

Editorial....

As we enter the brisk month of November, our journey at the MBA chronicle continues to be one of exploration, growth, and enlightenment. This month's edition encapsulates many perspectives, insights, and experiences from our diverse community. We present to you the highlights of the past month a period that, our MBA students embarked on an enlightening Industrial visit to Rajratan Global Wire Ltd, where they witnessed the application of theoretical concepts in the corporate world.

Our campus has been abuzz with remarkable achievements. Our faculties put great efforts into research work, and our students showcased their diverse talents and actively shaped a lively atmosphere that embodies learning and fun. At GSIMR, these moments are not mere events; they're milestones that mark our collective growth, our shared aspirations, and our unwavering commitment to excellence.

As we look forward to the coming month, we're excited about the potential for more groundbreaking experiences, impactful seminars, and insightful engagements. We encourage you, our vibrant community, to continue embracing every opportunity that comes your way.

Stay curious, stay engaged, and let's continue to write the success stories of tomorrow together!

Editorial Team

Chief Editor: Dr. Sangeeta Jain

Editors: Dr. Shameen Warsi

Ms. Insha Mohammad

Student Editors: Bhoomi Jain , Annu Pandey

Abstract

Influence of Consumer's Perceptions through Perceived Social Risk on Store Loyalty Behaviour of Young Indian Consumers

(Paper Published IN ISSN,1177-5653 Scopus, Volume 13, No. 3, Sept 2023)

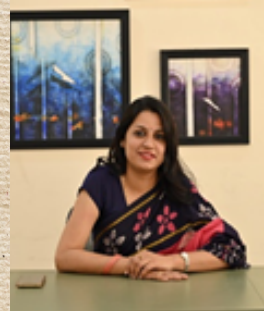
The study focuses on the influence of brand familiarity, quality, and affective perceptions on store loyalty behaviour of young Indian consumers. The hypothesized relationships were verified using covariance-based structural equation modelling (CB-SEM) and bootstrap procedure.

Findings:

- After testing various hypothesis, the findings reveal those relationships between Store Loyalty & perceived social risk ($b = -0.694$, at $p = 0.000$); brand familiarity & perceived social risk ($b = -0.244$, $p = 0.006$); perceived quality ($b = -0.335$, at $p = 0.000$); & perceived social risk; and affective perception perceived social risk ($b = -0.171$, at $p = 0.015$) were negatively significant.
- Further, findings also indicate positive relationships, between brand familiarity and store loyalty ($b = 0.967$, at $p = 0.000$); perceived quality and store loyalty ($b = 0.401$ at $p = 0.007$) and affective perception and store loyalty ($b = 0.715$, at $p = 0.000$).

Conclusion:

- Concisely, it can be concluded that brand familiarity, affective perception towards brands and perceived quality influences perceived social risk and store loyalty.
- Also, it is imperative to highlight that perceived social risk plays a mediating role in influencing the retail store loyalty among young Indian consumers in purchase of apparel private labels.



Dr. Shweta Sharma
(Assistant Professor) GSIMR



Industrial Visit to Rajratan Global Wire Ltd.



Exploring Excellence: GSIMR's Industrial Visit to Rajratan Global Wire Ltd

On November 4th, GSIMR campus students embarked on an enriching industrial visit to Rajratan Global Wire Ltd. This journey unfolded into a remarkable learning experience, offering valuable insights into the company's operations and manufacturing processes.

The HR department extended a cordial welcome, setting the stage for the day's proceedings. Mr. Ambuj Jain - HR Head, kick-started the visit with an engaging presentation, shedding light on the company's history, operations, and future aspirations. Accompanied by an informative video, the presentation provided a vivid overview of the company's remarkable journey.

During this excursion, we witnessed the fascinating transformation of raw materials into the final wire products. This hands-on experience granted us a deep understanding of the intricate stages and processes involved in beadwire manufacturing.

The Vice President - Ravi Joshi, and Plant head - Rajneish Totla engaged with us in a thoughtful exchange of questions and answers.

Key Takeaways from the Visit:

- 🔧 **Insights into Real-World Operations:** The visit bridged the gap between classroom learning and real-world industry operations, giving us a practical perspective.
- 🔧 **Understanding Manufacturing Processes:** We gained a profound understanding of the intricate processes involved in beadwire manufacturing, from raw materials to finished products.
- 🔧 **Interaction with Industry Leaders:** Engaging with industry leaders like Shri Rajneesh and Shri Ravi Joshi broadened our horizons and allowed for meaningful knowledge exchange.

📌 **About Rajratan Global Wire Ltd :**

Rajratan Global Wires is a leading player in the beadwire manufacturing industry. They specialize in producing high-quality wires that are crucial components in various sectors, including automotive, infrastructure, and more. With a commitment to innovation and quality, Rajratan Global Wires continues to be a driving force in the industry.

Compiled By - Devika Mungre (MBA I Sem)



GEMS OF GSIMR

The diligent efforts of GSIMR's students have received commendation from the companies they are affiliated with. HR representatives conveyed positive feedback about the students to Head Corporate Officer CA Prem Dua and Mr. Vijendra Khawal during their courtesy visit from the placement cell to these Industries.

AYUSH SHARMA (Batch 2022-2024) INTERN @ IMA

Company's Remark :- *Ayush , an absolute hard working and sensible resource.*

Mr.Yash Jaiswal , Marketing Manager IMA.

