

Business Management Magazine

**BUSINESS &
MANAGEMENT
MANUSCRIPTS 07**
The way Digitization,
Innovation and
Disruption is changing
the dynamics of
Business

VITAL SPARKS 13
FDP
Enabling Multidimensional
growth of Business
Analytics and Data Science

CLUBS 24
Club Buzz

INNOVATIVE EDGES 36
Don't just go the way
where life takes you;
take your life the way
you want to

CORPORATE CONNECT 15
Industrial Visits



DECEMBER 2018

LLOYD CHRONICLE

Annual Publication
Lloyd Business School, Greater Noida

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Manohar Thairani
Chairman

MESSAGE FROM CHAIRMAN



I am elated to know that Lloyd Business School is coming out with a new journal titled *Lloyd Chronicles*. The journal promises to be a reflection of rapidly developing business administration and management dynamics in emerging market situations. *Lloyd Chronicles* aims to build on the fundamental concepts of business administration with the objective of extending and applying existing theories and practices to a multidisciplinary frame work, in an innovative manner. It will provide a platform for students, academicians and industry experts to interact exchange their ideas and build collaborations in order to push the boundaries of business knowledge. The market is dynamic and is in constant need for skilled professionals who are fully equipped to consistently adapt to changes and face emerging challenges. Perseverance, critical thinking, ability to take fast and effective decisions, and a talent to quickly solve problems are also very much required in modern, globalized service sector. Understanding this need, *Lloyd Chronicle* focuses on key business administration trends in a comparative, global context, with a pluralistic methodology complemented by multidisciplinary conceptualization from a cross cultural perspective. I wish this journal will succeed in reaching out to aspiring business professionals, students and researchers, and guide them in their journey towards excellence.

The substantial contribution of an educational institution is to equip a student to deal with any difficult situation that may arise in his or her personal and professional life and to balance both. Lloyd Business School is blessed with a vibrant and talented team and with such bright resource strength onboard, who prepare the students for applying themselves to face the virtually limitless opportunities offered by the modern world. The School is committed to fostering a community in which individuals are exposed to a diversity of perspectives, strive to achieve their highest potential and garner the power to fulfill their dreams.

I wish all the success to this endeavor of Lloyd Business School!
Best Wishes

MESSAGE



Dr. Vandana Arora Sethi
Group Director

MESSAGE FROM Group Director



Dear friends of Lloyd Business School,
It give me immense pleasure in writing a note for our first-ever issue of Management Magazine of Lloyd Business School – Lloyd Chronicle.
In the last year we have had many exciting changes transpiring in our Business School, from impressive faculty hires, to new program in Data Science and Analytics, to improving the experiences of our students.

This new group of faculty brings outstanding talents and remarkable research activity that will complement the exceptional work done by our current faculty members. Several of our faculty members are involved in teaching endeavors that have the potential for nationwide impact.

Our industry -focused education has been getting great attention as the new trend in higher education, in Business Analytics, Supply Chain Management & Human Resources. At the same time, we continue to be deeply committed to attracting the highest caliber students to our school and offering wonderful educational experiences.

This year we shall be doing many activities and conclaves with industry-academia dignitaries. I'm very excited about this program, which will provide outstanding educational opportunities to a diverse group of students.

We've also launched a number of club initiatives aimed at enhancing the undergraduate and postgraduate student experience for all students, including improved career information, increasing corporate-social opportunities, and building a greater sense of community among the students in the college. Other activities include regularly scheduled seminars and workshops led by business professionals, company tours, internships, and job fests.

Thank you to everyone who has contributed in making these changes around the college a reality; these new projects would not have been able to launch without the hard work of faculty, staff, students, and alumni. I look forward to sharing the positive outcomes of the programs and initiatives in future issues of the Lloyd Chronicle.

Blessings

MESSAGE





Dr. Satish Kumar Matta
Director (Academics), Lloyd

MESSAGE FROM Director (Academics)

Dear Colleagues,

It gives me great pleasure to present our Management Magazine of Lloyd Business School- Lloyd Chronicles.

