



MINDBUZZ

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And Technology

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Inside This issue

	Page Number
From Editor's Pen	4
Role of e commerce on the basis of marketing 4.0 for a business (Dr. KK Pandey) Associate Professor	5
Advancing Diversity Equity and Inclusion (DEI): Building a more inclusion workplace. (Ms. Neha Verma) Assistant Professor	6
AI Revolution: How Smart Machines are reshaping our world. (Mrs. Deepa Katiyar) Assistant Professor	7
From Waste to Wardrobe: Customers views on circular economy practices in fashion. (Mrs. Pooja Bajaj) Assistant Professor	8-9
Innovation led by world bank in India (Arachana Mohanty) Assistant Professor	10
The Impact of remote work on organization culture (Akshat Swarnkar) Student, MBA and Veer	11



From Editor's Pen

Dr. Krishankant Pandey
Associate Professor

'Every experience, no matter how bad it seems, holds within it a blessing of some kind; the goal should be to find it.'

A warm and hearty welcome to this June-July edition. It is our immense pleasure to present before you this edition which is characterized by both ebullience and singularity. 'MINDBUZZ', the name of the magazine, not only suggests, but also aptly justifies its distinctive, unique and exceptional contents. Mind buzz means Brainstorming by great brains', and what better way of brainstorming other than the literary association of highly experienced Teachers and hardworking students? The highest level of creativity occurs when inspiration is accompanied by right action and proper implementation of ideas. Inspiration of a teacher and right action by a student always works wonders. This magazine delves into the nuances of life, and the creations or wonders that fill it with awe. My heartiest appreciation goes out to all the authors of the articles in this magazine. The ingenuity and fecundity of these budding authors in the literary field combined with the revamping and customization provided by the highly efficient editorial team has made this magazine possible.

'MINDBUZZ', a magazine extraordinaire, to fruition. I hope you relish its company, and soak in its informative content.

Thank You All!



Role of e-commerce on the basis of marketing 4.0 for a business

In the modern era, we have seen significant changes in our life, particularly in technology and consumer behavior. The exponential development of technology has been a key in changing the way we interact, do business, and shop. This process includes a major shift in consumer behavior that drives a paradigm shift in the world of marketing. Moreover, the widespread adoption of technology, consumers are not only becoming more connected but also increasingly demanding personalised and customised experiences.

E-commerce, as one of the technological development, has played a crucial role in driving marketing transformation towards what is known as Marketing 4.0 era . In this context, e-commerce is not just an electronic trading platform but also an ecosystem that harnesses the power of digital to transform marketing dynamics comprehensively. Through the integration of advanced technologies such as artificial intelligence, deep data analytics, and high-content personalization, e-commerce has opened the door to a new era where consumers not only become customers but also an integral part of the marketing process itself.

From the various studies conducted , it is seen that e-commerce and Marketing 4.0 play a crucial role in the business transformation in the current digital era. E-commerce has reshaped the conventional paradigm of how consumers interact with products and services, providing unprecedented convenience and flexibility. With its ability to collect consumer data and offer personalized product recommendations, e-commerce enhances the shopping experience and fosters long-term relationships between brands and customers.

On the other hand, Marketing 4.0 brings about fundamental changes in marketing approach, leveraging technology and data to understand consumer behavior and deliver more personalized and targeted experiences. E-commerce marketing strategies based on Marketing 4.0 encompass consumer data analysis, product and content personalization, omni channel strategies, interactive content marketing, influencer marketing, and the use of big data for trend prediction.

The importance of e-commerce in Marketing 4.0 transformation cannot be overlooked, as it enables companies to gather and analyze consumer data with unprecedented accuracy. This allows companies to craft more targeted and relevant marketing strategies tailored to individual needs. Thus, it can be understood that e-commerce is not just a business but also a transaction and innovative platform for creating unique and value-added consumer experiences in purchasing.

Dr. K K Pandey
Associate Professor
AIMT



Advancing Diversity Equity and Inclusion(DEI): Building a more inclusive workplace.

