

Investiture Ceremony | GLBIMR Clubs

G.L. Bajaj Institute of Management and Research. PGDM Institute organized an Investiture Ceremony on 19 September 2022 where leadership roles were conferred to the PGDM students of batch 2022-2024. The elected leaders' profiles were shared with the entire batch to develop clarity about roles and responsibilities. The academic leaders of 5 sections, members of 7 clubs and 4 cells were encouraged to take charge of their respective responsibilities and come up with innovative solutions by working in a collaborative environment. The selected students were honored with respective badges and they also took an oath to faithfully work for achieving the desired goals. Chief Guest Dr. Sharad Kohli, Founder and Chairman, KCC Group and Dr. Sapna Rakesh, Director GLBIMR congratulated the students and encouraged them to contribute meaningfully to the institutional goals by harnessing individual efforts and motivating teams. The ceremony was organized under the prudent guidance of Dr. Sunita Chowdhary. The Investiture ceremony marked a beautiful and zestful beginning to the leadership journey of the new batch.



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.



AIMA National Management Conference Corporate Interface Series

The institute, in its constant endeavor to nurture the students to become successful managers of tomorrow, provides various platforms to learn and acquire exposure to the business world. Corporate Interface Series (CIS) is one of the most successful corroborations of the same. Under this series, 40 students of batch 2022-24 attended AIMA's 49th National Management Convention held on 20-21 September 2022 at Hotel Taj Palace, New Delhi. The Chief Guest for the Convention was Mr. Jagdeep Dhankhar, Hon'ble Vice President of India. Through this AIMA convention, students got to know about the growth strategy that India needs to adopt and how India can benefit from the geopolitical situation. Students also understood the plethora of challenges faced by corporates in India. Faculty members Dr. Arvind Bhatt, Dr. Arpita Srivastava & Dr. Nidhi Srivastava accompanied the students and encouraged them to enhance their competencies to excel in the ever-changing business landscape.





'Impact of Social Media Marketing on Consumer Buying Behavior' | Alumni Talk Series

