



**CHANDIGARH BUSINESS
SCHOOL OF ADMINISTRATION**

Building Careers. Transforming Lives.

MANAGEMENT MAVENS

NEWS MAGAZINE 2023
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VISION of Chandigarh Business School of Administration

“To be recognized as the leading business school creating committed professionals determined to serve the society”

MISSION of Chandigarh Business School of Administration

- M1: To continuously grow and become a fountainhead among the business schools through effective teaching-learning processes and pre-placement training.
- M2: To strengthen connections with the academia, industry, and alumni to facilitate the overall development of the students.
- M3: To enhance the business and technological knowledge of students by providing state-of-the-art facilities.
- M4: To provide opportunities to the students for global exposure through international tie-ups.
- M5: To develop a research culture among students and faculty.
- M6: To create ethical and socially responsible professionals for society.

MESSAGE FROM CAMPUS DIRECTOR



DR. P.N. HRISHEEKESHA

Campus Director
CGC Landran, Mohali

I am thrilled to offer my warmest greetings to everyone and take great pride in witnessing another significant phase of our accomplishments and endeavors. It brings me immense pleasure to communicate with you through the pages of our college magazine. Within these pages, you will discover a diverse range of events, experiences, and achievements that encapsulate the spirit of our college life. From numerous academic successes to a variety of cultural celebrations, from noteworthy sports achievements to impactful community outreach initiatives, each person's contribution reflects their exceptional talents and pursuits.

We must persist in creating an atmosphere of inclusivity, respect, and empathy. Let's continue working towards establishing a campus that embraces diverse perspectives, where every voice is heard, and every idea is appreciated. Through collaborative efforts, we can maintain the integrity of our educational institution as a nurturing environment where intellectual growth thrives, and empathy prevails. My sincere gratitude goes to the editorial team and all those who have played a part in crafting this magazine. Your dedication and hard work have brought this publication to life, and I applaud your efforts in preserving the memories of our college for future generations.

In conclusion, I extend my best wishes to every one of you. May this magazine serve as a wellspring of inspiration and a reminder of the incredible potential within our college community. Let us always move forward with purpose, compassion, and a dedication to excellence.

MESSAGE FROM DIRECTOR PRINCIPAL



Dr. (Mrs.) Ramandeep Saini

Director Principal
Dean International Affairs
Chandigarh Business School of Administration

Dear Students, Faculty, and Staff

I take great pleasure in addressing you through the pages of our college's quarterly magazine. As we come together to celebrate the achievements and progress of the past few months, my heart swells with pride and gratitude for the remarkable contributions made by each member of our college community. Our college is more than just a place of learning; it is a canvas where dreams are nurtured, talents are honed, and futures are shaped. Through the pages of this magazine, we honor the spirit of inquiry, creativity, and dedication that defines our institution.

I want to express my sincere commendation to our exceptional faculty members for their tireless efforts in imparting knowledge and wisdom. Their commitment to academic excellence and passion for teaching have been instrumental in shaping the minds of our students. To our students, I extend my deep admiration for your thirst for knowledge and your relentless pursuit of aspirations. Your accomplishments in academics, arts, sports, and various other fields are a testament to your hard work and determination.

Lastly, I would like to convey my gratitude to the editorial team and all individuals involved in the creation of this magazine for their diligent efforts and unwavering commitment. This magazine stands as a tangible representation of our ingenuity, foresight, and dedication to achieving and maintaining high standards.

MESSAGE FROM THE EDITOR'S DESK



Shailee Thakur

Editor-in-Chief

Dear Readers,

As we stride into a new academic season, it brings me great pleasure to welcome you back to the pages of our college community. As we continue our journey of exploration, learning, and growth, we are thrilled to present the latest edition, curated with a commitment to providing insightful and thought-provoking content. In this issue, we delve into the ever-evolving landscape of business education, featuring articles that illuminate the intersection of theory and practice. We are delighted to present a fresh compilation that highlights the vibrant tapestry of events that have unfolded within our esteemed institution. Within these pages, you will find stories of resilience, innovation, and success from our alumni, faculty, and students. It is through these narratives that we aim to inspire and motivate our readers, fostering a sense of community and shared accomplishment within the CBSA family.

Dive into the pages to discover snapshots of collaborative initiatives, engaging discussions, and moments of shared knowledge. Our team has meticulously curated this edition to provide you with an immersive experience, allowing you to relive the excitement and accomplishments that have defined our recent events.

Thank you for being an integral part of our community. We look forward to continuing this journey of discovery and learning with you.