In today's ever more globalized and interconnected world, diversity, equity, and inclusion (DEI) have become essential elements of thriving organizations. Moving beyond mere representation, DEI now involves a more comprehensive commitment to ensuring fair opportunities and cultivating an inclusive atmosphere for everyone. Understanding DEI Diversity, equity, and inclusion (DEI) are organizational frameworks which seek to promote the fair treatment and full participation of all people, particularly groups who have historically been underrepresented or subject to discrimination on the basis of identity or disability. These three notions (diversity, equity, and inclusion) together represent "three closely linked values" which organizations seek to institutionalize through DEI frameworks. Diversity refers to the presence of variety within the organizational workforce. It includes gender, ethnicity, sexual orientation, disability, age, culture, class, religion, or opinion. Equity refers to concepts of fairness and justice, such as fair compensation and substantive equality. Inclusion refers to creating an organizational culture that creates an experience where "all employees feel their voices will be heard", and a sense of belonging and integration. Recent Movements in DEI

- (i) Companies are shifting towards a more cohesive strategy for DEI, incorporating these values into every facet of their operations. This encompasses not only hiring practices but also organizational culture, leadership, and staff growth.
- (ii) There is a greater focus on comprehending and tackling the interconnected and overlapping systems of discrimination or disadvantage that individuals encounter. This involves acknowledging how factors like race, gender, sexuality, and other identities intersect.
- (iii) Organizations are utilizing data and analytics to monitor progress, pinpoint gaps, and make informed choices regarding DEI initiatives. This involves gathering and examining demographic data as well as assessing the effects of DEI efforts.
- (iv) There is an increasing call for accountability, with companies expected to openly disclose their DEI objectives, strategies, and progress. Transparent reporting fosters trust and showcases a dedication to substantial change. Leadership development programs are progressively concentrating on cultivating inclusive leadership abilities. This includes training leaders to identify their own biases, create inclusive environments, and advocate for DEI initiatives.
- (v) There's a rising recognition of the importance of mental health in the DEI conversation. Companies are addressing how workplace practices impact mental health and striving to create supportive environments for all employees.
- (vi) Numerous organizations are enhancing and backing ERGs to offer employees opportunities to connect, exchange experiences, and champion their communities within the workplace.
- (vii) As companies engage in more diverse global markets, DEI initiatives are also taking regional and cultural variations into account. This means adjusting strategies to suit various contexts while upholding fundamental principles.



AI Revolution: How smart machines are reshaping our world

Did you know that AI can now diagnose certain diseases with greater accuracy than experienced medical professionals? This startling fact highlights just how deeply Artificial Intelligence (AI) has embedded itself into our daily lives and various industries. Once a concept confined to science fiction, AI is now a transformative force, reshaping how we live, work, and interact with technology.

Purpose

This article explores the significant impact of AI on our world. By examining its applications and influence across different sectors, we aim to shed light on how smart machines are driving change and what this means for the future.

Main Points

1. Revolutionizing Healthcare

AI is making dramatic improvements in healthcare. Advanced algorithms analyze medical data, such as images and patient records, to assist doctors in diagnosing diseases more accurately. For instance, Google's Deep Mind has developed AI that can detect eye diseases and predict patient deterioration with remarkable precision, demonstrating AI's potential to enhance diagnostic accuracy and treatment.

2. Transforming Finance

In the financial sector, AI is enhancing both security and operational efficiency. AI systems monitor transactions in real time, detecting and preventing fraudulent activities before they can cause significant damage. MasterCard, for example, uses AI to analyze transaction patterns and identify anomalies, improving fraud detection and minimizing financial losses.

3. Enhancing Everyday Life

AI is also revolutionizing everyday experiences. Smart home devices like Amazon Alexa and Google Home automate tasks such as adjusting lighting and setting reminders based on user preferences. In entertainment, AI-powered platforms like Netflix and Spotify personalize content recommendations, making it easier for users to find new movies, shows, and music that match their tastes.

Examples

Healthcare: Google's Deep Mind AI can predict patient health issues with higher accuracy, supporting early intervention.

