

## Message from the Director

June 2016 Edition



Quality, value and distinction; it surely is a rare combination of attributes. Yet here at Institute of Management Studies, BHU, we make it all come together and it has been our standard of excellence since 40 years now. At Institute of Management Studies, Banaras Hindu University, we value every individual in our care and it is our aim to provide the best possible environment in which students can succeed in this competitive world. Our students are from diverse background having high aspirations and achievement motives, who are selected through the highly competitive Common Admission Test (CAT) of IIM's. The institute provides them with the necessary infrastructure and facilities which drive them towards the fulfillment of their dreams. We seek to instill in our students a passion for learning that will bring the knowledge and understanding that they will need to make a positive contribution to the nation. We are fortunate to have a talented, highly committed teaching and supporting staff here to ensure the learning environment of our students. We believe in complete personality development of students through various co-curricular activities apart from the regular academic curriculum, which develops superior analytical and decision-making skills in students to apply them in corporate world. Innovation, optimism, tradition, inclusiveness, compassion and faithfulness are the underpinnings of our Institute. The ongoing transformation of our global economy will continue to test business leaders in extraordinary ways and I am confident that Institute of Management Studies would set

### Message from the Hon'ble Vice Chancellor



I am delighted to learn that the Institute of Management Studies is releasing its renewed Newsletter "Kshitij" in the form of E-Newsletter from academic Session 2016-17, to showcase the events, achievements and updates about the institute. I am sure that the well wishers, alumni and Institute Fraternity will wholeheartedly welcome this initiative. It would carry the flavor of the Campus and its activities to our stakeholders.

I wish all success for this initiative.

Prof. Girish Chandra Tripathi  
Vice Chancellor  
Banaras Hindu University

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high benchmarks in the field of management education. With this, I welcome you to this great temple of learning.

Prof. Raj Kumar

# FACULTY'S ALCOVE

## PROJECT

### Prof. Ashish Bajpai

- Completed a UGC sponsored major Research Project titled, *“Problem of Urban Traffic Congestion and Suitable Ameliorative Measures: A Case of Varanasi City”*.
- IM BHU has been assigned a consultancy project by BIDA (BHADOHI INDUSTRIAL DEVELOPMENT AUTHORITY) for its Rajpura Project wherein Prof. Ashish Bajpai along with Prof. Rajkumar and Prof. P.V. Rajeev are Principal Consultants.

## PUBLICATIONS

### Prof Raj Kumar

‘Impact of outward FDI on Macro-economic Variables of Home country (India)’, Pacific Business Review International.

### Prof S.K. Dubey

“Interplay of Attitude, Satisfaction and Purchase Intentions: A Study of Indian Youth in Online Shopping”, in Singh, A: & Duhan, P. (Eds) Managing Public relations and Brand Image through Social media. Hersey, PA: IGI Global

### Dr Amit Gautam

"Challenge and opportunities of e-Commerce with reference to Indian SMEs" Emerging Researcher.

### Dr Ashutosh Mohan

“Analysis of Indian Retail Demand Chain using Interpretive Marketing”. Journal of Modeling in Management. Emerald Publishing.

### Dr Anindita Chakraborty

“Corporate Collapses in India: Issues and Challenges” Saaransh: RKG Journal of Management.

## CONFERENCE/ SEMINAR/ WORKSHOPS:-

### Prof H.C. Chaudhary

Organized a Two-day National Workshop on Role of Higher Education in the Development of Social Innovation and Entrepreneurship in India, March 18-19, 2016

### Prof Usha Kiran Rai

Attended 27th Appreciation Course in Parliamentary Processes and Procedures for Professors of Universities, from May 02-06, 2016, organized by Bureau of Parliamentary Studies and Training, New Delhi.

### Prof H.P. Mathur

Organized a workshop ‘Owning your Future: The Highway to Success’ on March 17-18, 2016 for BHU Students.

### Dr Amit Gautam

- As a Cocordinator in IOCL Dealers Training Programme "Disha".
- Resource Person for IOCL, Dealers Workshop at IM, BHU.
- Resource Person for National Conference at BBAU, Lucknow.

### Dr Shashi Srivastava

Organized a National workshop as Coordinator on ‘Research Methodology and Statistical Analysis using IBM SPSS’ organized by Institute of Management Studies, Banaras Hindu University, Varanasi on 14-20 March, 2016.



