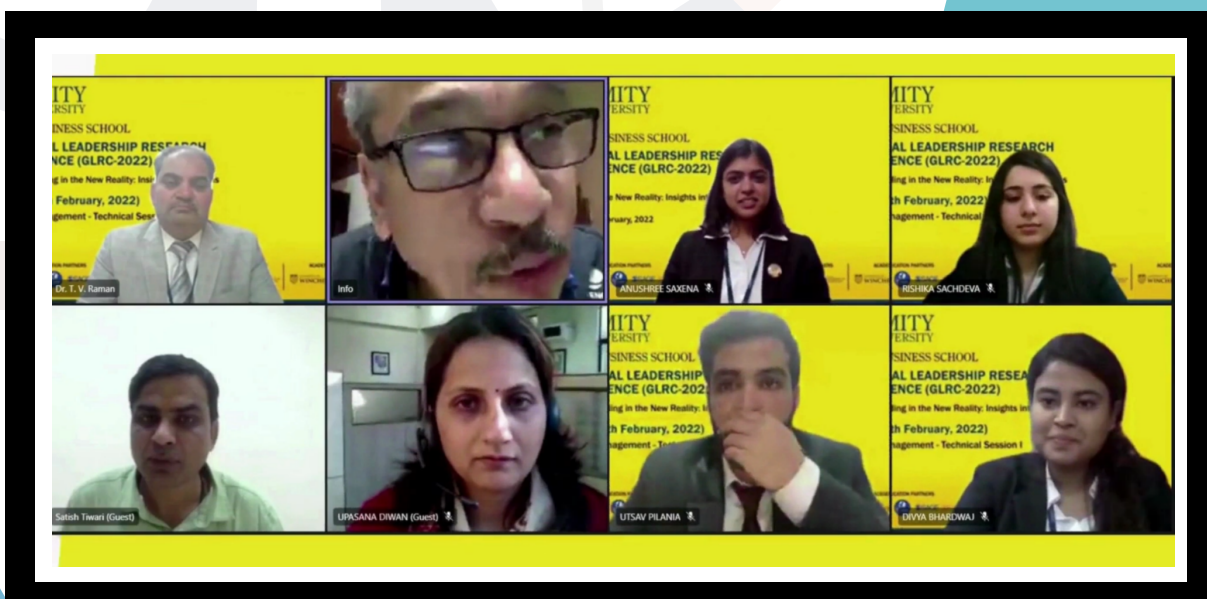
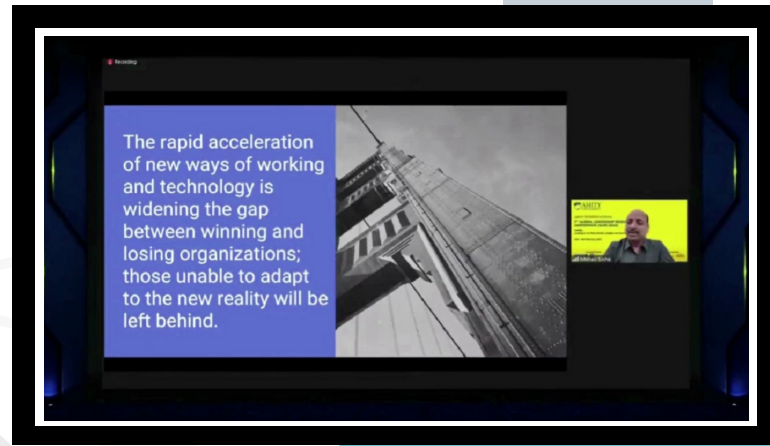
Mr. Vivek Wadhwa
**CFO & Head – Lending Business,
Orix India**



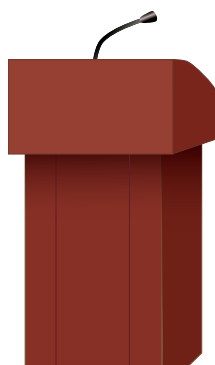
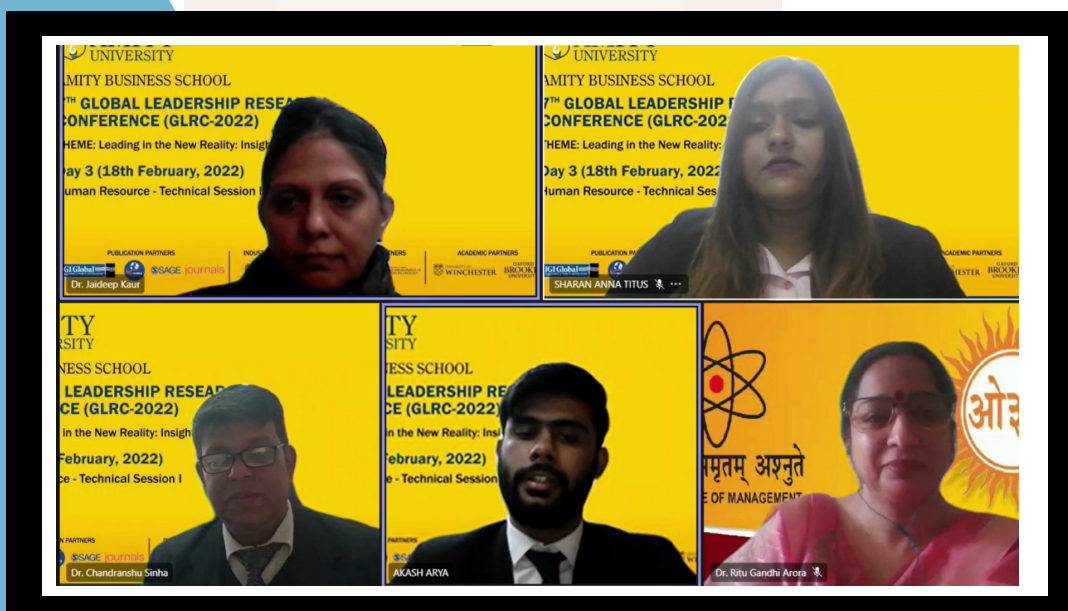
GLIMPSES FROM THE EVENT