Finance: MasterCard's AI-driven fraud detection system prevents fraudulent transactions in real time.

Everyday Life: Streaming services like Netflix use AI to recommend content based on individual viewing history.

Clarity and Flow

AI's impact is evident across various domains. In healthcare, AI improves diagnostic precision and patient outcomes. In finance, it enhances security and operational efficiency. In everyday life, AI enriches user experiences by personalizing interactions and automating tasks. Each application of AI illustrates its broad capabilities and transformative potential.

Conclusion

The AI revolution is well underway, fundamentally transforming industries and everyday experiences. From enhancing healthcare and financial security to making our daily lives more convenient and personalized, AI is reshaping the world in profound ways. As we continue to integrate AI into various aspects of our lives, addressing ethical considerations and ensuring responsible development will be essential. Embracing AI thoughtfully will help us harness its full potential and shape a future where technology significantly enhances our quality of life.



From waste to wardrobe: Customers views on circular economy Practices in fashion

The fashion industry, long known for its fast-paced trends and significant environmental impact, is undergoing a notable transformation with the rise of circular economy practices. The circular economy model aims to minimize waste and maximize resource efficiency by extending the lifecycle of products through recycling, repurposing, and sustainable design. As consumers become increasingly aware of environmental issues, their perceptions of circular economy practices in fashion are evolving. This article explores how customers perceive these practices and what factors influence their attitudes and behaviors.

1. Understanding Circular Economy in Fashion

Circular economy practices in fashion involve designing products with their entire lifecycle in mind, focusing on durability, repairability, and recyclability. Key practices include using sustainable materials, promoting clothing repairs, implementing take-back schemes, and encouraging recycling. The goal is to create a closed-loop system where products are reused, refurbished, or recycled, reducing the reliance on new resources and minimizing waste.

2. Environmental Awareness and Concern

Environmental awareness is a driving force behind positive customer perceptions of circular economy practices in fashion. Consumers are increasingly concerned about the environmental impact of their purchases, including issues such as textile waste, pollution, and resource depletion. Circular economy practices resonate with these concerns by offering solutions that align with sustainable values. Brands that effectively communicate their commitment to circular practices often receive positive feedback from environmentally conscious consumers.

3. Perceived Quality and Value

The perception of quality and value plays a crucial role in customer attitudes towards circular economy practices. Some consumers view circular products as inferior or less stylish compared to traditional fashion items. However, as the quality and design of circular fashion products improve, this perception is shifting. Brands that offer high-quality, well-designed products while emphasizing their sustainability benefits are increasingly successful in changing customer attitudes and demonstrating that circular fashion can be both stylish and valuable.

4. Economic Considerations

Economic factors influence consumer perceptions of circular economy practices. While some customers are willing to pay a premium for sustainable and circular products, others are more price-sensitive. Circular practices can sometimes involve higher upfront costs due to the use of sustainable materials or more complex manufacturing processes. To appeal to a broader audience, brands need to balance sustainability with affordability and offer clear value propositions.

5. Transparency and Trust

Transparency is critical in shaping customer perceptions of circular economy practices. Consumers are more likely to support brands that provide clear information about their circular initiatives, including the sourcing of materials, production processes, and end-of-life options for their products. Brands that are open about their practices and achievements build trust and credibility, leading to more favorable consumer attitudes.

6. Social Influence and Trends

Social influence and trends play a significant role in shaping consumer perceptions. As circular economy practices gain traction in the fashion industry, social media, influencers, and celebrities help amplify these messages. Positive endorsements and trendsetting examples can enhance the appeal of circular fashion and encourage consumers to adopt more sustainable practices. The growing visibility of circular fashion in popular culture contributes to its acceptance and desirability.



7. Convenience and Accessibility

The convenience and accessibility of circular fashion practices impact consumer perceptions. Take-back schemes, recycling programs, and repair services need to be easily accessible for customers to engage effectively. Brands that offer convenient solutions for returning, repairing, or recycling clothing make it easier for consumers to participate in the circular economy, improving their overall perception of these practices.

