

Editorial

“It is the mark of an educated mind to be able to entertain a thought without accepting it.”

—Aristotle

Newsletter “GSIMR TIMES” is published, with the belief that management scholars and academicians should integrate disciplines in an attempt to understand the complexities of contemporary management challenges. This issue of GSIMR Times covers the domain of marketing, thereby creating awareness and updates in the field of marketing.

Newsletter has shown light on various articles, related to new trends in marketing together with new terminologies adopted by various business organizations. Students have contributed in the field by means of article and poems, they have presented the views of professional by interviewing them on various topic related to changing market scenario.

It has covered the quality improvement programme (QIP) delivered by the faculty members on the topic “Market Basket Analysis” and “Motivation” together with glimpses of how students have given research inclination to proceed for Research projects, along with their learning from internship. In today’s world the intersection of marketing and Technology has opened up Pandora’s box of possibilities for organizations and enabling them to deliver and measure a consistent and best in class customer experience.

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Paper Review: A Study of Corporate Social Responsibility Practices in Manufacturing Sector



Dr. Dheeraj Tiwari

There is a lot of importance of Employee's perception in any organization

The research paper is done by Dr. Dheeraj Tiwari (Assistant Professor, GSIMR) and Dr. Anukool M. Hyde (Professor & Head-HR, PIMR).



because the employees together make up an organization.

The attitude of each individual affects their decisions, their approach towards work, ultimately affecting the performance of an

organization as a whole. When the employees know that their company has no concern for

them, they may work with less devotion which is also known as organizational behaviour.

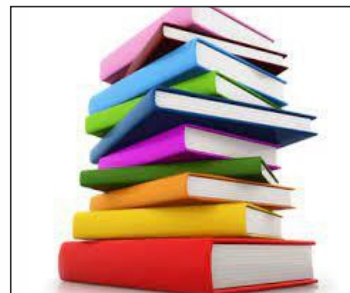
The study is a pioneering attempt to inspect the perception levels of employees from manufacturing sectors, in terms of demographic

variables such as gender, age, designation and experience, and type of organization. Employees are the important joining links between business and society; thus, their perception regarding social responsibility holds a lot of importance.

The concept of social responsibility necessitates a decision maker to reflect on his / her conduct towards the entire social system and makes him/her accountable for the consequences of his conduct. If the ethics of managers are restricted primarily to specific acts, groups or organizations, they tend to become prejudiced acting for that group. Socially responsive managers show a lot of concern towards social issues and deliver social outputs for a wide range of claimants.

MRP/FIELD WORK/INTERNSHIP

Major Research Project (MRP)/Field Work/ Internship develops the understanding and implementation capabilities of research problems to enhance the ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems. This is the best way to put classroom knowledge to



practice. In order to brief student with research process a webinar was conducted in May 2021. The speaker for the

session was IMS faculty, Dr. Vivek Sharma.

On 14th July 2021, the session was conducted by the MRP coordinator Ms. Utkarsha Soni to guide students with the guidelines of the project. The steps for preparation of synopsis and final project were discussed. After the session students decided the specialization in which they are willing to do MRP, Field Work/Internship.



Marketing – Lexicon

Flywheel:

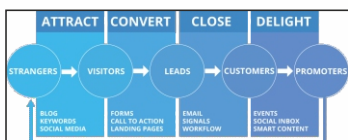
The flywheel places customer



s at the center of a business and highlights the opportunity for repeat business through relationship building and customer service engagement. It represents how keeping your customers coming back leads to the success of company.

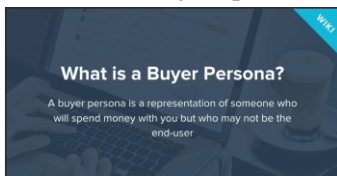
Lead Nurturing :

It is the process of educating and building trust with your prospects in order to guide them through the buyer's journey.