GLIMPSES FROM THE EVENT



GLIMPSES FROM THE EVENT





AMITY
BUSINESS SCHOOL

INNOVATIVE BUSINESS MANAGER

AMITY YOUTH FEST 2022





AMITY
BUSINESS SCHOOL



INNOVATIVE BUSINESS MANAGER

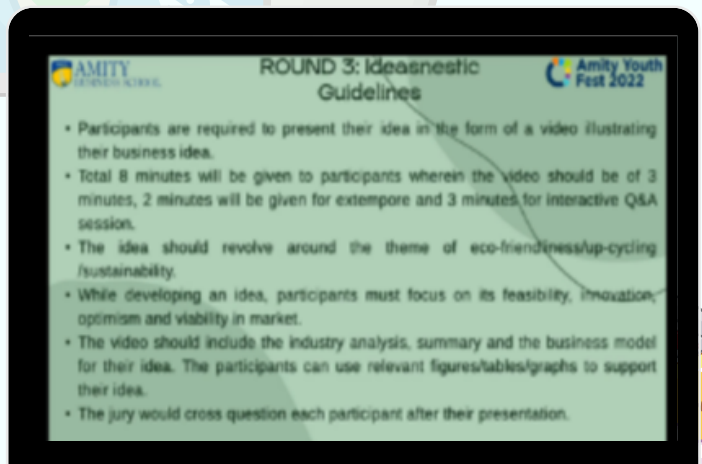
“Changes call for innovation and innovation lead to progress”. It is well acknowledged fact in today’s competitive world. ‘Innovative Business Manager’ was a 3-day event which was held in hybrid mode from 24th to 26th March, 2022 at CR -203, F-2 Block, Second Floor. This event focussed on bringing out the managerial talents in students and providing the platform to learn about critical facets of an organization which is essential for the budding Managers of tomorrow. This competition comprised of six rounds related to various domains of Management stream such as Quiz, Entrepreneurship, Marketing, Finance, Information Technology & Human Resource.





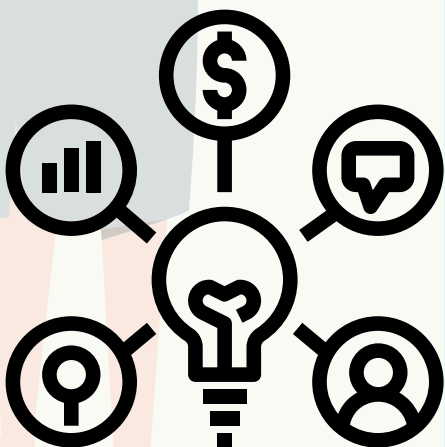
ROUND 1- UNLOCK THE TREASURE

The first round of Innovative Business Manager was the Unlock the Treasure round which was conducted on Dare2Compete platform on 16th March 2022 from 11:00 AM to 21st march, 2022 11:00 AM. This round was an online qualifier round that was conducted to assess the knowledge of the participants of the corporate world and other management skills like time management, analytical skills and reasoning skills. 250+ students registered for the Innovative Business Manager.



INAUGURAL CEREMONY

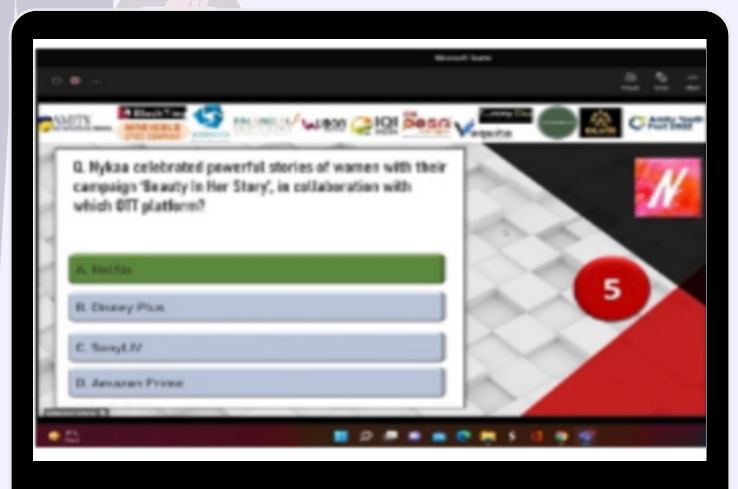
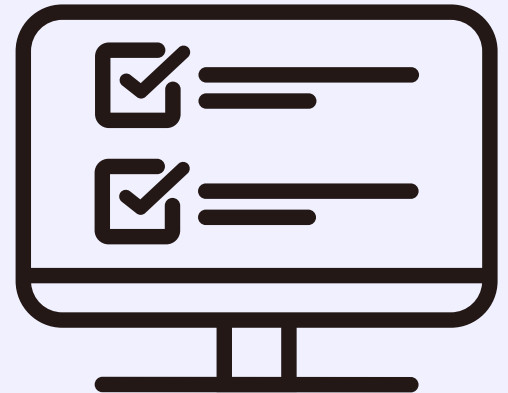
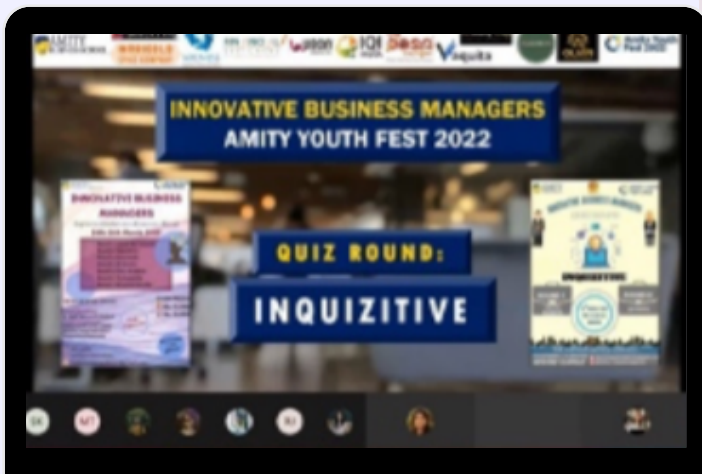
The Inaugural Ceremony is the curtain raiser to the mega event of 'Innovative Business Manager' which is a part of the magnanimous Amity Youth Fest'22. It emphasised on the theme of "innovation" in today's business and corporate world which was followed with a brief description about Amity Youth Fest and its management event. The ceremony was conducted under the guidance of Dr. Supriti Agarwal.