8. Educational Efforts and Awareness

Educational efforts play a vital role in shaping customer perceptions of circular economy practices. Many consumers may not fully understand the benefits or workings of circular fashion. Brands that invest in educational campaigns and provide clear, accessible information about the environmental and economic advantages of circular practices can improve consumer awareness and foster positive perceptions.

9. Personal Values and Lifestyle

Personal values and lifestyle choices significantly influence customer perceptions. Consumers who prioritize sustainability and ethical consumption are more likely to embrace circular economy practices. For these individuals, the alignment of their fashion choices with their broader values enhances their satisfaction and loyalty to brands that promote circular practices.

10. Challenges and Opportunities

Despite growing interest, there are challenges in customer perceptions of circular economy practices. Misconceptions about the quality and cost of circular products can hinder acceptance. Additionally, some consumers may view circular practices as niche or gimmicky rather than mainstream. Addressing these challenges through clear communication, high-quality offerings, and broader accessibility presents opportunities for brands to shift perceptions and drive more widespread adoption of circular practices.

Conclusion

Customer perception of circular economy practices in the fashion industry is shaped by a variety of factors, including environmental awareness, perceived quality and value, economic considerations, transparency, social influence, convenience, educational efforts, and personal values. As the fashion industry continues to evolve towards more sustainable practices, understanding these factors is crucial for brands seeking to align with consumer expectations and promote a circular economy. By addressing consumer concerns and highlighting the benefits of circular fashion, brands can foster positive perceptions and drive the adoption of more sustainable practices in the industry.



Innovation led by World Bank in India

The World Bank Group (WBG) over seven decades long partnership with India is strong and enduring. The world bank group partners with India to maximize technological gains, such as promoting post-harvest and processing technologies to modernize farm production and increase rural productivity with the help of sustainable transport, digital development, technical education, blended financing, renewable energy etc. In this article it represents about how the world bank helps in development of rural India with its recent and upcoming projects in agriculture sector, energy efficiency sector, state highway project, sustainable development projects and directly affects the rural productivity in India. The world bank is an international financial institution that provides loans and grants to low and middle income countries for the purpose of pursuing capital projects. The world bank is the family of five groups International bank for reconstruction and development (IBRD), International Development Association (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA), International Centre for settlement of Investment Disputes (ICSID). India has been accessing funds from the World Bank for various development projects.

World bank assistance started from 1948 when a funding for Agricultural Machinery Project. World bank provides fund for India to invest in many projects for the upliftment and development of rural sector. As India is predominantly a rural country. As per the census, 68.8 percent of country's population and 72.4 percent of workforce resided in rural areas. However, steady transition to urbanisation over the years is leading to decline in the rural share in the population workforce. Between 2001 and 2011.

India's urban population increased by 31.8 percent as compared to 12.18 percent increase in the rural population.

Arachana Mohanty
Assistant Professor
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The impact of remote work on Organization culture

The shift to remote work, accelerated by the COVID-19 pandemic, has significantly impacted organizational culture, presenting both opportunities and challenges. On the positive side, remote work offers increased flexibility and improved work-life balance, which can lead to higher job satisfaction and morale. This flexibility allows employees to manage personal responsibilities alongside their professional duties, fostering a positive and supportive culture. Additionally, remote work expands the talent pool, enabling organizations to hire from a diverse, global workforce. This diversity can enrich the organizational culture by introducing varied perspectives and ideas, which can drive innovation and creativity. Many employees also report enhanced productivity when working remotely, due to fewer distractions and the ability to create personalized work environments, contributing to a culture of efficiency and high performance.

However, remote work also presents significant challenges to maintaining a strong organizational culture. Communication barriers can arise, leading to misunderstandings and a lack of spontaneous interactions that are vital for relationship-building. This can result in a sense of isolation among team members and weaken the organizational culture. Moreover, physical separation can reduce employees' sense of belonging, leading to decreased engagement and loyalty. Transmitting and reinforcing organizational values can be more difficult without regular face-to-face interactions, making it harder to instill a shared sense of purpose and adherence to core values. To manage their schedules and workloads can empower them and enhance their sense of ownership and accountability, contributing to a culture of trust and respect.