Buyer Persona:

They are semi-fictional representations of your ideal customers. Buyer personas

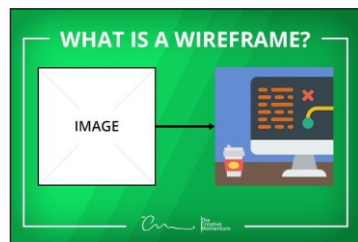


should include demographic psychographic and behavioral information, and they tend to go more in-depth about the role and influence these people have

within their companies, emphasizing their goals and motivations.

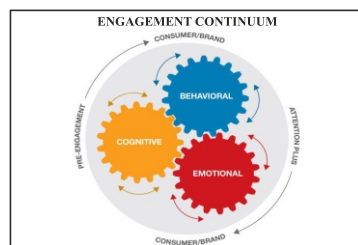
Wireframe:

Wireframes are blueprints for your website. They provide the framework upon which the functionality and design of your final website will be built. The focus of wireframes is not on the look and feel of your website, but rather the structure and layout of content that will prompt the intended actions of your ideal users.



Engagement:

Engagement is an audience's level of response to your content, brand or some other "thing" you put in front of them.



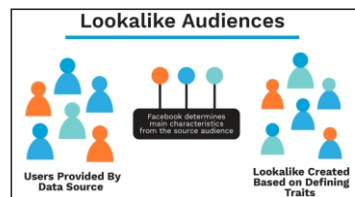
KPI:

KPI stands for Key Performance Indicator. It's a metric that directly tracks progress towards a business goal. You use KPI's to measure progress.



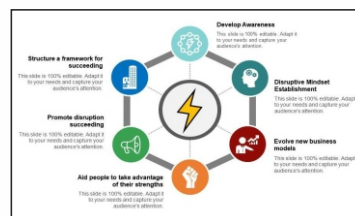
Lookalike Audience:

Lookalike audiences are built using an existing, defined audience you already have, like an e-mail list or a remarketing pool. The advertising platform (Adwords, Facebook, et al.) uses the existing audience to create a profile, then delivers your ads to people who match the profile. Those people look like the original audience.



Disruptor:

A disruptor is a sort of weapon you can employ. A market disruptor is never satisfied with the status quo and aims to defy boundaries and tackle issues in new and exciting ways, usually with the eventual goal of



displacing current market leaders and taking their place. With all the changes happening in industries across the globe, expect to see quite a few disruptors surface in 2021.

Humaning:

It describes an approach to marketing that doesn't approach the customer as a consumer, but rather as a person.

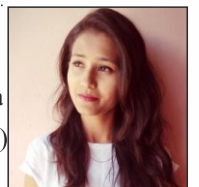


Phygital:

It is the practice of using technology to bridge the gap between the physical and digital world. The goal is to provide a unique interactive experience for the user, and we anticipate a lot of growth in this field next year.



Compiled By :
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Quality Improvement Program (QIP)

Ms. Chaitali Pande - "Motivating People: Through the Language of Appreciation" 13th July 2021



This QIP is all about the "Motivation" It is a very important If anyone is seeking success, so need of think successful, inspiring, and motivating thoughts. Ms. Chaitali Pande Explained that It is a fact that motivation makes one do their work better but it also helps with doing it faster. When someone is motivated, they

perform better and do their work more effectively. Motivation pushes you to get creative with every task you do and hence, it ends up being one of the best work you have ever done. Students must have to be consistent with the progress towards the goal and we have to try harder and not give up.

Dr. Shameen Warsi - "Market Basket Analysis" 19th July 2021



This QIP was about utility of analytics through a process

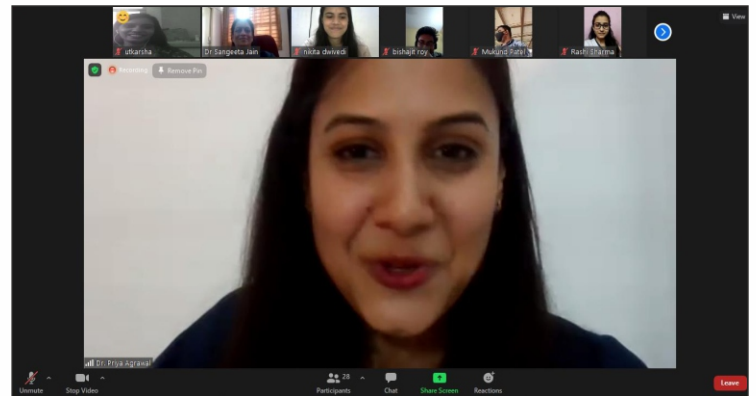
known as "Market Basket Analysis". This is a common