# HAPPENINGS @ INSTITUTE



**CII Knowledge Summit 2016 @ BHU**

CII Knowledge Summit 2016 was held on 26-27 February at BHU, coordinated by Prof H.P. Mathur, Institute of Management Studies, BHU



**Director addressing the Reunion of MBA Batch 1993-95**



**IM-BHU Centenary Year Foundation Jhanki**



**Ransangram - IM-BHU Management Fest**



**Reunion of Alumni of MBA Batch 1995**



**Campus to Corporate**



**Walk of Pride by Kalpavriksha Club**



**An Evening with Entrepreneurs**

# FINAL PLACEMENTS|2014-16 BATCH

The Institute of Management Studies witnessed a booming placement season, having received enormous response from recruiters to the relentless efforts of the placement team. As a part of conscious efforts to diversify the recruiters' base, the Institute was successful in drastically enhancing the opportunities by bringing more number of recruiters on campus where new companies were 40% of the total number of companies participated in the campus recruitments. Banking, Financial Services and Insurance (BFSI) sector especially banking took a lead in this year's placement season, with 44% share. The placements have shown marked rise both quality and number wise. Almost all the students of 2014-16 batch of MBA, MBA International Business and MBA Agri-Business got decently placed whereas a few opted for start-ups and academic



*A few career partners...*



# SCHOLASTIC ACHIEVEMENTS

## PUBLICATION

### **Rajeev Kumar Malik**

Interplay of Attitude, Satisfaction and Purchase Intentions: A Study of Indian youth in Online Shopping, *Handbook of Managing Public Relations and Brand Image through Social Media*. Hershey, PA: IGI Global, 2016.

### **Arun Kumar Deshmukh**

Analysis of Indian Retail Demand Chain using Interpretive Marketing, *Journal of Modeling in Management*. Emerald Publishing, 2016.

### **Saurabh Gupta**

Green Practices in Restaurants: The Case of Eastern India, in Panwar, U. S., Kumar, R., & Ray, N. (Eds.), *Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector*. Hershey, PA: IGI Global, 2016.

### **Shraddha Mishra**

Investigation of Overvalued and Undervalued Stocks: The case of BSE Sensex, *International Journal of Business Excellence*. Inderscience Publisher, 2016.

### **Ajeet Kumar Maurya**

Liquidity measures of Indian Corporate Bond Market, *World Academy of Informatics and Management Sciences*, 2016.

### **Palash Bairagi**

Firm Size Effect and Cross-Sectional Returns: A Study of Automobile Sector, *Journal of Advanced Research in Accounting and Finance Management*, 2016.

## CONFERENCE & SEMINARS

### **Pallavi Thackar**

Presented a paper 'Spirituality and Strategic Leadership' at the International Conference on Spirituality and Management: Indigenous Models of Sustainability, Good Governance and Spiritual Transformation held at IIM Bangalore, January 4-6, 2016.

### **Manish Kumar Dwivedi**

Presented Case Study titled 'How Good Governance transform the shape of Rural India through Sustainable Development: A Case Study of Jayapur village of Varanasi' at Global Summit on Management Cases organized by IIM Raipur, February 05-06, 2016.

### **Shilpi Raj**

Presented a paper 'Food buying behaviour of children: A Review' at the Doctorial Colloquium held at IIT Kharagpur, February 10, 2016.

### **Mukesh Singh**

Presented a paper 'Attitude of Millennials towards Cause Related Marketing' at the International Conference on CSR in Globalized World: Emerging Issues and Challenges held at IIM Calcutta, February 26-27, 2016

### **Aparna Singh**

Presented a Paper 'Reforming Religious Traditions by Eradicating the Evil of Untouchability' in 3rd World Conference organized by Society of Humanism and National Dalit Commission of Nepal held at Dhulikhel, Kathmandu, Nepal between May 12-13, 2016.