In conclusion, while remote work poses challenges to organizational culture, with thoughtful strategies and a commitment to strong communication, inclusivity, and support, organizations can adapt and thrive in this new landscape. Embracing the benefits of remote work while addressing its challenges can lead to a resilient and dynamic organizational culture that supports both employees and the organization's goals.

Akshat Swarnkar
MBA
2ND Year



Disaster Management : Leveraging Innovation for a safer future.

Disaster management is a critical field aiming at mitigating the effects of natural and man-made disasters. Effective disaster management requires a multifaceted approach that encompasses planning, reaction, recovery, and mitigation. In recent years, technology developments and new techniques have profoundly transformed the disaster management environment.

Preparation and Prediction

One of the most significant advances in disaster management is the use of Artificial Intelligence (AI) and data analytics. AI-powered models use massive volumes of data from sources such as satellite photography, weather sensors, and historical records to anticipate disasters more accurately. This predictive capability enables more timely warnings and more prepared communities. Big data can also be used to better assess risks and plan resources, allowing authorities to predict needs and distribute resources more efficiently.

Response and recovery

In the response phase, technology is crucial for improving coordination and efficiency. Drones have shown to be important tools in disaster response. They give real-time aerial imagery and data, allowing emergency crews to assess damage, locate survivors, and distribute supplies more precisely. Furthermore, remote sensing technologies help with damage assessment and environmental monitoring, giving critical information to guide recovery operations.

Blockchain technology has also helped to enhance humanitarian logistics. Blockchain's open and immutable ledger system aids in the tracking and distribution of relief goods, minimizing fraud and ensuring that aid reaches those in most need. This technology improves accountability and streamlines supply networks, making disaster relief efforts more effective.

Community Engagement and Communication

Communication is another crucial part of disaster management, and mobile technology has transformed this field. Mobile apps provide real-time notifications, safety advice, and a platform for reporting incidents. These apps improve communication between crisis management agencies and affected people, ensuring that they receive timely information and guidance. Social media channels are being utilized to quickly share information and coordinate community responses.

Mitigation & Future Directions

Looking ahead, there is a greater emphasis on resilience and risk reduction. This entails integrating disaster-resistant infrastructure and encouraging sustainable activities. Urban design and construction standards are being updated to increase resilience to extreme weather events and other dangers.

Overall, the use of new technologies and novel methods to disaster management is having a substantial influence. By capitalizing on these improvements, communities may better prepare for, respond to, and recover from disasters, decreasing their impact and promoting a safer, more resilient future.



Managing virtual teams across different time zones and culture

Introduction

The rise of remote work has opened up exciting opportunities for organizations to tap into global talent pools and build diverse, distributed teams. However, managing employees across multiple geographies comes with its own set of challenges. As more companies embrace remote and hybrid work for the long haul, answering these questions has become a top priority. Let's explore some key strategies and best practices for effectively managing a distributed workforce that spans different parts of the world.

Bridge the Distance with the Right Communication Practices

Communicate Intentionally and Transparently

Clear, consistent communication is the cornerstone of any high-performing remote team, and it becomes even more critical when dealing with time zones and language barriers.

Prioritize transparency: Keep remote workers in the loop about company goals, initiatives, and change.

Check for understanding : When communicating complex topics, pause to ask if everyone is on the same page.

Adapt to Asynchronous Communication

With team members working at different times, shifting to an asynchronous communication style is critical. While real-time meetings still exist, most collaboration will likely happen via tools like email, Slack, project management platforms, and recorded video.

Adopt a mindset of “over communication.” Provide ample detail and context in written communications to minimize misunderstandings.

Find the Right Cadence for Team Meetings

Finding a meeting time that works for everyone can feel impossible when working across time zones. While you can only sometimes avoid someone having to take a late-night or early-morning call, you can be strategic in scheduling synchronous meetings.

Prioritize the most critical meetings to hold live (e.g., team bonding, brainstorming, sensitive conversations). Find async alternatives where possible.