Mannat Bains

Assistant Editor

Rankings & Awards

- Chandigarh Business School of Administration was positioned in the band of 151-300 in the Innovation Category by NIRF.
- BBA Ranked 2nd in Punjab and 43rd PAN India among all colleges and universities in the category of Best Emerging Colleges, BBA degree offered by Chandigarh Business School of Administration, Landran, is ranked 1st in Punjab and 15th PAN India among all colleges and universities under MDRA best college ranking survey June, 2023 in India Today.
- Department of Commerce ranked 5th in Punjab among all colleges and Universities, also ranked 99 in PAN INDIA in The Week - Hansa Research - Arts-Commerce-Science College Survey in June, 2023.



Power BI Value added course with Make Intern & E-Cell (IIM Calcutta)

MBA Department, CBSA organized a 5 days Power BI Value added course from 3rd -7th April, 2023 in association with Make Intern and E-Cell (IIM Calcutta) on the topic of Business Analytics. Expert for the session was Mr.Nazar Ghazanfer ,Certified Trainer CMAand the major goal of the training was to build the business analysis skills of the students. The students got hands-on learning experience about the Business Analytics tool Power BI along with advanced excel.



Seminar on Holistic view of IPR

Department of Computer Applications, CBSA on 7th April, 2023, organized a Seminar on Holistic view of IPR. The session was focused on the introduction of Intellectual Property Rights. Mr. Kushal Juenja, shared different portals for examining existing patents and shared his vast experience on how to file patents. Mr Juneja also explained the IPR filing in a very simplified manner and motivated them to come up with their innovative idea.



Workshop on Basic Cyber Attacks and Prevention Measure

Department of Computer Applications, CBSA organized a Workshop on Basic Cyber Attacks and Prevention Measures for the students on 12th -13th April,2023. The objective of conducting this session was to provide information and guidance related to Cyber Attacks. Er.Uttam Singh, Cyber Security Expert & Er.Karanpartap Singh, Technical Executive at Secure Hack motivated participants to know about Cyber Attacks and how to take prevention measures for it.



Visit to Artificial Limbs Manufacturing Corporation of India (ALIMCO), Kurali

MBA Department, CBSA in association with Bureau of Indian Standard (BIS), Chandigarh Branch Office-II organized an exposure visit to Artificial Limbs Manufacturing Corporation of India (ALIMCO), Kurali for students on 25th April, 2023. The aim of this exposure visit was to provide the student's insights of various processes involved in promotion, and development, availability, use, supply and distribution at reasonable cost in the country of Artificial Limbs and accessories and constituents thereof to needy persons particularly disabled Defense personnel, hospitals and such other welfare institutions.



HACKATHON 2023

The Department of computer applications, CBSA, organized a two-day HACKATHON-2023 on 25th - 26th April,2023. The Hackathon provided an opportunity for students to experiment with new ideas, explore new technologies and build prototypes of their products. This fosters innovation and creativity and can lead to the creation of new and exciting products.



Industrial Visit to MRF (Material Recovery Facility) Center

Department of Business Administration organized an industrial visit to MRF (Material Recovery Facility) center, Industrial Area, Chandigarh operated under Municipal Corporation on 4th May, 2023. The objective behind the visit was to make students aware about the importance of waste management. The students were motivated to be more responsible towards waste management at houses and outside in order to protect our environment. Students curiously learnt about the process and were motivated to be more responsible towards the society and environment.



Workshop on IPR and Innovation

Department of Commerce, CBSA organized a 2 days Workshop on IPR and Innovation on 3rd & 4th May, 2023. On Day 1 a competition was organized titled Inventions beyond Limitations in which the students were given certain existing products like chair, ceiling fan, bicycle etc. in which they added a unique feature and presented their ideas on stage. On Day 2 a session was conducted on IPR by Mr. Hritik Mehta, Company Secretary at MNK & Associates LLP, in which the speaker shared valuable insights regarding patents, trademarks, copyright etc. along with the detailed process of patent filing. Students were encouraged to share their novel ideas. The event was concluded with felicitation of the winners of competition held on Day 1 with the certificates.



ARTICLES

The Impact of Artificial Intelligence: Navigating the Evolution of Technology

Artificial Intelligence (AI) stands as one of the most transformative technologies of the 21st century, reshaping industries, economies, and societies worldwide. From autonomous vehicles to personalized recommendations on streaming platforms, AI is seamlessly integrated into various aspects of daily life. However, as its capabilities expand, so too do questions about its impact on employment, privacy, ethics, and beyond.

The Evolution of AI:

The journey of AI began with humble roots in the mid- 20th century, with pioneers like Alan Turing laying the groundwork for computational thought. Over decades, AI has evolved from rule-based systems to sophisticated machine learning algorithms capable of learning from vast datasets. Breakthroughs in deep learning, neural networks, and natural language processing have propelled AI into the mainstream, enabling tasks previously reserved for human intelligence.