Since the inception of this institution, we aim to provide quality education and develop competent professionals who are socially sensitive and committed to excellence at global arena. The institute has a glorious standing of more than a decade now and continue to evolve as the most reputed educational group in the field of Management Education.

Our program is designed to inculcate knowledge, leadership, innovative spirit, team work and global perspective into the students. With updated and professional environment our faculty makes distinctive contribution not only to students but to academia through publications, seminars, conferences apart from quality education. We also believe in corporate interaction including industrial visits, guests from industries and corporate projects undertaken by our students under continuous guidance of our faculty. These strategies are core of our efforts which has resulted in being one of the premier institute of management education.

Our pedagogy encourages practical workshops and real life data analysis as a part of course assignments. We offer a wide range of electives across different functional areas which allow a student to gain in-depth knowledge in their interested areas.

We have re-oriented our policies and believe in creation of leaders of enterprises and not just managers. We have lots of tie-ups with corporate and professional bodies to provide ample learning and research opportunities to our students. This is resorted to by fostering the skill and enhancement of knowledge base of our students through various extracurricular, co-curricular and curricular activities through our faculty who keep themselves abreast by various Research and FDPs and attending Seminars/Conferences.

We emphasize on regular counselling of students so that teachers can evaluate their progress and guide them accordingly on the way to success. Organized and aligned approach help our students develop not only a holistic business perspective but an ability to seize opportunities in a competitive business environment. At the same time they remain committed towards the betterment of the society.

It will be my endeavour to make the Management Magazine of Lloyd Business School- Lloyd Chronicles a world class magazine of global standing. I take this opportunity to thank the Management of Lloyd Group of Institutions, Group Director, esteemed members of faculty and administrative staff for our first-ever issue of Management Magazine. I am sure, with their advice and support, the magazine will achieve new milestones.

PREFACE

It's truly said by Benjamin Franklin that **"Either Write Something worth Reading or Do Something worth Writing."** It gives us immense pleasure to bring our first issue of Lloyd Chronicle, a B-School magazine of Lloyd Business School. This magazine provides a great platform to reveal the literary skills and innovative ideas and creativity of faculties and our students.

There are many millions of people who have literary skills but don't get the right platform to express them. Lloyd Chronicle acts like a facilitator that truly encourages students and faculty members to discover their literary creation in their specific field area.

We have also focused on various club's activities that reflect our magazine's main attraction and contents. The various clubs are being driven by their respective club incharges, students and ambassadors. The objective of clubs is not only to create buzz inside campus but also provide an opportunity for students' vitrine their talents in different fields.

Also, we have covered students' exposure to real life industries which is the most crucial aspect in the curriculum. Students learning should go beyond academics, where they can develop insights, critical minds and obtain practical knowledge as well as learn theoretical applications. Furthermore, students are able to improve on the cognitive complexity, intrapersonal/interpersonal relationships and practical competence and exposure.

Furthermore, the most interesting aspect of the magazine is "Alumni Speak". It shares insight about the most crucial aspects of inspiring new students as alumni's are one of the valuable treasures that can act as mentors to new students.

Lastly, the launching of "Lloyd Chronicle" would not have been possible without immense support of our Group Director Ma'am Dr Vandana Arora Sethi. Secondly, Mr. Shubham Aggarwal (Co Editor) for his continuous support in the whole journey and my true assets, editorial club members Manish Rana, Manish, and Navan Sodhi who have adequately performed their editorial functions.

We profusely thank the management for giving us support, encouragement and free hand in this Endeavour. Last but not the least we are thankful to all the authors for making important contribution to enhancing the quality of magazine.

Thank you all for your unwavering support.