ROUND 2 – INQUIZITIVE

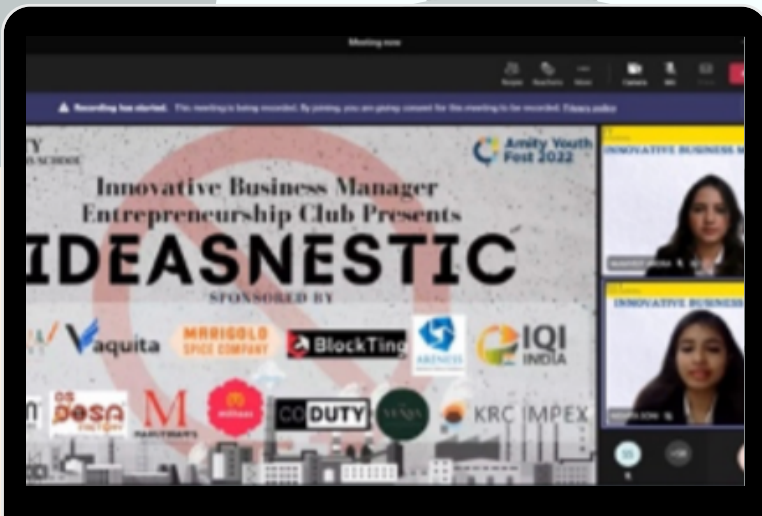
The competition focused on generating awareness related to start-ups. It helped the participants to get more knowledge about the happenings of various Start-ups in different sectors. It was held on 24th March, 2022 from 10 am to 1 pm. The round was conducted under the guidance of Dr. Shweta Awasthi.

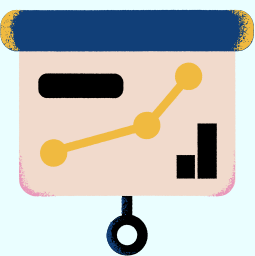




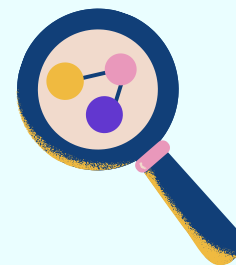
ROUND 3 – IDEASNESTIC

The third round of “Innovative Business manager” was IDEASNESTIC which was a nationwide competition wherein the participants had to showcase their entrepreneurial abilities while focusing on sustainability, up cycling and eco-friendliness. The round was conducted under the guidance of Dr. Garima Agarwal.



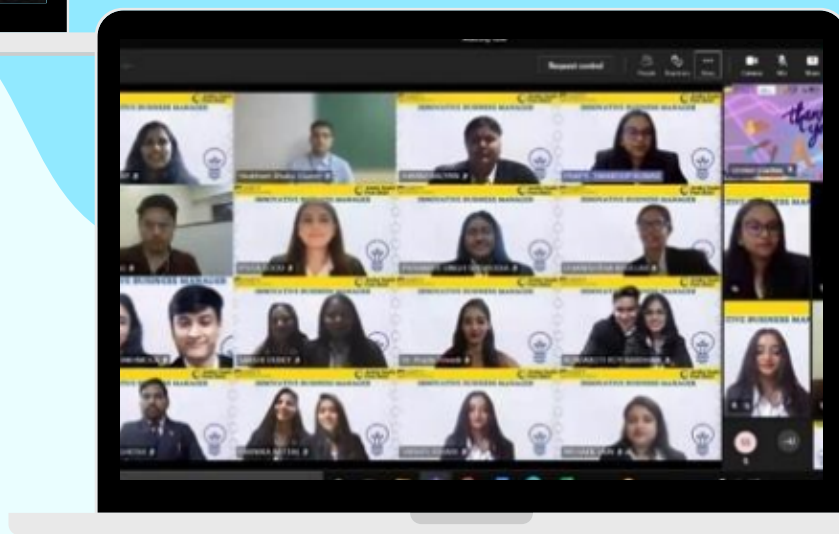
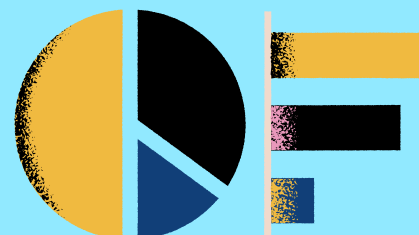


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BUSINESS SCHOOL



ROUND 4 – EL-DORADO

“El – Dorado” was the Marketing Round which was based on the idea of a game round of the famous tv show ‘Squid Game’. Green light, Red light was conducted under the guidance of Dr. Prachi Trivedi. Each participant had to select a symbol out of the 4 options i.e., star, circle, triangle, umbrella where each symbol consisted of an MCQ question related to Pricing. The round was engaging and had high learning scope for both the participants and the audience who supported the competition with high zeal.