While AI promises efficiency gains and new opportunities, it also poses challenges to traditional labor markets. Automation threatens to disrupt jobs across industries, from manufacturing to customer service. However, it's essential to recognize that AI also creates new roles and demands new skills. The key lies in reskilling the workforce to thrive in a digital economy and fostering innovation to generate new employment opportunities. Ethical dilemmas abound in AI development and deployment. Issues such as algorithmic bias, data privacy, and autonomous decision-making raise concerns about fairness, accountability, and transparency. Striking a balance between innovation and ethical responsibility requires interdisciplinary collaboration among technologists, policymakers, ethicists, and society at large. Regulations and guidelines must evolve alongside AI technologies to ensure they serve humanity's best interests.

As AI systems become more pervasive, so too does their energy consumption. Training deep learning models requires significant computational resources, contributing to carbon emissions and environmental degradation. To reconcile AI's potential with environmental sustainability, researchers are exploring energy-efficient algorithms, green computing techniques, and renewable energy solutions. By prioritizing eco-friendly AI development, we can harness technology's power while minimizing its ecological footprint.

Conclusion:

Artificial Intelligence represents a paradigm shift in how we live, work, and interact with the world around us. Its impact is profound and far-reaching, touching every aspect of human endeavor. Yet, with great power comes great responsibility. As we navigate the evolving landscape of AI, let us remain vigilant in addressing its challenges while embracing its promise to build a brighter, more inclusive future for all.

Ritika Taneja,
4th semester MBA

IMPACT OF AI IN THE DOMAINS OF MARKETING

AI is a collection of several technologies capable of executing tasks that need human intelligence. When applied to standard commercial processes, these technologies can learn, act, and perform with human-like intelligence. It simulates human intelligence in machines, saving us time and money in business transactions. Today, three primary classifications of AI are artificial intelligence, machine learning, and deep learning. Artificial intelligence, the broadest term among the three, refers to a program that demonstrates human-like intelligence in various capacities. AI has significantly impacted various domains like Marketing, HR, Finance & Operation Management. AI enables personalized marketing strategies, predictive analytics, and automation of routine tasks. It enhances customer segmentation and targeting, improving overall campaign effectiveness. AI streamlines recruitment processes with resume screening, chatbots for initial candidate interactions, and predictive analytics for employee retention. AI algorithms excel in financial analytics, enhancing fraud detection, risk management, and investment strategies. Automation accelerates data processing, enabling quicker and more accurate financial decision-making. AI improves operational efficiency by automating routine tasks, optimizing supply chains, and predicting demand. This leads to enhanced resource allocation, reduced costs, and increased overall productivity. In essence, AI is a catalyst for innovation, efficiency, and strategic decision-making, reshaping traditional approaches in marketing, HR, finance, and operations management.

One of the most significant advantages of AI in marketing is its ability to offer enhanced personalization. AI tools can analyze vast amounts of data about customer behavior and preferences, enabling marketers to create highly personalized marketing strategies.

With machine learning algorithms, AI can analyze browsing patterns, purchase history, and social media interactions to deliver tailored recommendations and targeted advertisements. This level of personalization results in improved customer engagement and loyalty, ultimately driving sales and business growth.

AI-powered automation tools can handle repetitive tasks, freeing up time for marketers to focus on strategic initiatives. From scheduling social media posts to sending personalized emails, AI can significantly improve operational efficiency.

As AI relies heavily on data, issues around data privacy are a significant concern. Marketers must ensure they are compliant with data protection regulations like GDPR and have robust security measures in place to protect customer data.

This means that businesses need to be transparent about how they use customer data and ensure they have the necessary permissions to collect and use this data.

Ms. Maneet Kaur,
Assistant Professor, DCA

Empowering Women: A Pathway to Progress and Prosperity

Women empowerment, a fundamental principle of gender equality, is indispensable for achieving sustainable development and fostering inclusive societies. It encompasses the economic, social, and political empowerment of women, ensuring their full participation and representation in all aspects of life. Empowering women not only benefits individuals but also strengthens communities and drives global progress.

Economic empowerment lies at the core of women's empowerment, enabling women to participate fully in the economy and access resources, opportunities, and decision-making positions. Closing gender gaps in employment, entrepreneurship, and access to financial services is essential for unleashing the full potential of women as drivers of economic growth and innovation. Providing women with equal access to education and vocational training equips them with the skills and knowledge necessary to thrive in the workforce and pursue entrepreneurial ventures.

Moreover, empowering women economically has a ripple effect, contributing to poverty reduction, household welfare, and community development. Studies have shown that investing in women's economic empowerment yields significant returns, not only in terms of GDP growth but also in social indicators such as health, education, and child nutrition. By promoting women's access to productive resources, including land, credit, and technology, societies can unlock new opportunities for sustainable development and poverty alleviation.