Dr. Shruti Tryambak
Associate Professor

CONTENTS :

01 BUSINESS & MANAGEMENT MANUSCRIPTS

THE WAY DIGITIZATION, INNOVATION AND DISRUPTION IS CHANGING THE DYNAMICS OF BUSINESS	07
BIG DATA FOR MARKETING	08
QUANTUM COMPUTING	09
BEST ALTERNATIVE FOR SMALL BUSINESS LOANS	10

02 VITAL SPARKS

FREEDOM OF SPEECH	12
SPONGE - LEADERSHIP LESSONS I LEARNT FROM MY CLIENTS	12
FACULTY DEVELOPMENT PROGRAMME	
ENABLING MULTIDIMENSIONAL GROWTH OF BUSINESS ANALYTICS AND DATA SCIENCE	13
FACULTY DEVELOPMENT PROGRAMME	
BUSINESS INTELLIGENCE MADE EASIER	14

03 CORPORATE CONNECT

INDUSTRIAL VISIT TO ANANDA DAIRY PLANT	16
INDUSTRIAL VISIT TO PARLE G PLANT	16
INDUSTRIAL VISIT TO BISLERI PLANT	17
INDUSTRIAL VISIT TO COCA-COLA PLANT	17
INDUSTRIAL VISIT TO PEPSI PLANT	18
INDUSTRIAL VISIT TO AMAR UJALA NEWSPAPER	18

04 CLUBS

CLUBS MINUTE	20-22
CLUBS BUZZ	
MARKETING CLUB- TOP LINERS -CAMPUS BAZAAR	24
CULTURAL CLUB - THE DOT -FRESHER'S PARTY 2018	25-26
HR CLUB -HR PEOPLE CONNECT CLUB -PREZIT	27
CSR CLUB - GOOD SAMARITANS -POSTER MAKING COMPETITION	28
CSR CLUB- GOOD SAMARITANS SUPPORTED KERALA FLOODS	28
FINANCE CLUB -MONEY LOVERS CLUB-FINANCE QUIZ	29
EDITORIAL CLUB - LLOYD SIGNATURE ROLE OF PROBIOTICS IN MAINTAINING GOOD HEALTH	29
GOOD SMARTIAN (CSR CLUB) VISIT TO "GOONJ"	30
A VISIT TO AN ORPHANAGE - FATHER AGNEL BAL BHAVAN	31
WHAT'S YOUR APP???	31
MIND MARTIANS - INTER COLLEGE QUIZ COMPETITION	32

05 WORKSHOP

INTELLECTUAL COMPETENCE	33
NEW ECONOMIC APPROACHES: ENLIGHTENING YOUNG SCHOLARS	34

06 INNOVATIVE EDGES

DON'T JUST GO THE WAY WHERE LIFE TAKES YOU; TAKE YOUR LIFE THE WAY YOU WANT TO	36
JAN KOUM (CO-FOUNDER OF WHAT'S APP	37
THE DARKEST SHADES OF OUR MIND	38
"EHSAAAS"	39
INSPIRATIONAL SONGS FOR ENTREPRENEURS	40
"JUNOON"	41

07 ALUMINI SPEAK

08 THE LLOYDIAN VOICE

09 FACULTY PUBLICATIONS AND RESEARCH 2018

10 THE HIGHLIGHTS OF THE NEXT ISSUE

11 THE EDITORIAL COMMITTEE

BUSINESS & MANAGEMENT MANUSCRIPTS

THE WAY DIGITIZATION, INNOVATION AND DISRUPTION IS CHANGING THE DYNAMICS OF BUSINESS



Digitization refers to the transformations triggered by the massive adoption of digital technologies that generate, process, and share and transfer information. Digital transformation is not a one-time event. It proceeds in waves driven by technological progress and diffusion of innovations. The first wave of digitization is associated with the introduction and adoption of what today are considered "mature" technologies such as management information systems aimed at automating data processing and applied to monitoring and reporting of business performance, technologies such as broadband (fixed and mobile) and voice telecommunications (fixed and mobile) which allow the remote access of information. The second wave of digitization entails the diffusion of the Internet and its corresponding platforms (search engines, market places), which enable the networking of enterprises to consumers and enterprises among themselves for purchasing of supplies, and distribution of output. The third wave of digitization entails the adoption of a range of advanced technologies, such as big data/analytics,

