

## EDITORIAL

As we move forward into 2025, "The GSIMR Times" continues to bring you the latest developments, achievements, and opportunities at Govindram Seksaria Institute of Management and Research (GSIMR), Indore.

This edition celebrates the noteworthy research contributions of our faculty members, additionally, we take pride in our students' placement success, as they secure roles in leading organizations.

This also highlights the much-anticipated Online International Conference scheduled for April 2025, "The New World of Work: Multidisciplinary Perspectives," the conference will explore how workforce dynamics and global disruptions are shaping the future of industries. It will feature distinguished keynote speakers, thought-provoking panel discussions, and cutting-edge research presentations, offering a platform for scholars and practitioners to engage in meaningful discourse.

We invite researchers, academicians, industry professionals, and students to participate in the conference and seize high-quality publication opportunities in reputed journals and proceedings. Join us in making this conference a resounding success!

Happy Reading!

Editorial  
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Dr. Sangeeta Jain

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## The Imperative of Scholarly Research

A growing concern is that authentic, well-founded research is often overshadowed by questionable studies that lack depth and credibility. This calls for serious introspection within the academic community: How can research maintain its integrity and continue to add real value to a world in constant flux? Rather than allowing superficial studies to undermine the essence of academic inquiry, we must reaffirm the role of research as a bridge between academia and industry delivering impactful, well-researched solutions to complex problems.

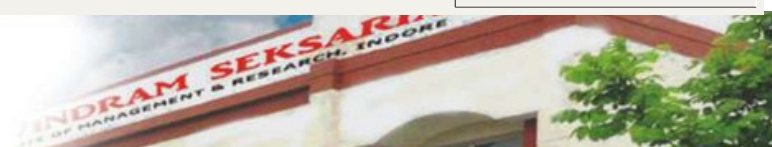
Academic research is increasingly being commercialized, where, for a modest fee, the very essence of scholarly integrity is being undermined. Researchers are no longer required to engage deeply with their subjects or explore academic literature—everything is pre-packaged and readily available for a price. The focus has shifted from genuine intellectual contribution to career advancement and performance appraisals. This alarming trend raises a critical question:

Are we truly addressing real-world challenges with meaningful solutions, or are we merely fulfilling academic formalities to meet institutional benchmarks? It is high time we reflect on the true purpose of research.

By fostering a culture of authenticity, academic research can reclaim its rightful place as a driving force for innovation, knowledge creation, and real-world problem-solving.



**Dr. Neha Modi**  
Associate Professor, GSIMR



# Faculty Research Contribution

## “Marketing Analytics: Strategies, Techniques, and Implications for Modern Businesses”



Research Paper presented by **Dr. Dheeraj Tiwari**, Associate Professor, GSIMR at International Research Conference 2025, Lal Bahadur Shastri Institute of Management, Delhi.  
Key findings of the research:

- Marketing analytics in an era dominated by data, Its application in strategic decision-making customer interaction, and campaign optimization.
- Drawing on a combination of literature review and industry case studies, it goes on to discuss some of the key tools such as customer segmentation, predictive modelling, and real-time

analytics.

- The research determines AI and machine learning's contribution to optimizing marketing strategies and addressing data privacy, ethics, and skills deficits hurdles.
- It suggests data governance policies, analytical training, and transparency to enhance trust.
- Finally, the paper offers an organizational guide to using marketing analytics for competitive advantage.

## “Sustainable Development Goals 2030: Bridging Gaps, Building Futures for Viksit Bharat@2047”

**Dr. Shameen Warsi**, Assistant Professor, GSIMR, was invited as a Session Chair for India’s Biggest Virtual Conference on "*Sustainable Development Goals 2030: Bridging Gaps, Building Futures for Viksit Bharat@2047*", organized by Vedant Infosystems Pvt. Ltd. Prime Minister Shri Narendra Modi has appreciated team Vedant's continuous effort toward the Viksit Bharat@2047 Mission.



## “The Gig Economy Marketplace Revolution: A Comparative Analysis of Organizational Efficacy and Sustainable Development”



Research paper presented by **Dr. Shweta Sharma**, Assistant Professor, GSIMR at the ICSSR International Conference under the special call for collaborative Research Project on Vision Viksit Bharat @2047.

Key Findings of the research paper:

- After embracing gig workers, organisations gained autonomy to a dynamic workforce, allowing them to expand quickly and improve operational efficiency.
- Gig workers do not receive social benefits like insurance, medical benefits, employees' provident fund, bonus, or gratuity.

- Maintaining corporate culture and job engagement is challenging with a high number of gig employees
- Nevertheless, these merits came with challenges, including job security, employees’ rights, and ensuring consistent service quality.
- The well-being and economic security of gig workers depend on how challenges are addressed through policy, regulation, and cooperative action.