Student's Experience :- During my 45-day internship at Indore Management Association (IMA), I gained diverse experience. From collecting data on automobile and IT industries to learning technical aspects in seminars, I enhanced my skills. I contributed to event coordination, improved graphic design abilities, delved into cold calling, and engaged in membership activities. Each day brought new lessons, from marketing challenges to positive interactions with companies. Despite weather interruptions, the internship taught me data management intricacies, event coordination, and effective communication. Meticulous documentation marked the enriching conclusion of this experience.



Vanshita Dubey (Batch 2022-2024) INTERN @ BIO URJA

Company's Remark :- *All students from GSIMR are amazingly excellent and show their willingness to learn every time. Vanshita this time", Ms. Pooja Upadhyay , Head HR.*

Student's Experience:- During my internship at Bio urja, I gained valuable insights into the professional world. Collaborating with professionals enhanced my skills. As I have attended monthly seminars conducted by the professionals in their respective fields and weekly meetings which not only bolstered my technical proficiency but also provided a glimpse into the corporate culture ,shaping me into a more adaptable and resourceful professional.

Vijayalaxmi (Batch 2022-2024) INTERNSHIP @ MOTILAL OSWAL

Company's Remark :- *GSIMR students have always shown eagerness to learn new things. All interns including Vijayalaxmi VS are excellent."* Ms. Honey Jain of MOFSL.

Student's Experience:- I had my internship program of 45 days at Motilal Oswal financial services limited . As an intern I got more knowledge about the share market and investment. And there are respected manager's helps me to get more idea and information about there financial product. First we get the training class of financial product at Motilal Oswal . Had a good time in my internship with Motilal Oswal . Now I was allotted of making pitching to make clients so was easy to cope up and for which meeting were followed by. The organization was super with a lot of competitive market. The culture was amazing and the management was also very good. They are friendly to talk , and I got a lot new learning from that organization.



Himanshi Tomar(Batch 2022-2024) INTERNSHIP @ JBPL

Company's Remark:- *"Himanshi is a diamond", Ms.Deepika Pathak Upadhyay , Founder of JBPL.*

Student's Experience :-I'm doing my internship in Human resource management at JBPL and although I do believe that learnings may differ from person to person as we all are unique in our way and have separate thought processes , here is a glimpse of my experience as an intern-
 • Communication is key – Asking for help and clarification is better than pretending you've understood what you need to do . However, I also found that if you can Google something , then do. Keep in mind that everyone's time is valuable ,over communicating or repeatedly bothering someone might have a bad impression too.
 • Benefit of networking- Networking is powerfull tool . during my internship, I learned how to communicate and build relationship with people . I learned how to ask right questions and this process overall helped me to develop my professional network. • Apart from this I also learned a crucial lesson that no work is small.

GLIMPSES OF THE MONTH

STUDENT ACHIEVEMENTS



Rahul Chamkel participated in Inter College Dance competition held at St. Paul Institute of Professional & Management studies.



NIRMAL ARYA

Hey everyone, I'm Nirmal Arya, and welcome to my corner of the internet! I am a "Youtuber" with over 40,000 subscribers. On this channel, I give information about smartphones and other gadgets. I normally suggest smartphones for almost every budget. I have worked with many popular brands like- Cashify, Croma, Flipkart, Amazon and Paytm

My vision is to become a successful Youtuber in future especially in Tech category

"Success is not final, failure is not fatal: It is the courage to continue that counts." - Winston S. Churchill

FACULTY CORNER

Quality Improvement Program (QIP)

Mr. Mohit Kadwal delivered seminar - Topic "Be 10X (Generative AI)" on 22nd November 2023.

Mr. Vijendra Khawal delivered seminar - Topic "Psychological Perspective of Friendship -" on 29th November 2023.



Ms. Stuti Jaiswal interacted with students of GSIMR on 3rd November 2023. Stuti is an inspiring and role model sports teen for young athletes. Academic excellence makes her very special.

She won the

Bronze Award in Queens Commonwealth Essay competition - 2023 (junior category) on the topic "How does my voice matter" organized by Royal Commonwealth Society (RCS), London from more than 26000 participants from all commonwealths and associated countries.

Govindram Seksaria trust is supporting Stuti in her journey towards success.

INTERACTIVE SESSION

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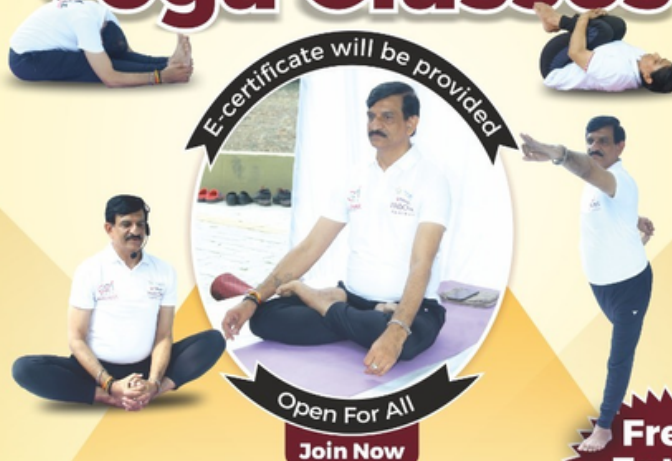


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