It is barely 20 years since Sergey Brin and Larry Page registered the domain name google.com, and only 10 years since Steve Jobs walked onto a stage in San Francisco and introduced the iPhone. Yet in this short period, digital technologies have undoubtedly engulfed our world of existence today. The growth of digitization has been widespread and spreading fast. Digital players wield outside market power. Based on their stock prices on July 6, 2017, Apple, Alphabet, Microsoft, Amazon, and Facebook were the five most valuable companies in the world. The most valuable non-American company, 7th overall, was China's e-commerce giant, Alibaba Group.

However, disruption also through change is processes are a major area of concern among management. If this encroachment really is taking place faster and more

broadly than it ever has before, there are a couple of implications. There's good news and challenging news here. The good news is that the variety and volume and quality of things that we'll be able to consume will go up, and the prices will go down. Successful Organizations of future would be one's who can incorporate the human intelligence, perspectives, emotions, perceptions in the implementation of technology in organizations to create living technical systems which respond and evolve with human changes thus acting as mediator between organizational settings and human realm. The technical/implementers of technology should thus evolve in to hybrid role of techno-functional experts that use technology not as change but creating functional enhancements of change creating functionally responsive and socially adjustable "Living Organizations".

“*At least 40% of all businesses will die in the next 10 years... if they don't figure out how to change their entire company to accommodate new technologies*”

- John Chambers
Executive Chairman, Cisco System



Ms. NEETU KAMRA
(Assistant Professor)

BIG DATA FOR MARKETING

VOLUME

The volume of data generating today is beyond imagination. The numbers are in petabytes, exabytes or zettabytes. Let's give a perspective to these terms. 1 petabyte = 20 millions of traditional cabinets full of text. Walmart as a company generates 2.5 petabytes of data every hour. Now you can imagine!!! In 2013 the whole world's data was 4.4 zettabytes, and we are expecting this number to reach 44 by 2020.

For reference 1 zettabyte is equivalent to 250 billion DVDs. The market for people who are dealing with big data will double itself every couple of years. The major chunk of data comes from IOT (Internet of Things) through small and big computers installed in our day to day products. Example might be cars, goggles, watches, mobile etc. So, the new trend is to include everyday product under IOT so that the consumer will be able to connect seamlessly. But again, it's an opportunity and a problem for marketer to take decisions on these data streams. We are expecting that almost Thirty-two billion objects will be connected online by 2020.

VELOCITY

Velocity means relentless rapidity of data creation. To better understand the type, we can take the example of population of India census data and the type data from any e-commerce website. The data that we are receiving from the latter half will include location, brand

The amount and richness of data that is generating in the present scenario is overwhelming to control and understand and it is transforming the whole marketing decision-making. Data has been defined by 3 components as: volume, variety and velocity. Let's discuss each of them.



preferences in a specific category which defines depth of awareness in brand salience, opinions on a brand, attitude towards a brand, purchasing capacity and a lot more. For analysis sake we can easily define the actual and desired personality from these data points.

VARIETY

For a very long time in our marketing history we have only worked with structured data, rather than unstructured one, due to its complexity and our inability to use it. If I define a difference between data v/s big data, this is the exact difference I am talking about. So structured data are those which have been captured from sensors, our record files and databases. So, it's easy to run analysis on structured data due to its quantifiable nature. Now currently the unstructured data is more qualitative in nature. We can collect it as textual data from our WhatsApp messages or from SMS messages or data from our e-mail or the conversation we had on any chat box or from many other sources. Yes!!! You can recall the case of Cambridge Analytics. Another type is non-textual data which is collected from

YouTube, Facebook videos/WhatsApp videos or from any other type of video sources, images from different mediums and audio recordings also. For example, Parliament office in India has a special security wing, which collects these types of data regularly to stop lynching in India via social media or to curb terrorism in Jammu and Kashmir. These data contain your personal information regarding your behavior, family, the type of content you consume etc.