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# Online International Conference 12th APRIL 2025

## Litmaps Pre-Conference Workshop

The Pre-Conference Workshop on Litmaps was successfully conducted on 5th Feb 2025 as part of the Online International Conference on "The New World of Work: Multidisciplinary Perspectives" organized by Govindram Seksaria Institute of Management and Research (GSIMR), Indore. The session witnessed enthusiastic participation from researchers, academicians, and students across the globe who are eager to explore innovative tools for literature review and research mapping.

As we build on this momentum, we eagerly look forward to the Turnitin Pre-Conference Session on 4th March 2025, where we will delve into academic integrity, understanding plagiarism, and upholding honesty in research.

### Litmaps Session attended by International Community



Scan the code for Video recording of Litmaps Session



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Govindram Seksaria Institute of Management and Research, Indore  
Second Pre-Conference Workshop  
IN ASSOCIATION WITH TURNITIN



Online International Conference

Our Speakers

The New World of Work  
Multidisciplinary Perspectives



MS. CHAITALI SHARMA MR. GAUTAM RAVAL

Head - Academic Partnerships

Customer Success Manager, South Asia

CONFERENCE DATE - 12TH APRIL 2025

Pre- Conference Workshop by Litmaps	5th Feb 25'
Last Date for Abstract Submission	24th Feb 25'
Notification of Acceptance of Abstract	3rd March 25'
Pre -Conference Workshop by Turnitin	4th March 25'
Last Date to submit Camera Ready Paper	25th March 25'



10:00 AM - 11:00 AM IST  
4th March 2025

REGISTER NOW



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## Tracks for Conference

- Global Financial Systems
- Marketing Automation
- HRM Skills & Policies
- IT Solutions for Digital Collaboration
- Business Analytics for Decision-Making
- Resilient Operations in Global Crises
- Innovation & Entrepreneurship

## Registration Fees

- Industry Delegates (India) - 1500 INR
- Industry Delegates (International) - 40 USD
- Academicians (India) - 1000 INR
- Academicians (International) - 35 USD
- Research Scholar (India) - 800 INR
- Research Scholar (International) - 30 USD
- Students (India) - 500 INR
- Students (International) - 20 USD



Admission in Process for more detail contact - 8602148118 , 9630041579

## Student Corner

### An Employer or Employee

Starting own Business or a traditional Job with an organization, is a significant decision, where each path is offering distinct advantages and drawbacks depending on your risk tolerance, personal goals, and desired level of autonomy; while a job provides stability and a defined career path, starting your own business allows for greater creativity, control, and potential for substantial financial reward, with significant risk and uncertainty.

Why I Chose a Career as a Life Insurance Advisor.

Initially worked with a company for two months, feeling unhappy and dissatisfied, so decided to start my own business. "The Desire to Make a Meaningful Impact and Build Lasting Relationships", Motivated to embark on a career as a life insurance advisor to provide opportunity to people for financial security and peace of mind during critical moments.

Things motivated me the most are: Positive Impact on Lives, Relationship Building, Entrepreneurial skills, Continuous Learning, Personal Factors, Community Focus and Challenges and Considerations. The best part is I am living up to my financial expectation.

Whether getting placement or starting your own business is depends on your individual priorities and circumstances. If stability and a predictable income are your primary concerns, a traditional job might be the best option. However, if you are driven by creativity, independence, and the potential for significant reward, starting your own business could be the right path.



**Naman Sharma**  
Batch 2022-24



### Placement Updates

GSIMR Congratulates Devika Mungre, Rohit Bihare and Vikrant Choudhary for campus selection as Relationship Manager at ICICI Prudential Life Insurance Co. Ltd., Ms. B Meghana Reddy, RHR Manager conducted campus drive successfully.

### Learn from Leaders

Our students showed unwavering enthusiasm by participating in the International Conclave of IMA (Indore Management Association) despite ongoing exams! They seized the opportunity to learn about the latest trends and best practices in management, and drew inspiration from remarkable success stories."

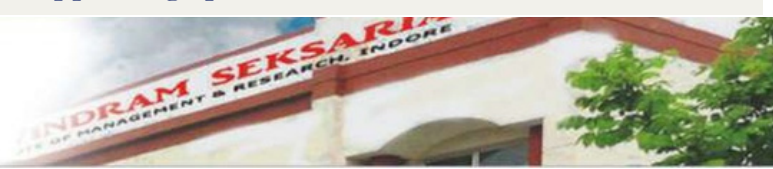


### Management Lexicon

The term "phantom job" has multifaceted meanings depending on the context, ranging from corporate inefficiencies to deceptive practices. Below is a detailed explanation of the concept, supported by examples and an analysis of its implications. A "phantom job" in organizations often refers to positions that exist on paper but lack substantial responsibilities. These roles are typically created for symbolic reasons, such as satisfying organizational hierarchies or appeasing specific individuals.

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