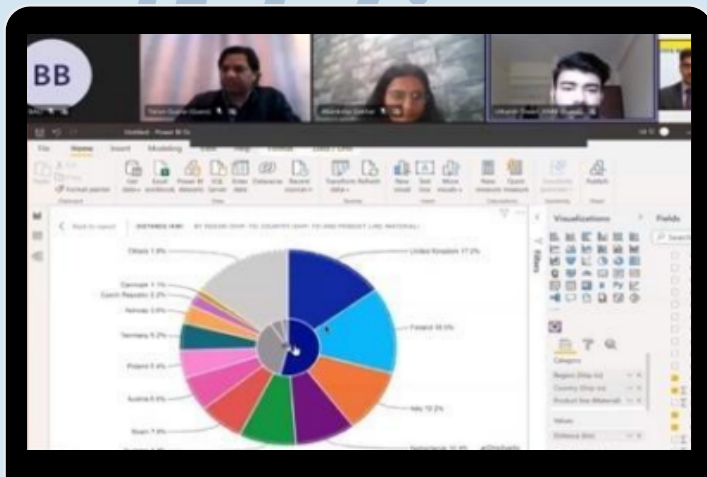
ROUND 5 – FIN-O-ROULETTE

“FIN-O-ROULETTE”, the Finance round was based on the idea of the stock market and was envisioned with the basis to help the participants understand how the capital markets work, inculcating phenomena like investing and personal finance. A Virtual Roulette was created to engage the participants to play a fun game of personal finance by challenging them with various situations to hone their real-world skills. The round was conducted under the guidance of Dr. Ashima Agarwal.



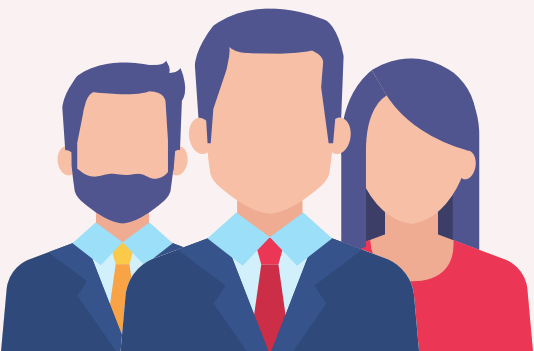
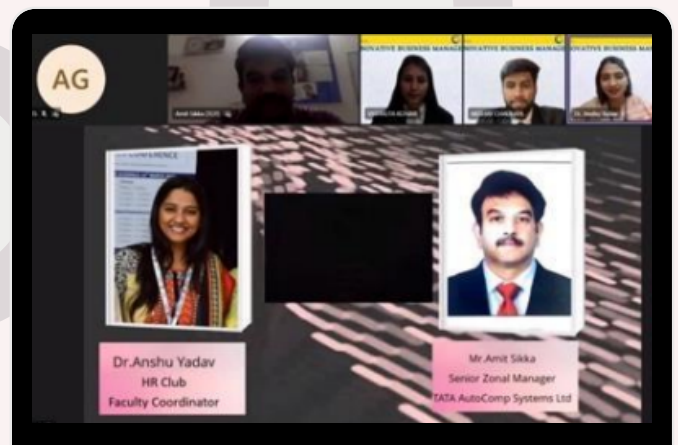
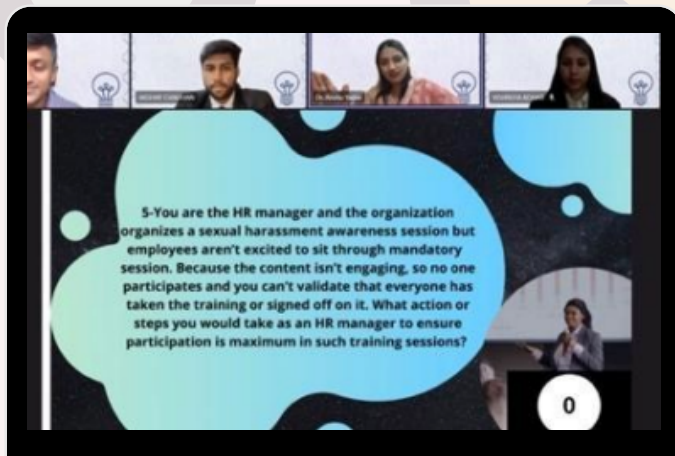
ROUND 6 – TECHNOPHILIA

Technophilia was the technological round conducted under the guidance of Dr. Anita Venaik where the participants were required to analyze data using the analytical dashboards. A dashboard is a one stop destination to visualize business stories narrated by big data and reports to understand the importance of various KPIs and take strategic decisions and it helps managers to analyze data quickly without putting much effort if at any moment the data is manipulated or changed.



ROUND 7 – SITUATION DECODER

Situation Decoder was the HR round in the mega competition. The participants played the role of an HR manager and a corporate HR situation with some form of managerial issue was presented to them and they had to initiate a conversation on it and also come up with a resolve mechanism for the same. Conducted under the guidance of Dr. Anshu Yadav, the round assessed the communication skills, fluency, promptness and the relevance of the solution provided by the participants. The eminent sponsors of the round were Investors Hub, The Poetic News and Stormer Esports.