Then there is semi-structured data which needs some tools to structure them like Standard Generalized Markup Language (SGML) software. SGML helps organization capture data from videos, which is of benefit to them.

RECENTLY 2 MORE V'S HAVE BEEN ADDED VERACITY AND VALUE

Yes, I agree that you have collected it all, but the problem with big data is that it might be inaccurate. The 3 V's mentioned above is growing rapidly in size, so the problem with inaccurate data is more relevant in current scenario.

The next big question raised is the value of that data. Whether that data might be useful for your decision making for markets? You don't want to collect data that night not be useful for you. That is a big question needs to be addressed.

Presently, there are a lot of data scientists who are facing

this problem of arriving at a solution without understanding the context of it. It is up to you as a marketing manager to use your domain knowledge with the data. There is a reason we call it marketing analytics instead of just analytics.

I remember a famous quote from a statistician, which is apt for this situation.

"If you torture the data long enough, it will confess." - Ronald Coase (Nobel Prize in economics).



Mr. Swarit Yadav
(Assistant Professor)

QUANTUM COMPUTING



Manish Rana
(MBA - IVth Semester)

Quantum computing is computing using quantum-mechanical phenomena, such as super position and entanglement. A quantum computer is a device that performs quantum computing. Such a computer is different from binary digital electronic computers based on transistors. Whereas common digital computing requires that the data be encoded into binary digits (bits), each of which is always in one of two definite states (0or1), quantum computation uses quantum bits or qubits, which can be in superposition of states. A quantum Turing machine is a theoretical model of such a computer, and is also known as the universal quantum computer. The field of quantum computing was initiated by the work of Paul Benioff and Yuri Man in 1980, Richard Feynman in 1982, and David Deutsch in 1985.

A quantum computer operates on its qubits using quantum gates and measurement (which also alters the observed state). An algorithm is composed of a fixed sequence of quantum logic gates and a problem is encoded by setting the initial values of the qubits, similar to how a classical computer works. The calculation usually ends with a measurement, collapsing the system of qubits into one of the eigenstates, where each qubit is zero or one, decomposing into a classical state. The outcome can therefore be at most classical bits of information (or, if the algorithm did not end with a measurement, the result is an unobserved quantum state).

A quantum computer with a given number of qubits is fundamentally different from a classical computer composed of the same number of classical bits. For example, representing the state of an n-qubit system on a classical computer requires the storage of 2^n complex coefficients, while to characterize the state of a classical n-bit system it is sufficient to provide the values of the n bits, that is, only n numbers. Although this fact may seem to indicate that qubits can hold exponentially more information than their classical counterparts, care must be taken not to overlook the fact that the qubits are only in a probabilistic superposition of all of their states. This means that when the final state of the qubits is measured, they will only be found in one of the possible configurations they were in before the measurement. It is generally incorrect to think of a system of qubits as being in one particular state before the measurement, since the fact that they were in a superposition of states before the measurement was made directly affects the

possible outcomes of the computation.

Quantum Computing Models

There is a number of quantum computing models, distinguished by the basic elements in which the computation is decomposed. The four main models of practical importance are:

- Quantum gate array (computation decomposed into sequence of few-qubit quantum gates).
- One-way quantum computer (computation decomposed into sequence of one-qubit measurements applied to a highly entangled initial state or cluster state).
- Adiabatic quantum computer, based on quantum annealing (computation decomposed into a slow continuous transformation of an initial Hamiltonian into a final Hamiltonian, whose ground states contain the solution).
- Topological quantum computer (computation decomposed into the braiding of anyons in a 2D lattice)

The quantum Turing machine is theoretically important but direct implementation of this model is not pursued. All four models of computation have been shown to be equivalent; each can simulate the other with no more than polynomial overhead.