### **Priyanka**

Presented paper 'Social Media Marketing: Creating extraordinary communication channel' at 7th International Conference on Excellence in Research and Education (CERE) held at Indian IIM Indore, May 05-08, 2016

## AWARDS & ACHIEVEMENTS

### **Vijay Amrit Raj**

**Won Best Paper award** at International Conference on 'Changing Paradigm of Management Practices for Sustainable Development', for paper presentation 'Organic Agriculture: A Sustainable Development Perspective' on held at SMS, BBAU, Lucknow. March 05-06, 2016

# KNOWLEDGE FORUM

## Council of Knowledge Forum



Mr. Mahendra Singh  
Student Coordinator  
Knowledge Forum



Ms. Aparna Singh  
Student Co-Coordinator  
Knowledge Forum



Ms. Pallavi Thacker  
Team Leader  
Academics



Mr. Surendra Kumar  
Team Leader  
Sports



Ms. Anupama Asthana  
Team Leader  
Cultural



Mr. Mukesh K. Singh  
Team Leader  
Public Relations



Mr. Om Prakash  
Team Leader  
Logistics



Mr. Shubhanker Yadav  
Team Leader  
Placements

## Events organized by Knowledge Forum



Workshop on Budget 2016 –2017



Knowledge Forum Doctoral Students' Orientation - cum -  
Fresher Programme, February 6, 2016.



**Lecture Series**

Swami Varishthanand ji from RamKrishna Mission, Lecture on Management in Vedanta, May 25, 2016



**Lecture Series**

Dr. R.N. Singh lecture on Management Lesson from Spirituality, June 20, 2016

# CREATIVE CORNER



## IM-BHU

By Prof Rekha Prasad

Professor

Institute of Management Studies, BHU

### IM-BHU

Relationship... something on which MANAGEMENT grips

IM BHU... a family that births MANAGEMENT GURUS

IM-BHU... where it's all gains and nothing to loose

IM-BHU... an institutions which bright students choose

IM-BHU... a place that intellectual cannot refuse

IM-BHU... where FINANCES and VALUE SYSTEMS are taught to be reserved.

IM-BHU... teaches the importance of PERSONNELS and ETHICS to be preserved

OPERATIONS are not to be carried out at the rate of convenience

HUMAN RESOURCES are followed with obedience

INFORMATION TECHNOLOGY gives a twitch

MARKETING FUNDAMENTALS act as stitch

IM-BHU... combines it all, making itself rich

The entire MANAGEMENT STUDIES rest upon which.

Depth in life is brought where

Widen horizon are taught there.

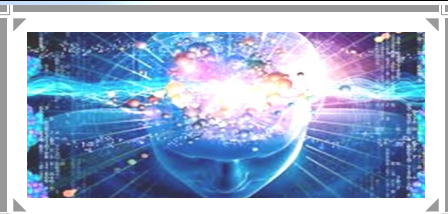
IM-BHU... where a sharp future generations is built

IM-BHU... cheers its student by saying "no regrets no guilt".

रहते हैं। वे अपने अभद्र विचार मन से निकलना चाहते हैं, पर जैसे-जैसे अभद्र विचार को मन से निकलने की चेष्टा की जाती है, वह और भी प्रबल हो जाता है। इस प्रकार की स्थिति मनुष्य की मानसिक दुर्बलता का परिणाम होती है। यह मानसिक निर्बलता बार-बार अवेशात्मक एवं अवांछनीय विचारों को मन में आने देने से उत्पन्न होती है।

विचारों पर नियंत्रण धीरे-धीरे और प्रयासपूर्वक आता है। हर समय विचारों पर नियंत्रण करने की चेष्टा की जाय तो मनुष्य की इच्छा शक्ति इतनी बलवती हो जाती है कि कोई भी विचार अपनी इच्छा शक्ति के बिना मन में देर तक नहीं ठहर सकता। एडवर्ड कारपेंटर का कथन है, "किसी भी विचार को पहले ही क्षण मार डालो तो फिर जो तुम करना चाहते हो, कर सकते हो।"

मनुष्य का अभ्यास प्रायः पाशविक प्रवृत्तियों में रमन करने का हो गया है। जिस समय हम कोई समाजोपयोगी काम नहीं करते, पाशविक प्रवृत्तियों के उत्तेजित होने पर अनेक प्रकार के प्रबल बुरे विचार मन में आने लगते हैं। इसलिए किसी न किसी श्रेष्ठ कार्य में स्वयं को लगाए रखना बुरे विचारों पर नियंत्रण रखने हेतु परमावश्यक है। जब भी मन स्वच्छंद या निकम्मा होता है वह स्वभावतः या तो किसी समय काम्य वास्तु की प्राप्ति की योजना बनाने लगता है अथवा वह किसी व्यक्ति के प्रति ईर्ष्या और प्रतिकार की बातें सोचने लगता है। विचारों की इसी उधेड़बुन को नियंत्रित और सुनियोजित करने के लिये ऋषियों ने ध्यान को अनुसंगिक बताया है। इस हेतु कुछ समय निकल कर आँखें बंद करके



## विचार प्रबंधन

संकलनकर्ता

अरुण कुमार देशमुख

शोध छात्र, प्रबंध शास्त्र संस्थान, का.हि.वि.वि.