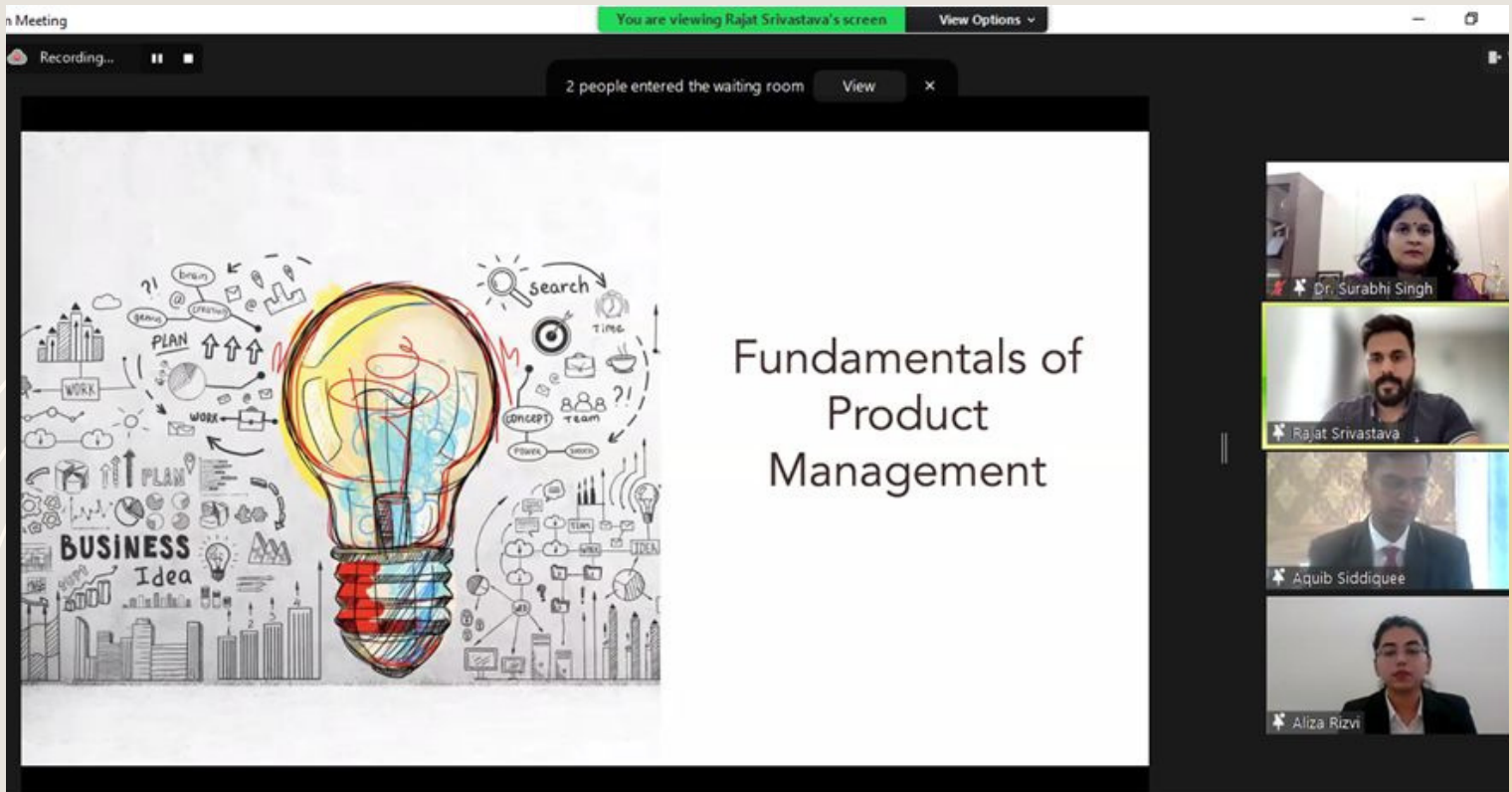
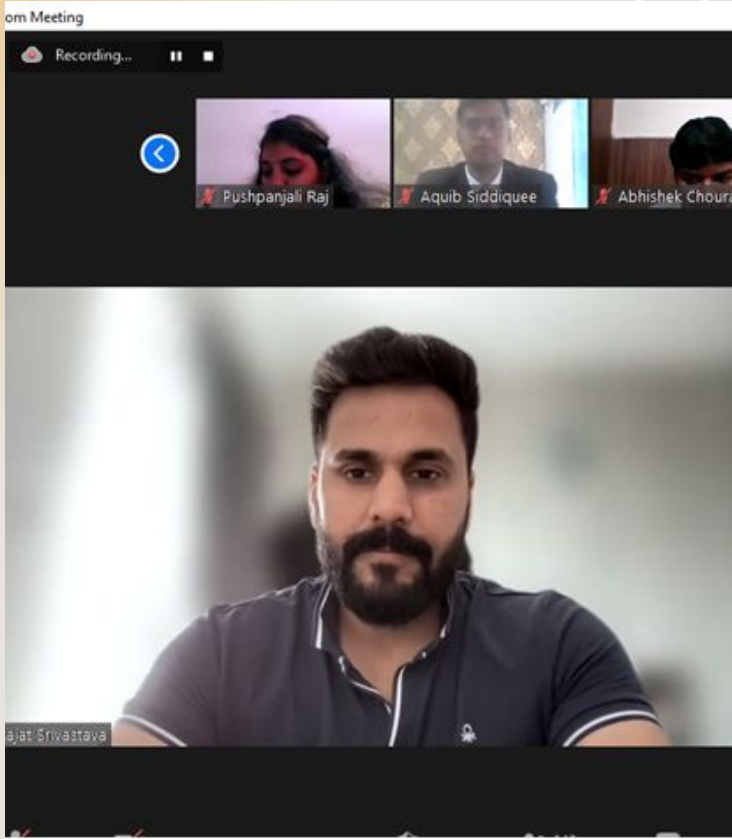
An alumni talk on 'Impact of Social Media Marketing on Consumer Buying Behaviour' was organized on September 17, 2022 for the students of batch 2021-2023. Ms. Supriya Anand, Customer Success Specialist, Apisero Inc, Noida and GLBIMR alumni was the resource person for the same. She explained about the consumer behaviour while purchasing products and services on online platforms. She also shared how marketers use social media for offering customized solutions to their target consumers. She added that in this digital world, celebrities and influencers are getting paid with huge incentives for a single post. All the participants got to know about the 5 stages of buyer's journey i.e. interest and awareness, search, research, purchase, and experience. They also understood the importance of understanding the consumers' buying journey starting from how

they think, the answers they seek and the path they take to get solutions. Dr. Arpita Srivastava with the students' team of Khushboo, Supriya and Jyoti Malik coordinated the session with great zeal and enthusiasm.