CLOSING CEREMONY

Student Activity Cell of Amity Business School, Noida conducted the closing session for innovative Business Manager Competition. The session was conducted under the guidance of Dr. Supriti Agarwal while the Vote of Thanks was given by the President of Student Activity Cell, Rishika Sachdeva. The ceremony commended the participants for their brilliant participation in various events that happened under the Innovative Business Managers. All the organizing committee members and the faculty coordinators were also thanked for guiding the competition to success.

Winner

**Mr. Utkarsh Arora
IIT Roorkee**

Runner up

**Jaswasi Jashowanta Sahoo
Xavier Institute of management,
Bhubaneswar**





AMITY
BUSINESS SCHOOL

CLASS REPRESENTATIVES BATCH OF 2022



MBA GENERAL



ANWESHA RAY
Section A

"Work hard and be kind and amazing things will happen."



ANMOL KAPOOR
Section A

"When it comes to success, there are no shortcuts."



SHIVANGI CHAUDHARY
Section B

"Why don't you stop worrying about sounding smart and just be yourself?"



RISHIKA SACHDEVA
Section B

"It will never be perfect, make it work."



SAURAV CHAUDHARY
Section C

"Life can only be understood backwards but it must be lived forwards."



SUPRIYA KAPOOR
Section C

"Nothing in this world can take the place of persistence."



VIRAT RAJ
Section D

"Believe you can and you're halfway there."



MAUSHAM DAYAL
Section D

"Success is where preparation and opportunity meet."



MBA FINANCE



KUNAL SYAL
Section A

"The future depends on what we do in the present."



PAYAM MASOOD
Section A

"Go a step beyond, to stay a step ahead."



VARUN RANA
Section B

"Knowledge always liberates."



MANNAT GILL
Section B

"Success is not final; failure is not fatal: It is the courage to continue that counts."

MBA MARKETING & SALES



Shivam Tyagi
Section A

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."



Shreeya Naveen
Section A

"A wise girl knows her limits, a smart girl knows that she has none."



PRITHWISH GHOSH
Section B

"I believe in being the change."



BHAWNA RANA
Section B

"Soul full of sunshine."



MBA HUMAN RESOURCES



ADITYA TIWARI

"Patience is not simply the ability to wait, it's how we behave while we're waiting."



SANJANA AGRAWAL

"Confidence is the key to success."

MBA ENTREPRENEURSHIP



AMAN GUPTA

"If there is no peace within you how can you expect others to follow suit. Peace is rare and you should be in it's pursuit."



MANSI AGARWAL

"Life is all about opportunities, so grab them as soon as you can."

MBA CONSULTANCY MANAGEMENT



HIYA SHARMA

"Let your success make the noise."



AMITY
BUSINESS SCHOOL

MINDSPARK



ARTICLES BY STUDENTS

IGNITE THE SPARK

In your darkest time
You see the real you
It's the desperate, the poorest
The strongest, and the one who is lost.

It's said that there is always
A spark of hope
But the sparks can
Be lost.

A fire can burn
And you see the way
But you need to ignite it
For that spark.

The tunnels have an exit
And the light from the end
It's the spark, lighting the way through
It makes you shine.

Some people throw water on this spark
Some put out the fire before it starts
Some people don't see the spark
Some might never.

Lost without a map
That's the point
Start the fire
Ignite the spark within.

ANUSHREE SAXENA
MBA FINANCE
BATCH OF 2022



The process of developing new financial products, services, or procedures is known as financial innovation. Advances in financial instruments, technology, and payment systems have all contributed to financial innovation. The financial services business has been transformed by digital technology, which has changed how we save, borrow, invest, and pay for goods.

While large banks continue to engage in mobile banking, FinTech companies such as Paytm assist small businesses with online payments, while investment broker Angel Broking aims to make investing and finance more accessible. Consumers, borrowers, and enterprises now have access to a greater number of financial providers as a result of these advances.

One such example of Financial Innovation is PayPal. We will be discussing about it in detail in this article.

PayPal is the world's 73rd most visited website and one of the world's largest financial innovation examples. Ken Howery, Luke Nosek, Max Levchin, Peter Thiel, and Elon Musk launched PayPal, then known as Cofinity Inc, in 1998. Almost immediately, the firm was a huge success, increasing at a rate of almost 10% each day. PayPal had five million customers by the middle of 2000, and two years later, eBay bought the company for \$1.5 billion. "eBay and PayPal have developed dynamic user networks on the Internet," Peter Thiel said of the acquisition. The beauty of this transaction is that it will allow us to provide new tools and increased flexibility to our communities, allowing them to do more business."

Notwithstanding, PayPal in the end split from eBay in 2014 - a move most were expecting since financial investors had been asking them for a long while. Carl Icahn, American finance manager and financial investor said of the matter, "We are glad that eBay's board and the executives have acted dependably concerning the detachment maybe somewhat later than they ought to have, yet sooner than we expected." According to The Telegraph, two of the most compelling motivations behind the separation were: it constrained financial investors to assess the two organizations independently - something that raised their consolidated worth; and eBay and PayPal had separate key needs and worked in various business sectors.

Today, the organization has a market cap of \$61.6 billion (Feb, 2018), and is as yet developing today having gained organizations like Braintree, Venmo, and VeriSign. Success or failure?

The accomplishment behind this business turning into the greatest online payment processor on the planet has a ton to do with its organizers meeting a hole on the lookout, and deciding to leave eBay brilliantly. Bryan Yeager, an Analyst with eMarketer said regarding the move, "Having PayPal as this autonomous organization is most likely something to be thankful for in light of the fact that eBay is a major online commercial centre, it's a rival to other internet business destinations, and being attached to it could restrict the valuable open doors that PayPal has."

