



'How to avoid publishing in predatory journals?' | FDP

The Research Cell of G.L. Bajaj Institute of Management and Research. PGDM Institute organized a One-Day FDP on 'How to avoid publishing in predatory journals?' on 10 August, 2022. The resource person Prof. (Dr.) Sumit Narula, Deputy Dean Research (Publications and Research) & Director, Amity School of Communication, Amity University Madhya Pradesh, Gwalior was invited for the same. He explained all the possible ways to identify fake/cloned/ predatory journals and how to check databases like UGC Care, Scopus, Web of Science, ABDC and many more online resources.

He also emphasized the growing importance of ORCID and DOI in research papers. In addition, Dr. Sumit Narula discussed how to identify open access journals. All the faculty members appreciated this interactive and informative session. Dr. Piali Haldar, Associate Professor, GLBIMR coordinated this FDP and extended her note of gratitude to all associated members for its successful completion.



G.L. Bajaj Institute of Management & Research. PGDM Institute

Vision

To be an institute of global repute for imparting knowledge, skill sets, confidence and values for being self-reliant and pleasantly employable.

Mission:

- To create a sustainable learning ecosystem to build cognitive potential.
- To inculcate quality leadership, corporate understanding and global competence.
- To inculcate entrepreneurial skills & startup attributes for the spirit of self reliance.

Independence Day | Patriotic Beat

The institute celebrated Independence Day with patriotic fervor on 15 August 2022. Hon'ble Rtd. Maj. Gen. A. K. Shukla and Hon'ble Rtd. Colonel Shri C. S. Shishodia graced the occasion as chief guest and guest of honor respectively. They unfurled the tricolor flag and all the members present sang the National Anthem and expressed their joy of freedom. Mr. Pankaj Agarwal, Vice Chairman, G.L. Bajaj Group, Greater Noida recalled the sacrifice of great souls during the freedom movement. He mentioned that all of us should adopt high ethical standards towards creating Atmanirbhar Bharat.



'How to choose career in an impacted economy?' Expert Talk Series

Mr. Ashish Mehta, Founding Partner of Second Nature Sustainable Solutions, conducted a very relevant session on 'How to choose a career in an impacted economy?' on 9 August 2022. He shared his insights and perspective with the PGDM 2022–2024 cohort at G.L. Bajaj Institute of Management and Research, PGDM Institute, Greater Noida. The purpose of the talk was to make students aware about choosing the right career path and be stable and empowered in life even during turbulent economic times. He covered how the economic cycle influences the whole job market or the employment rate. Students got to know how India's financial markets have performed brilliantly, while allowing Indian corporations to raise record levels of risk capital. He also emphasized on the concept of Impact Investments– investments made with the intention of generating both financial return as well as social and environmental return towards realizing a more sustainable vision. The session was organized by Mr. Ripu Daman Gaur, Associate Professor, GLBIMR for sensitizing the youth about employability quotient and how they can upskill themselves on a constant basis by exploring the future possibilities.





‘Workshop on ‘Data cleaning : The first step’

A workshop on ‘Data cleaning: The first step’ was conducted on 13 August 2022 by Mr. Vikram Kumar Sharma, Assistant Professor, GLBIMR for the PGDM Batch 2022-24. The motive of this workshop was to impart knowledge on data cleaning and its relevance in today’s world where data is the new oil. He illustrated how real-time data cleaning is done and how crucial it is in decision-making and enhancing overall efficiency.

He discussed many aspects such as deleting inaccurate, corrupt, malformed, duplicate, or incomplete data in a data set. With the help of examples and data sets, he explained how wrong data might make findings and algorithms appear right but can be untrustworthy. Students got to know that it is critical to build a template for each data set and execute it correctly every time.





'Growth Marketing: Next frontier of marketing' | Expert Talk Series

On 11 August 2022 an Expert Talk on 'Growth Marketing :Next frontier of marketing' was organized for the students of PGDM Batch 2022-24. Mr. Ajoy Shah, Consultant, J K Tyres was the resource person for this expert talk. The main objective of the session was to acquaint the students with growth marketing, which is driven by a customer-centric approach for building customer relationships. In this session, the students got a holistic understanding of growth marketing which necessitates the dynamic relationship between sales and marketing.

