

Dr. Akhilesh Das Gupta Institute of Technology & Management



School of Business Studies (BBA)

Event: Badminton Tournament

Date: 2nd May, 2023

Department: School of Business Studies (BBA)

Venue: ADGITM Badminton Court

Event Coordinator: Ms. Ankita Upadhyay & Ms. Vimla Sharma

Objectives: To create a chance for participants to interact and build relationship with each other & to promote sportsmanship amongst participants.

Activities Undertaken: The Event and Sports Committee of Dr. Akhilesh Das Gupta Institute of Technology and Management organized a one-day badminton tournament for management students on 2nd May, 2023. The event was aimed at boosting the morale and interaction of the students in a stressful environment. It also provided an informal setting for students to interact with each other outside of their academic work.

The tournament featured 14 players, including 5 girls and 9 boys, who competed in men's and women's singles matches. The players showed great skill and athleticism, and the matches were very close and exciting. The event was a great success and everyone enjoyed watching and playing badminton. The winners and runners-up received trophies, cash prizes and certificates, while all the participants received medals and certificates to encourage them for future participation.

The day ended with motivating words from the Director and the CEO, and a vote of thanks from the Event committee. Overall, it was an excellent idea that

created a platform for students to engage in physical activity, socialize and build stronger bonds within the college community.

Beneficiaries: Students of MBA

Outcome: The outcome of the event was positive and successful. The event achieved its objectives of providing a platform for students to engage in physical activity, socialize and build stronger bonds within the college community. The event also showcased the skills and abilities of some of the top young players in the sport of badminton. The event was enjoyed by all those in attendance, and it provided an excellent showcase of the sport of badminton. The event also received appreciation and support from the director, the CEO and the staff of the college.

Events Highlights:







Dr. Akhilesh Das Gupta Institute of Technology & Management



School of Business Studies (BBA)

Event: Workshop on “How to Write a Research Paper in Scopus Listed Journal?”

Date: 18th May, 2023

Department: BBA

Mode: Online

Resource Person: Dr. Vibha Arora, an alumna of IIM-Ahmedabad, a doctorate in Marketing, and an Associate Dean at IBS Gurgaon

Objectives: To provide guidance and tips on writing a quality research manuscript that meets the standards and requirements of Scopus indexed journals.

Activities Undertaken: A workshop on “How to Write a Research Paper in Scopus Listed Journal?” was held on 18th May '23 by the Department of Management Studies, ADGITM, in collaboration with IBS, Gurgaon. The workshop was led by Dr. Vibha Arora, an Associate Dean at IBS Gurgaon and an alumna of IIM-Ahmedabad.

Dr. Vibha Arora started the workshop by assessing the audience’s background and level of expertise. She then explained the “rules of the game” for writing a research paper that meets the criteria of Scopus listed journals and shared her insights and lessons learned from her experience as a reviewer and an author. She guided the participants through the different sections of a research paper and the sources of information and references. She also gave useful tips and techniques on how to write a high-quality research paper that stands out from the crowd. All the queries and doubts of the participants were handled by the speaker with patience and clarity. The workshop was engaging and informative.

Beneficiaries: Faculties & Research Scholars

Outcome: The participants learned how to write a research paper in Scopus listed journal. They gained valuable knowledge and skills from Dr. Vibha Arora, who shared her expertise and experience as a researcher and a reviewer. They also got feedback and clarification on their doubts and queries. The workshop was beneficial and helpful for the participants who wanted to improve their research writing abilities.

Events Highlights:

 **Dr. Akhilesh Das Gupta Institute
of Technology & Management**
(Formerly Northern India Engineering College)
Approved by AICTE & Affiliated to GGSIPU

 **BBD GROUP**



Resource Person
Dr. Vibha Arora
Alumna, IIM-Ahmedabad
(IBS Gurgaon)

**Management Department
organizes a
Workshop**
“How to write a research
Paper in Scopus listed journals”

**18TH MAY, 2023
02:30 PM ONWARDS
VENUE: ZOOM**

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ADGITM**
The Official Management Society

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Microsoft PowerPoint interface showing a slide titled "Sharing few lessons (rules of game) learnt by working as reviewer and author". The slide content includes:

Sharing few lessons (rules of game) learnt by working as reviewer and author

1. Publishing Dots and Dots?

2. Sharing few lessons (rules of game) learnt by working as reviewer and author

3. Lesson 1 (As author) Focus on review topic

4. Lesson 2 (As reviewer) Focus on review topic

- Accuracy
- Clarity
- Conciseness
- Consistency

5. Lesson 3 (As reviewer) Focus on review topic

- Accuracy
- Clarity
- Conciseness
- Consistency

Click to add notes

Slide 2 of 23 English (United States) Accessibility: Investigate

👋 (4)