86% of PayPal clients are probably going to suggest the assistance placing this financial innovation in exclusive standard.

That, and sheer assurance - PayPal went through six emphases prior to turning into the online payment goliath it is known as today. Max Levchin, Co-author depicts how they needed to manage a ton of hiccups prior to carrying their item to a crowd of people: "As we began getting truly near opening up to the world, a wide range of insane stuff began occurring. We would get sued by patent savages. Each and every other day you would find 'We documented a claim against you; you're encroaching on this patent' in our fax machine throughout the end of the week since it would get faxed-in Friday night. What's more Monday morning, we're like, 'Another claim. Clearly, we're encroaching on a phone network patent that was the rotating dial. How can that be the case?'"

PayPal offers devoted clients unique limits at chosen retailers, and has a standing of being particularly protected, guaranteeing all data is encoded. As per Dean Turner, PayPal's past Director of Security Intelligence, "Assuming you care about the item [and] you care about your clients, you care about your clients' security - this is what the future holds." This degree of magnificent client assistance helps as 86% of clients are probably going to suggest the help placing this financial innovation in elevated requirement.

DIVYA BHARDWAJ
MBA FINANCE
BATCH OF 2022

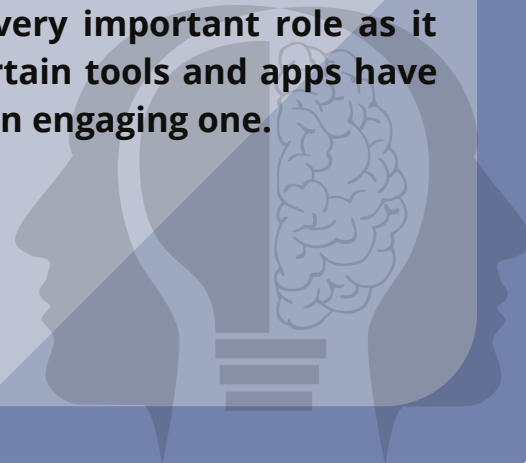


The world is continuously evolving and with this there are certain innovations happening. Innovation is the key to advancement and success for any business. HR being one of the largest sectors has been evolving continuously and here innovation has become a priority as it oversees human capital, which is the most critical aspect in a company's creativity. Innovation will prevent stagnation and opens up new opportunities for HR managers and the firm as a whole. Workers are a company's most valuable asset because leaders and employees determine the company's future direction and operations. Because of the nature of their professions, HR professionals have a unique perspective on the companies they work for. They not only have a thorough awareness of an organization's priorities and difficulties, but they also have the power to shape the company's future through the hiring decisions they make.

HR innovation is the use of new ideas, methods, and technology to better fulfil the organization's and its workforce's ever-changing needs. Innovations in HR can be used for various purposes including recruiting, onboarding, training, and development, or employee engagement etc. Innovation has taken place in all the departments of HR.

The first and the foremost step of an HR is recruiting and one of the most critical and vital aspect for any business. In terms of recruitment process, several tools have been introduced and changed the way how the recruitment process functioned. From having several resumes on desk to now analysing the data using software's and matching skills with job requirements has made the process much efficient. Recruitment process itself has a lot innovations like chatbots, tools to analyse data, use of social media for hiring, sourcing etc.

Second come the onboarding, which is considered to be a part of recruitment process only but is often ignored and this step plays a very important role as it makes a new hire feel like a part of the organization. Certain tools and apps have been developed to make this a smooth process and even an engaging one.



The other innovations in the process of training and development of the employees including introduction of online learning or e-learning which holds a lot new ways to conduct trainings in the organization. The process is more skill based and project based and includes a lot of practical knowledges. Gamification is the new trend that is used as a part of conducting training.

The feedback mechanism in an organization has completely evolved. From just having performance appraisal as the only system of feedback, the introduction of tools has completely changed the process. There are more ways to carry of the feedbacks like 360 Degree feedback, Regular check-ins, Pulse Surveys etc. The tools have made this process more effective and efficient now. Not just this, covid-19 has made the organization introduce wellness programs for employees where certain tools are used in understanding the mental well being and health of their employees.

Innovations in the HR sector has not just made the processes better but it also a cornerstone for success for every business. This is not the end of innovation but a beginning of it. This HRM will keep adapting and changing according to the newer developments and strategies and in the coming time, we will just see this sector evolve so much. The only concern is the adaption of such changes by the organizations.



INNOVATION: THE REVOLUTIONIZER

Coming from the greatest innovator and creator of all times, who has revolutionized the way technology is perceived, Steve Jobs had said, "Innovation is the ability to see change as an opportunity, not as a threat".

As creators, innovators, scientists, technological leaders and more come together to brainstorm and activate their grey cells they give birth to concepts, ideas, visions etc. that are ready to revolutionize the world and make life simpler and efficient.

Innovation is like breathing a new life into the world as with it comes a new hope, new aspiration and a foresight that can change the life for better. It has become the ladder of growth with breakthrough discoveries been made by great stalwarts till date. When creativity and innovation collaborate as one, we see the ingenious minds transcend the challenges and boundaries of their mind to bring forth path breaking ideas on the table that would create history in times to come. Modernization and innovation are like conjoined twins, inseparable and need to go hand in hand. What is modernization? Its simply seeing and perceiving things in a new and unique way. So, in order to make that possible one has to take the help of innovation to make the perception of the mind be brought out live.

The zeal and willingness to innovate ignites the urge to stimulate the mind, think out of the box, go beyond the comfort zones, rise above failures, strive for excellence and create an indelible mark in the world that is remembered and cherished for life, due to the work and passion one showcases by converting dreams into reality merely by innovation.