The clear distinction between traditional marketing and growth marketing, the shift in the marketing paradigm toward agile marketing, and T-shaped marketing were the main foci of the session. Students learned about identifying and meeting the demands of the target market and developing a distinct competitive edge, which also involves choosing appropriate channels for maximizing reachability. Mr. Ajoy shared how businesses are continuously seeking innovative methods to sell themselves by executing successful strategies. The talk was organized and coordinated by Dr. Surabhi Singh, Professor, GLBIMR for helping the students understand and explore the new marketing arenas.



ALUMNI CORNER

Need of financial planning in your 20's

Making money and having financial security matters a lot. We all need to update ourselves on a continuous basis to manage and grow our financial resources. Being in the field of financial domain, I have clearly understood that not only earning money is important but we need to grow our money simultaneously. We can learn the ways to manage our money for meeting future uncertainty and for achieving long term goals. One can explore the investment option and can plan their secure future. In your 20's one needs to invest in a disciplined manner and SIP is one of the best ways for that. Mutual funds give decent returns when invested for a long time horizon. A small investment initiated in your early 20s can give a surplus of wealth at your retirement. In addition to this, one should always follow the financial pyramid. The pyramid comprises self and family protection, emergency fund(6 times of the salary), growth, wealth creation and wealth distribution.

Last but not the least, everyone has a goal. The goals which are in financial terms require proper planning. Every investment should have a specific goal. In a nutshell, financial planning if started in the early 20's, can help the youth to create wealth in the long run!



Ms. Asrita Singh

Assistant Manager

ICICI Mutual funds

PGDM Batch 2019-21

<https://www.linkedin.com/in/asrita-singh-01443418b>

Alumni of the month | August 2022

GLBIMR congratulates Mr. Deepanshu Gupta for joining iSON Tower, Philippines as Data Analyst at a whopping package of 19.86 lakhs p.a. He was initially working with Zamil Infra Pvt. Ltd., Gurugram, Haryana as a Data Analyst.



Mr. Deepanshu Gupta

Data Analyst

iSON Tower, Philippines

PGDM Batch 2020-22

<https://www.linkedin.com/in/deepanshu-gupta-97a665203>

THE GLB TIMES

1-15 August 2022

Fortnightly Newspaper

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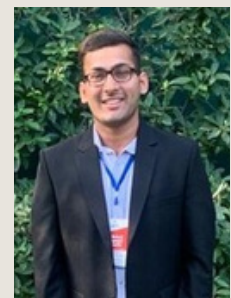
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Message from the Desk of the Students Editorial Board

We are proud to present the 85th Edition of the Fortnightly GLBIMR Newspaper 'THE GLB TIMES'. As we strive to keep you updated about the most happening events on the campus, write to us with your suggestions regarding columns to be added to make our student bulletin even more engaging. We look forward to getting your valuable suggestions to deliver the best to our avid readers! Kindly mail us your suggestions at theglbtimes@glbimr.org.



G.L. Bajaj Institute of Management and Research. PGDM Institute, Greater Noida was established in 2007 under the umbrella of GL Bajaj Group of Institutions. GLBIMR.PGDM Institute embarked on the journey to promote higher education in NCR. In record time of 15 years, GLBIMR. PGDM Institute has demonstrated meteoric growth and has carved a distinct niche for itself in the field of management education. GL Bajaj Institute of Management and Research. PGDM Institute, Greater Noida is a leading B-School of North India offering Two Years Full Time Post Graduate Diploma in Management (PGDM) approved by AICTE, Ministry of HRD, Govt. of India, with specialization in areas of Marketing, Finance, Human Resource Management, Operations, Data Analytics and International Business.

Program Educational Objectives (PEOs):

- PEO-1:** Graduates will be able to contribute in nation building with advanced practical knowledge in the functional areas of business management while upholding ethical practices
- PEO-2:** Graduates will be able to establish benchmarks with necessary tools and techniques to analyse, design, develop, optimize and integrate systems for handling complex business problems and uncertainty.
- PEO-3:** Graduates will be able to demonstrate as an effective team player with the capability to lead and appreciate teamwork towards organizational challenges and issues for synergistic growth of the multinational organisations: Domestic and global organisations.
- PEO-4:** Graduates will be ignited with passion and curiosity for lifelong learning and innovation so that they can pursue higher studies, high level of personal and professional integrity leading to greater societal impact.
- PEO-5:** Graduates will be competent to take-up entrepreneurial initiatives either for their own or within other organisations where they are employed and develop innovative ideas and drive the business through entrepreneurial skills.