term highly utilized by retail sector the base of which lies in Association Rule of statistics. Dr. Shameen explained about how to apply Apriori algorithm in calculating "support", "confidence" and "list" for various combination

of products. She explained that in "R" and excel also the attendees did hands-on exercise with excel. This QIP was helpful in staying up to date with the latest concepts and create awareness about data analytics.

Webinar

Workshop on Practical Understanding of Capital Market



On 28 June & 29th June, the webinar was conducted in an online mode by Dr. Priya Agrawal Partner - Investor Education Program BSE. The objective of the session was to offer practical exposure on live trading in Real Market and throw light on Investment Avenues during tough times of Covid-19.

This two day webinar helped students to understand real time investing and importance of mutual funds, SGB (Sovereign Gold Bonds), Real Estate (REITs)

At the end she explained importance of reading and

communication also, the need of start investing at an early age.

The Moderator for the session was Ms. Utkarsha Soni and vote of thanks was proposed by the director Dr. Sangeeta Jain.





THE CHANGING DYNAMICS OF MARKETING



With newly implemented social distancing laws put in place designed to keep people safe, many organizations have had to reconsider how they will conduct business during this time. One of the most significant aspects being taken into consideration is how COVID-19 will affect Online Marketing, as well as overall search engine optimization cost.

A Surge In Social Media Spending

Over the years, we've all been witness to how powerful social media can be for businesses across the globe. As people have more free time on their hands now, searching for engaging content will become a daily routine for many people as this crisis continues to unfold.

With the possibility of increased reach and engagement, it's only a matter of time before companies and enterprise-level businesses decide to focus more attention than ever before on the powerful tool of social media.

Customer-Focused Email Marketing

No matter the business, Email Marketing has always been a beneficial tactic when it comes to getting a message out to a broad audience. It's incredibly likely that you've already seen an increase in the number of emails that you've received over the past



several weeks.

As people continue to seek out information regarding their favorite businesses during this pandemic, Email Marketing will continue to prove its effectiveness in efficiently communicating with large numbers of customers.

Overall Enhanced Digital Presence

Companies have also begun trying to find new ways to separate their products from their competitors. From increased Video content to improved user experiences, it's become inherently clear that businesses need to take the extra step in earning the hard-earned money of their customers.

If your company has been considering an overhaul or redesign of your Online Marketing strategies, now is the time to start implementing new ideas.

The Future of Online Marketing.

While there is still plenty of

uncertainty surrounding Coronavirus and what it will mean for everyone moving forward, right now is a critical time for your business to focus on how it can position itself in the eyes of your customers. While it's crucial to position your brand wisely at this time, many of your customers are likely feeling the financial burden of this global health crisis, which means it's equally as essential to remain sensitive and transparent throughout this entire process. Creating a well-thought-out Online Marketing strategy will not only help keep you afloat at this time, but it can also give you a considerable advantage when this pandemic subsides.



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यूं बेवजह...

यूं बेवजह बाहर तो मत निकल घर में रहकर कुछ तो शान कर । हर मुश्किल टल जायेगी यूं बाहर निकल कर सब बर्बाद न कर ॥

देख उन्हें जो मौत से लड़ रहे हैं देश के लिये अपने आप को कुर्बान कर रहे हैं । कम से कम अपनी मौत से तो डर । यूं बेवजह बाहर तो मत निकल एक ही ज़िंदगी है उसे सम्भाल कर तो रख ॥

सबको पता है बाहर की हवा कातिल है । उस कातिल हवाओं से तो डर न जाने कितनी ने गंवा दी जान अपनी इस लड़ाई में अब तो इस लड़ाई को अपना समझ । यूं बेवजह बाहर तो मत निकल घर में रहकर कुछ तो शान कर ॥



-अंशिका ठाकुर



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