Cultivate Belonging Across Cultures

Learn About Cultural Differences

When collaborating with colleagues from different countries and cultures, taking time to understand critical differences—communication styles, work preferences, holidays, and traditions—can go a long way in building strong working relationships.

Encourage team members to share about their culture. Hold a “get to know you” session where each person talks about their background and what’s customary in their part of the world.

Foster an Inclusive Team, Dynamic

A sense of belonging is a fundamental human need that requires extra effort to cultivate in a remote environment. Remote leaders must intentionally create opportunities for distributed team members to connect and build relationships.

Make time for casual conversations. Kick-off meetings will take a few minutes of informal chat.

Practice active listening. Give remote workers your full attention in 1:1s. Listen to understand, not just respond.

Conclusion

The Future is Global and Remote

As the business landscape evolves, effectively leading distributed teams will become more critical. By embracing the above strategies – clear communication, cultural understanding, emotional intelligence, and enablement - you'll be well-equipped to manage a remote workforce that spans the globe.



While starting my journey to corporate, let me raise an interesting question to the corporate world- along with the stock taking of our physical goods, don't you feel it's important to take the stock of skills level of the most valuable asset in our Organization - the **Human Asset**

It goes without saying human asset is the key intangible asset for any organization. In today's dynamic world, it is the human assets and not the fixed or movable assets that differentiate any organization from its competitors! If so during last financial year ending, how many of us have taken the stock of skills level of our human assets

While humans can be physically replaced, the skill-sets and knowledge of a person leaving an organization cannot be exactly replaced by the successor. It is widely held among business decision-makers that the skill of employees account for 85% of a company's assets. Employee skills determine the speed and success of organizations.

Most of our employees are hired to do specific functions based on current need. As the strategic direction of our organization changes, these employees (human assets) yield less and less. In other cases, employees hired for a specific function never have their full capabilities assessed or explored. Further, there is a general inability to quantify the capacity of human resources. Consequently, the organization cannot effectively determine when it has reached its affordable human asset capacity level.

It is also important for us to understand that the skill sets of our employees helped us to reach certain targets during the last financial year. It is obvious that we will set an ambitious target during this financial year probably with the same set of employees. Remember, the skills level of our people enabled us to reach here but is it enough to take us to the next level? Should we take the stock levels of skill sets they possess and address the gap if any? I believe performing a skill gap analysis will help organization to understand gaps in performance and possible areas for training and development.

Performance Reviews

Standard performance review usually includes a discussion between the employee and his or her manager to assess the competency proficiency. A strategy for professional development to allow the employee to improve their performance or improve their chances of a promotion can be included in the review.

Interviews

Managers and employees with open ended questions allows for qualitative data to be accumulated. Resistant attitudes, misconceptions and other barriers to good performance may be revealed using this methodology that may not be revealed during a manager-employee performance review conversation **Customer Feedback**

If customers or stakeholders can be surveyed or they can be a great source of feedback on the performance

Performance Tests

Certain skills can be tested using standardized tests and metrics can be measured to provide quantitative data (multiple choice, fill in the blank etc.) of performance levels.

Audits

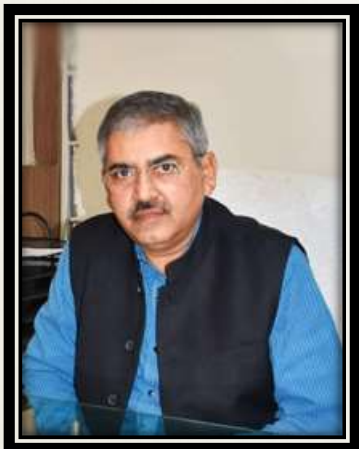
A checklist of operational standards can be made and employees can be checked against the list. Once the skills gap has been identified, strategies for closing the gaps can be determined. Strategies include training (if a lack of knowledge is apparent), job role reassignment (transfers, portfolio changes), allocation of new resources, improvement of rewards and incentives, goal setting, or termination (if the fit can be corrected by other means).



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