These days for businesses to grow is it vital to innovate at every stage of the business whether it's the processes, functionalities, products or services, technology and more. If one has to focus on the area where innovation is a mandate then it would be technology as that's what helps in gaining a competitive edge in the market and be in the lead.





INNOVATION: THE REVOLUTIONIZER

Technological advancement is a key driver in the field of innovation as it possesses the ability to revamp tasks and structures into a new and innovative way. It can transform human resource functions, marketing methods, operational processes, financial aspects and most importantly the face of the entire dynamics of business into a world as never explored and experienced before.

In my opinion in order to innovate, one has to invigorate the mind first as it all begins from the psyche of the mind as well as its thinking that leads to the path of innovation and creativity. It all comes to perseverance, resilience and determination to achieve the goal that makes you give the best as well as showcase ardent devotion towards innovation as if it were like admiring your own self.

RONJABOTI ROY BARDHAN
MBA GENERAL
BATCH OF 2022



A NEW LIFE

Being a part of this hypocritic unnatural materialistic society we still can find a new life worthy of living and sharing your experiences with someone who cares and loves you for who you are and walks with you in your thick and thin.

"Life is a book that you only get to read once"

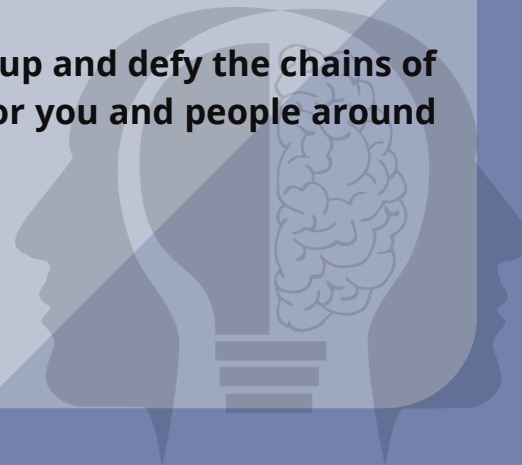
We as humans have an instinct of survival and we just can't deny this fact, but some people have lost this instinct they don't want to live anymore they don't want to be a part of this society they don't see their part that is meant for them to play in the society. They are fighting alone all by themselves and no one tend to take notice they disguise themselves as happy people scared of showing their dark side to the society because all people usually do is judge them and stamp them as outcasts and no one really cares until it's too late.

I can see it clearly the root cause for the majority of such issues is that we have made standards unprecedented standards for everything around us for instance how can we define beauty there is no such definition that defines beauty so in reality the word ugly has been created by us to glorify beauty, according to me there is nothing ugly everything and everyone is beautiful in its own way it has its own essence and aesthetics, speaking of the word perfect how can you define perfect on this planet what will you compare it with to say if something is perfect or not I just can't see the purpose behind many words in the modern language it seems the words we use are meant to divide and not to unite.

We need to step out of this matrix it's a loop going on for years, we need to stop defining what's normal and what's not normal, we need to make people feel comfortable around us, we need to take the first step and try to change the ways we need to accept the fact that everyone will not fit into the unrealistic standards of this this society we need to accept that everyone has a completely different part to play in this world everyone will have different set of skills and abilities, we need to stop judging people just because they are different from others as quoted by Einstein "but if you judge a fish by its ability to climb a tree, it will live its whole life believing it is stupid"

The change begins with us we can see through it and step up and defy the chains of society and set yourself free and try to create a new life for you and people around you. Which guaranteed would be a beautiful one.

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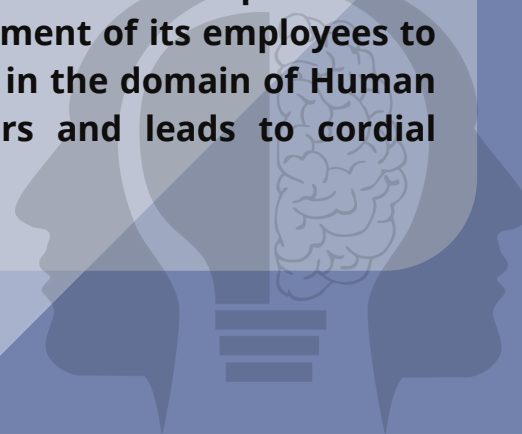


Innovation and Changes are what helps an individual thrive in this dynamic and fast pacing world. Innovation entails 'bringing the best ideas into reality' i.e. helps to transform an Idea into something of utility. But, innovation can only be generated through creativity. That spark of creativity in one's mind enables an individual to innovate and integrate it into our lives. Creativity is an ability that everybody has, yet they think they don't. It is not always something unique, it can be an addition to one's imaginative ability, think about what you can make and enhance as well. Everyone has a potential, it simply requires some investment of time and effort.

The spark in one's mind if ignited can lead to greater innovations.

Innovation is the driving force of a business venture. Without innovativeness, it would be difficult for a person to advance and open up new possibilities. People occupied in the business world are constantly chasing after luxury and riches through advancement. It is an open truth that an organization's prosperity doesn't come from its infrastructure, ambience, and property rather it comes from its scholars and systems abilities. Development and data are the urgent resources of a business and there is a need to figure out how to deal with these resources in new ways.

Development and transformation can be done in any domain under humans. Humans are the most important asset for an organization; therefore their management is quite essential. With ever changing environment and growing diversity due to globalization people need to be guided through a broad and new approach. Recent innovations in the field of Human Resources have proved that constant advancement is required in this dynamic scenario. Companies are investing in software for talent and performance management of its employees to successfully supervise and empower them. Advancement in the domain of Human Resources creates a culture of coaching between peers and leads to cordial relations.