OBSTACLES

There are a number of technical challenges in building a large-scale quantum computer, and thus far quantum computers have yet to solve a problem faster than a classical computer. David DiVincenzo, of IBM, listed the following requirements for a practical quantum computer:

- scalable physically to increase the number of qubits;
- qubits that can be initialized to arbitrary values;
- quantum gates that are faster than de-coherence time;
- universal gate set;
- Qubits that can be read easily.

BEST ALTERNATIVE FOR SMALL BUSINESS LOANS

Many lenders provide very different offerings, and rates and terms vary widely depending on what your business needs. Regardless of what you need the funding for, it's important to partner with a company that has a proven track record as a reliable lender. It's also important to assess your own financial stability before taking on debt. For business, finding the right kind of funding means looking into all your options. To find the right Business Loans, there are dozens of options. Here are some of best alternatives.



- **CREST CAPITAL:** It offers equipment financing of up to \$1,000,000. Financial documents aren't needed for financing of less than \$250,000. The lender has a range of loan and lease terms, including fixed-rate loans, \$1 purchase agreements, 10 percent purchase options, fair-market-value leases, guaranteed purchase agreements and operating leases. To qualify, you must have been in business at least two years and have a minimum credit score of 700. The approval process can be completed in as little as four hours.
- **ON DECK:** It offers fixed-rate loans of up to \$500,000. To qualify, you need a minimum credit score of 500 and annual revenue of at least \$100,000 and you must have been in business for at least one year. Loan terms vary, ranging from three to 36 months and are paid back on a daily or weekly basis. You can apply for a loan online or over the phone. You can receive approval in just a few minutes, with funds deposited into your account within 24 hours.
- **KABBAGE:** It offers small businesses lines of credit up to \$250,000. Each time you draw against your line of credit, you have six or 12 months to pay that money off. Instead of paying interest, however, you pay fees of 1 to 10 percent each month. To apply, you fill out an online application and link the system to either your business checking account or an online service you already use, such as QuickBooks. Kabbage platform automatically reviews the data on those sites to determine if you meet the company's standards for a loan. The process typically takes just minutes to complete. Once approved, you have instant access to your line of credit.
- **SBG FUNDING:** It provides small businesses with various loans, including lines of credit and traditional small business loans. Based on the company's requirements and qualifications, its offering is ideal for startups. To get funding from SBG, businesses need to be established for six months, earn \$150,000 in revenue per year and have a credit score of 550 or more. These qualifications, along with both short- and long-term rates, make SBG Funding an ideal option for startups and growing businesses.
- **NOBLE FUNDING:** It provides small businesses with a compelling working capital loan offering. Businesses looking for fast financing have an access to funds ranging from \$50,000 to \$2,000,000 and can get funded in just two to three business days. Noble's applications process is quick and easy, and business owners can use these types of loans for quick, short-term funding.
- **RAPID ADVANCE:** It offers merchant cash advances of 50 to 250 percent of your monthly credit card volume. You repay loans by giving Rapid Advance a fixed percentage of your future card receipts until the loan is repaid. To qualify, you need to have been in business for at least three months, have at least \$2,500 in monthly credit card receivables and have a physical location for your business. You can apply for the advance online or over the phone. The approval process can be completed in 24 hours, with funds available within three days.



Shakti Sudhir
(PGDM-IV Trimester)

VITAL SPARKS

Edge over Education

VITAL SPARKS >>>

FREEDOM OF SPEECH



Lloyd Business School organized “**FREEDOM OF SPEECH COMPETITION**” on 15th August, 2018 for the Students and faculty members on “WHAT FREEDOM MEANS TO THEM”. The Students had to take part individually, where they presented their content and thoughts behind it. There were so many students and faculty members who actively participated in the competition and made it a success.

The main motive behind the competition was making people realize and understand "What Freedom actually means to them" and through the presentation of their posters, poetries, quotes, creative write-ups, we got to know that "Freedom of speech is a principle that supports the freedom of an individual or a community to articulate their opinions and ideas without fear of retaliation, censorship, or sanction".