Social empowerment is equally vital in advancing women's rights and fostering inclusive societies. This entails challenging harmful gender norms and stereotypes that perpetuate discrimination and restrict women's autonomy and agency. Promoting gender-sensitive education and media representation can help challenge stereotypes and promote positive role models for women and girls. Additionally, addressing discriminatory practices such as child marriage, gender-based violence, and unequal access to healthcare is essential for safeguarding women's rights and dignity.

Political empowerment is a cornerstone of women's empowerment, as it ensures women's participation and representation in decision-making processes at all levels of society. Increasing women's political leadership and participation not only strengthens democracy but also leads to more inclusive and effective governance. By advocating for gender-responsive policies and legislation, women can address the unique needs and priorities of women and girls, promoting gender equality and social justice.

Furthermore, women's empowerment is intrinsically linked to sustainable development and environmental conservation. Women play a critical role in natural resource management, agriculture, and climate adaptation, yet they often face barriers to accessing land, water, and clean energy. By empowering women as stewards of the environment and promoting their participation in climate action and sustainable development initiatives, societies can enhance resilience and build a more equitable and sustainable future for all.

In conclusion, women's empowerment is not only a moral imperative but also a strategic imperative for achieving inclusive growth, sustainable development, and social justice. By investing in women's economic, social, and political empowerment, societies can unlock their full potential and create a more prosperous and equitable world for present and future generations. It is time to recognize that empowering women is not only the right thing to do but also the smart thing to do for building a better future for all.

Tanish,
2nd semester, BBA

Embracing AI: Revolutionizing Human Resource Management

In the contemporary landscape of Human Resource Management (HRM), the integration of Artificial Intelligence (AI) has emerged as a transformative force, reshaping traditional practices and fostering innovation. As we navigate this digital era, understanding the pivotal role of AI in HRM is paramount for organizations striving to remain competitive and adaptive.

AI technology revolutionizes HRM by streamlining routine tasks, enabling HR professionals to focus on strategic initiatives. Automated processes such as resume screening, candidate sourcing, and initial interviews expedite recruitment processes, enhancing efficiency and reducing time-to-hire. By harnessing AI-powered tools, HR departments can reallocate resources towards talent development, succession planning, and organizational culture cultivation.

AI augments decision-making processes in HRM through data-driven insights and predictive analytics. By leveraging AI-generated insights, HR professionals can make informed decisions regarding workforce planning, performance management, and employee engagement strategies, thus maximizing organizational effectiveness and agility.

Adaptive learning platforms utilize AI algorithms to curate customized training programs tailored to individual learning styles, preferences, and skill gaps. This personalized approach not only accelerates employee skill acquisition but also fosters a culture of continuous learning and professional growth, ultimately driving employee satisfaction and retention.

Additionally, AI facilitates the automation of administrative tasks, reducing human error and increasing compliance in HRM practices. AI-powered chatbots provide round-the-clock assistance to employees, addressing inquiries regarding policies, benefits, and procedural queries. By automating routine interactions, HR departments can allocate resources towards strategic endeavors, enhancing overall organizational productivity and efficiency.

In conclusion, the integration of AI into Human Resource Management represents a paradigm shift in organizational practices, empowering HR professionals to optimize processes, enhance decision-making, and elevate the employee experience. By embracing AI technologies, organizations can adapt to the evolving demands of the digital age, fostering innovation, and driving sustainable growth in the dynamic landscape of HRM.

Ms. Sukhmani Sandhu

Assistant Professor, Department of Commerce

Student Achievements

- Vivek from Department of Commerce bagged 7th position in B.COM (Hons.) PTU Result, April 2023.
- Tanisha Jain and Meghali from Department of Commerce bagged 2nd position in M.COM PTU Result, April 2023,

Faculty Achievements

- Dr Kismat Kaur, Associate Professor, from MBA Department, published a Paper titled "Fintech and the Future of Financial Services" in Business, Management and Economics Engineering Journal in May, 2023.
- Dr. Sonam Sharma, Associate Professor, Upasna Khera, Assistant Professor, and Dr. Anuradha Barda, Associate Professor, from MBA department, published a paper on "Start-Up Unicorns: Study of factors leading towards Success" in Korea Review of International Studies ISSN: 1681-8997 in May, 2023.
- Ms. Komal Rani, Assistant Professor, from DCA department, presented a paper on "Impact of cloud computing on Employability" in the month of May, 2023.
- Dr Kismat Kaur, Associate Professor, from MBA Department, published a Paper titled "Green Marketing: A Study of Consumer Perception and Preferences in India" in Journal of Survey in Fisheries Sciences in June, 2023.
- Ms. Manmeet Kaur, Assistant Professor, from DCA department presented a paper on "Cloud Computing and IOT Amalgamation-AN Innovative Approach to contribute for sustainable development" in June, 2023.

Patents

- Chandigarh Business School of Administration has filed 103 patents, out of which 46 have been published till June 2023.

ACHIEVEMENTS