HR is not the only domain where innovation and changes are taking place. Being able to cope up with customer demands and technological advancements along with giving priority to its customers is significant in the marketing arena. Making an amazing client experience implies giving buyers more than what they need. Strategies are formed to deal with constantly changing consumer behaviour. One quality that links all these strategies and decisions is innovation. This in turn helps in adaptability, exploring and grasping new opportunities to survive in this harsh world. Having the option to enhance, permits brands to conceptualize novel thoughts and set up them as a regular occurrence. Products are now designed and promoted in such an innovative way that creates a wonderful customer experience.

While the adoption of Technology and Innovation by organizations may be lagging behind, but the need is clearly there to face the challenges in the future. A spark to start something new can give birth to an opportunity and what lies in its heart is Creativity and Innovation.

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COVID-19 shows more disruption to tourism and hospitality than World War II. The workers in these industries were the worst affected because few of them had ongoing employment contracts prior to the epidemic, instead relying on non-standard and complex plans including self-employment, compensation, and secular work. Extraordinary employees often do not have the qualifications such as annual leave and sick leave. Of all hospitality employees, 65% are non-specialized employees. 25% loading on an hourly wage is designed to allow them to build a safety net, but this loading is not enough to ensure the long-term health of employees without work.

Extraordinary work is becoming more and more common all over the world, as employees participate as needed without the assurance of continuous employment. The recent emergence of popular online forums and peer-to-peer trading platforms offers additional unique operational opportunities. For tourism and tourism, online forums such as Zomato and Airbnb are organizing such gigs. Platform employees, unlike regular employees, are not employees and cannot access related benefits or protections.

Adaptation to unfamiliar types of work reduces risk for employers and can benefit certain employees, especially those who have competitive practices such as education or care responsibilities and those who are unable to find permanent employment. Unusual work and provides access for local migrant workers.

However, unusual work is associated with insecurity and income instability, which can have a negative impact on mental health and increase social spaces. COVID-19 exacerbates this problem as nonprofit workers struggle to support themselves during the compulsory leave, highlighting the need to rethink the long-term performance of existing types of tourism and hospitality activities. This research note proposes a new post-COVID-19 model for the sustainability of tourism and hospitality workers.

The following important information from the COVID19 epidemic informs the model:

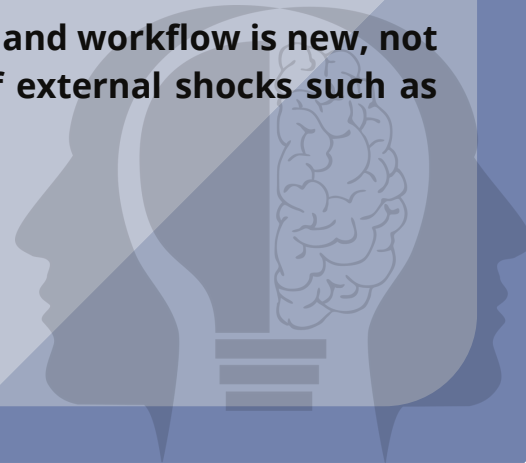
- Unusual working arrangements, even if loaded with safety-net, do not provide adequate protection in the event of an epidemic where workers are not paid for long periods of time.
- Epidemic diseases affect sectors differently. Non-essential services suffer the most, while essential services meet the growing demand. Employees need to be replaced quickly and surprisingly. During the COVID-19 era, for example, supermarkets were in dire need of additional workers, and some sectors went into hibernation.

- In epidemics, one of the two aspects is introduced to employees: Low-level technologies in critical areas, such as intensive care and policy development (Humphrey & Nash, 2020); or transferable skills that facilitate the movement of workers from sleep deprivation to the 2 emergency sectors of the economy. During COVID-19, for example, tourism workers were transferred to supermarkets.
- Epidemics are expected to increase significantly in the future. The economic sector needs to be strengthened as it is rebuilt after COVID19. This study contributes to the knowledge by prioritizing the post-COVID-19 model for the sustainability of tourism and hospitality workers. This model is based on the idea of skills transfer within and across the service sectors. It provides employers with increasing levels of flexibility, ensures a high level of security for workers' incomes, and is likely to meet the need in emergencies during an epidemic. The effective value of our model lies in its ability to prevent global epidemics.

In the mobile world of the industry, transferable skills are becoming increasingly important as they provide employees with the opportunity to travel between different sectors following demand and exploiting existing opportunities. Mobile sector workers are also helping the economy during the recession as 3 reduce unemployment and fill the huge unemployment rate. However, skills transfer is not currently underestimated by employers, employees, and coaches alike.

Once a candidate has acquired skills that can be transferred to the industry, they can work in all fields within the service industry. Some fields may require specialized skills such as foreign language skills in tourism and hospitality. Some employers may also want to train their employees for specific skills. Each additional sector - and a set of employee-specific competencies further enhances individual employment security and employee stability across the nation. For example, an employee may have skills transfer skills, management skills, and basic medical training. Such a worker may have worked in the reception area at first, but in the fall, when the reception is winter, they may move into a nursing home, or help out of a call center at a government welfare center.

Although the concept of transferable skills in the industry and workflow is new, not enough attention is paid to its use, especially in times of external shocks such as epidemics. Although epidemics increase the demand



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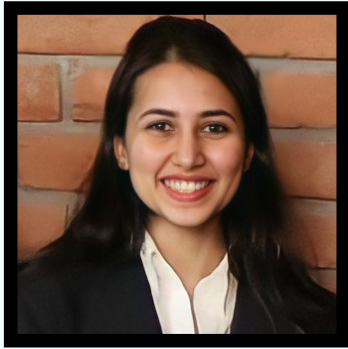
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