मनुष्य के विचार ही उसे सुखी या दुःखी बनाते हैं। कुछ लोग अपने मित्रों को, शत्रुओं को और सम्बन्धियों को कोसा करते हैं और कुछ भाग्य को ही। वे अपनी ओर नहीं देखते। आत्म-निरीक्षण करने वाला व्यक्ति शीघ्र ही इस निष्कर्ष पर आ जाता है कि हमारे विचार ही हमारे शत्रु, मित्र, सम्बन्धी और भाग्य हैं। जिस मनुष्य के विचार उसके अनुकूल हैं, वह

सभी प्रकार के लोगों, परिस्थितियों और भाग्य को अपने अनुकूल पाता है। इसके विपरीत जिसके विचार प्रतिकूल होते हैं, वह चारों ओर शत्रु ही शत्रु देखता है। विचारों के दूषित होने से वातावरण दूषित हो जाता है और मित्र भी शत्रु बन जाते हैं तथा सफलता भी विफलता में परिणत हो जाती है।

कितने ही लोग अपने विचारों से परेशान

विचारों को द्रष्टा-भाव से देखने का ध्यान अभ्यास उपयुक्त होता है। इसमें विचारों को रोकना नहीं होता; मात्र जो विचार आये उसे अन्तार्चक्षुओं से देखना होता है। इसका नियमित अभ्यास

व्यक्ति को मानव से महामानव, देवमानव बनाने कि अद्भुत क्षमता रखता है। यह विचार प्रबंधन ही नहीं वरन जीवन प्रबंधन का एक महान सूत्र है।

साभार: वांग्मय- मानवीय संभावनाओं का

आगार मानवी व्यक्तित्व (आचार्य पं. श्रीराम शर्मा) पृष्ठ संख्या ६.३२ से संकलित-संपादित।

## Failure Management through Bhagwat Geeta

In today's business scenario around the world. It has become extremely difficult for the managers to manage the failure of the employee. In some cases employee feel so guilty and think that whatever failure has occurred it is just because of his *karma*. Now we see, most of the multinational companies are really worried to find a solution for this kind of the problem.

One of the profound teachings of Lord Krishna has been Srimad Bhagwat Geeta, which was delivered by the Lord himself in order to fetch his friend Arjuna from the guilt (to fight with his dear ones). I would just take one very popular but

the mostly misunderstood *slokas* of Bhagwat Geeta.

कर्मण्येवाधिकारस्ते मा फलेषु कदाचन।  
मा कर्मफलहेतुर्भूर्मा ते सङ्गोऽस्त्वकर्मणि॥ २.४७

Today's problem is that people are tensed because of the result of their *karma*. Then some wise men suggests that why do you go for the results? Because that is not in your hand. The person who is working on the ground does not understand that how one could work without the expectations of result? As the result is the motivating factor behind all *karma*.

Now we need to make segregation between Goal and the result of the

individual *karma*. You must have a goal as that is the motivating factor behind your work. But the result of every *karma* in the way to reach the goal, may not meet your expectations. So Lord Krishna has clearly narrated in the Geeta that you must have a goal but when failure or success occurs as a result of your *karma* in the way of reaching the goal, do not get depressed by it and when you get the success even then you should not overwhelmed the result. As the both the result of its kind, is not in your hand. Your choice is only to do a *karma*.

By Om Jee Gupta  
Research Scholar IM-BHU

## FORTHCOMING EVENTS

Case Writing Workshop– July 2016  
Centenary Year Invited Guest Lecture Series  
MBA & MBA-IB Induction Program  
Institute Week Celebration, December 12-17, 2016

## Institute of Management Studies Banaras Hindu University

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## THE KSHITIJ TEAM :

### Patron

Prof. Raj Kumar

Director, Dean & Head

Institute of Management Studies

### Coordinator

Prof. Rekha Prasad

### Co-coordinator

Dr. Shashi Srivastava

### Secretary DRC

Dr Amit Gautam

### Student Co-ordinator

Ms Aparna Singh

Ms Pallavi Thacker

Mr Shubhanker Yadav