Fundamentals of Product Management Alumni Talk Series

Product management is an organizational function that guides every step of a product's lifecycle – from development to positioning and pricing. To enhance product management knowledge and skills of marketing enthusiasts, an alumni talk on 'Fundamentals of Product Management' was organized on 18 September, 2022. The resource person Mr. Rajat Srivastava, General Manager, Home Lane shared insights based of different caselets on product management, line extensions and brand extensions. With the help of recent cases, students were able to examine the product life cycle of existing brands. The session was quite informative and thoroughly enjoyed by the students. Students team of Aquib and Aliza, batch 2022-24 managed the entire session under the guidance of Dr. Surbhi Singh.



Sabse Bada Scamster | Finance Club

The Number Crunchers –Finance Club organized ‘Sabse Bada Scamster’ on 28 September, 2022. Participants performed a role play and shared their analysis on certain scams of the corporate world. Students also got an insight into the importance of analyzing financial statements critically. Various teams performed numerous role plays on different scams like the Vijay Malaya scam, The DLF scam, The Sahara scam and many more. The role play was followed by a question-and-answer round, where students were asked to explain financial terms and its relevance. 10 teams participated in the same, out of which Ritika Gupta, Ritika Uppal, Manav Sharma, Priyansh Mishra, and Neha Singh batch 2022–24 won the first position. All the winners were awarded with the exciting prizes and certificates. Dr. Shuchita Singh coordinated this activity and congratulated all the participants for their active participation.



Techno Hunt | IT Club

Tech Savvy – IT Club organized ‘Techno Hunt’ on 21 September, 2022. The objective of organizing Techno Hunt was to apprise the students with latest trends in information technology. A total of 67 teams participated, out of which 7 teams reached the final quiz round. Aman Singh and Riddhi Raj of PGDM 2022–24 batch grabbed the winning position. This activity enhanced students’ IT skill, team management skills, and leadership quality. Faculty members Ms. Deepshikha Rai and Mr. Alok Bhardwaj managed the activity with the student club members– Ujjwal Kumar Singh, Snigdha Singh Parihar and Ishika Tyagi.





Quizarte | Art and Culture Club

The Art and Culture Club of GLBIMR organized Quizarte on 24 September 2022, a quiz activity, to encourage teamwork and enhance participants' awareness and knowledge on the cultural heritage of India. The activity was organized under the prudent guidance of Ms. Bhavna Bhardwaj with the student coordinators team of Sejal, Awinash, Priyansh, Akash, and Abhishek Singh. The quiz was based on riddles, questions based on audio-video clips and the final round was based on identifying the personalities. The evaluation criteria were general knowledge, accuracy and time management. Shradha Rawat and Ananya Prem of PGDM 2022-24 batch grabbed the first position.



Alumni Corner

Accelerating Focus on Digital Transformation

Like it or not, the world is rapidly moving into the technological age, and the pace seems to be accelerating. Complex, time-consuming processes can now be automated for faster enablement. Businesses are being forced to jump on or fall behind the trend of digital transformation. As technology advances rapidly, organizations are adopting new methods and processes to stay relevant. In the early days of digitalization, companies that could accelerate their digital transformation have become more cost-effective and user-friendly than those of their competitors. Corporate executives who had not adopted the new norm found themselves falling behind. As digitized competitors overcome challenges through acceleration, new changes in the game threaten them. Many aspects of business are changing rapidly today, including consumer behavior. The pandemic has ignited the entire situation, with business leaders across various industries recognizing the importance of accelerating their digital transformation. In fact, more than 70% of his small businesses are accelerating their digital transformation, according to a Cisco report. Therefore, businesses must constantly adapt and try new technologies to have an edge over others. There is an inevitable need to accelerate digital transformation to act quickly and adapt to change for surviving in today's competitive economy. If companies can accelerate their digital services, they could achieve tremendous growth in a short period of time.



Ms. Shatakshi Singh

Assistant Manager

Axis Bank

PGDM I Batch 2019-21

<https://www.linkedin.com/in/shatakshi-singh-225655195>

Alumni of the month | September 2022

GLBIMR congratulates Mr. Dhairya Rogha for joining Stanza Living as Campus Recruiter . He was initially working with Extramarks Education, Delhi, as Business Development Executive,



Mr. Dhairya Rogha

Campus Recruiter

Stanza Living, Gurgaon

PGDM Batch 2018-2020

<https://www.linkedin.com/in/dhairya-rogha-6869b4146>

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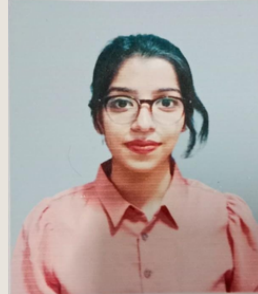
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Message from the Desk of the Students Editorial Board

We are proud to present the 88th 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.



GL 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 integrated 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.