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life situations such as divorce/separation, and other life events in the consumer lifecycle, such as marriage, education, and career changes. Therefore, it is important for luxury retailers to stay in touch with such reduced consumption consumers, because when they revert to regular consumption patterns, it is the rapport and human element, combined with the sharing of digital offers through technology, which would enable the relationship to thrive and sustain, enabling top of mind recall. Likewise, rapport and social engagement can result in long-term benefits that can add great value to the firm, such as innovation through customer insights, creating new technology interfaces, and executing new processes to enable customer satisfaction, delight, and loyalty. Therefore, our study provides actionable phygital growth strategies to luxury retailers that can be part of their blueprint for success.

7. Limitations and future research directions

Our study contributes to the omnichannel literature and introduces the concepts of rapport building and social engagement in the phygital realm, for luxury retailers, which can help them in successfully navigating and strengthening their operations, in order to bolster market share, retain old customers and attract newer ones. While our research is unique because it offers insights from the retailers' point of view and is a good starting point to explore phygital capabilities, there are certain limitations, that future researchers can resolve. Our qualitative interviews were conducted with retailers and senior executives of luxury brands, such as Burberry, Armani, Coach, Hugo Boss, Ermenegildo Zegna, Diesel, and Canali. Future research can look at interviewing consumers along with retailers to frame a more holistic picture. Although qualitative research can yield rich insights, particularly for topics like these which are insufficiently researched and understudied, we feel a mixed-method research approach, which includes both qualitative and quantitative research, could generate important findings that can add great value to luxury retail managers and practitioners. In addition, our qualitative research study was conducted in India and although extant research demonstrates that India is one of the fastest-growing emerging markets and represents most emerging/Asian markets very well (Banerjee et al., 2015), it would be interesting to evaluate the generalizability of this research in developed markets such as The United States, United Kingdom, Canada, and parts of Europe, including Italy and France, which are big markets for luxury brands. Finally, future research can also explore the moderating effects of minimalistic consumption, including different minimalism typologies, as identified by (Pangarkar et al., 2021), and how those contribute to the phygital and rapport building approaches, particularly for voluntary simplicity, reduced consumption, and inconspicuous minimalism consumers.

References

Arora, N., Tashiro, A., Chak, M.H., Nussir, K., 2021. A cross-cultural study of consumer

Dr. Akhilesh Das Gupta Institute of Technology & Management



School of Business Studies (BBA)

Event: Seminar on “Effective Communication & How to face Interviews

Date: 24th May, 2023

Department: School of Business Studies (BBA)

Venue: Auditorium, 2nd Block

Resource Person: Mr. Umesh Kalra, Ex IES (1983), (former member of Indian Economic Service) and Professor at IBM, Gurgaon

Event Coordinator: Ms. Ankita Upadhyay

Objectives: To provide students with valuable insights and tips on how to communicate effectively and confidently in various situations, especially in job interviews

Activities Undertaken: The School of Business Studies (BBA), Dr. Akhilesh Das Gupta Institute of Technology and Management held a Seminar on “Effective Communication & How to face Interviews.”. The seminar was led by Mr. Umesh Kalra, Professor, IBM Gurgaon and Ex-IES.

The Seminar covered the basics of communication, such as verbal and nonverbal communication, listening skills, and body language. It also dealt with the specific aspects of communication in job interviews, such as how to prepare for an interview, how to answer common questions, how to showcase strengths and achievements, and how to avoid common mistakes. Mr. Umesh Kalra highlighted the importance of verbal communication and Non-verbal communication. He also showed how gestures and body language can enhance confidence and rapport at interviews. He further clarified the ideal postures and the do-s & don't-s during interviews. He also offered tips on how to dispel any negative

thoughts, maintain calmness in the interviews, common questions asked and sample answers to give.

Beneficiaries: Students of BBA

Outcome: The outcome of the event was positive and successful. The participants will learn how to apply the communication skills in job interviews, such as how to prepare for an interview, how to answer common questions, how to showcase strengths and achievements, and how to avoid common mistakes.

Events Highlights:



**Dr. Akhilesh Das Gupta Institute of
Technology & Management**
(Formerly Northern India Engineering College)
Approved by AICTE & Affiliated to GGSIPU
FC-26, Shastri Park, New Delhi-110053



Resource person
Prof. Umesh Kalra
Former Senior Advisor, GOI
(Prof. at IBS Gurgaon)

**Management Department
organises a**

Seminar

**" Effective communication & How to face
Interviews"**

24TH MAY , 2023

11:30 AM ONWARDS

**VENUE : AUDITORIUM 2ND BLOCK
GROUND FLOOR**



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