WINNERS OF FREEDOM OF SPEECH COMPETITION

- 1st Winner** Shubham Nagar, B V S Shiva Rao, Madhuri Verma, Ankit Kashyap, Akriti Kumari, Sabeena Yusuf (Faculty), Ritika Khurana (Faculty).
- 2nd Winner** Danish Amber, Arun Kumar, Anju Kumari, Rana Khan, Akanksha Samuel.
- 3rd Winner** Shivani Rathore, Abhishek Khare, Shruti Traymbak (Faculty)

SPONGE - LEADERSHIP LESSONS I LEARNT FROM MY CLIENTS



LLOYD participated in an Interactive Session on **Leadership Lessons** on **August 29, 2018**. The objectives of the seminar were to introduce leadership qualities and improve teamwork among the participants who attended this seminar.

The Chief Guest was Mr. Ambi the Brand consultant and coach former CEO FCB Ulka and an **Author of the Book “SPONGE - Leadership Lessons I learnt from My Clients”**. In his mesmerizing talk he shared his life's experiences and the secrets with

which he achieved success.

The author's real-life experiences were very helpful as it gave us an insight of his life and helped us to understand his thought process. It helped us to know more about leadership skills. It was a good start, offering students valuable lessons with relevant research. All leadership lessons he shared were unique and inspiring.

The Seminar was an enriching experience as all the participants showed tremendous support by actively participating in the discussion. We hope to get more opportunities to explore and get inspired by profound people like **Mr. Ambi Parameswaran**.





FACULTY DEVELOPMENT PROGRAMME

Enabling Multidimensional growth of Business Analytics and Data Science



Lloyd Business School, had the privilege of organizing **FACULTY DEVELOPMENT PROGRAMME** for trainers and faculties on **“Introduction to Business Analytics”** on **15th September 2018**. The event was graced by the presence of various dignitaries and delegates from industry like IBM, MetLife, BHEL and various renowned

institutions. The event witnessed participation of faculty from over 10 colleges in Delhi & NCR including Amity, Galgotias, JSS Academy, GNIOT, IMS, North Campus University, Delhi Technical University, etc. The program started with a keynote address by Dr. Babu Lal (Executive Director, BHEL) who made some fundamental points regarding the scope of Business Analytics in today's organizations. “At BHEL, we were successfully able to reduce Plant Load Factor to 60% with the help of Business Analytics techniques”, Dr. Lal quoted. He also stressed that in the world of analytics; only those who are passionate about data can bring breakthrough changes. The Speaker of Eminence, Mr. Mayank Kaura (Subject Matter Expert, IBM) explained the omnipresence of data and its relevance. “The successful implementation of Business Analytics lies in the model: UNDERSTANDING-CONNECTING-CHARTING the data. The implications will result in Activation of Customers, Reinvention, & Visibility”, Mr. Kaura was quoted saying. He further instructed the faculty to adopt an approach of “Listening-Analyzing-Engaging” to facilitate the understanding of students regarding Analytics.

Dr. Gunjan M. Sharma (Associate Professor, Jindal Global Business School) presented his views on the topic “Role Expectations from Faculty & Students”. He suggested that in order to enhance the understanding of students, the faculty must work on real-time and sample data sets to explain the key concepts. “The industry expects an analyst to provide insights regarding the data and not just answering singular questions. We have to make our students ready for that,” Dr. Sharma emphasized. To become successful analysts, he proposed the combination of skills like: Data Understanding, Tools Proficiency & Business Acumen.

Mr. Harpreet Singh Dua (Data Scientist/Machine Learning Practitioner) provided his insights on the topic “A historical & Future Glimpse of Artificial Intelligence/Machine Learning”. He said that Data Scientist is the Sexiest Job of the 21st Century. “The irony in the world of data is that out of 90% of the data generated in the last two years, only 0.5% has been analyzed. To increase the percentage, we need to follow 3Vs: Volume, Velocity & Variety”. He focused on the importance & scope of Analytics in multi-disciplinary as Prescriptive Analytics is applied in the field of Airline Industry, Finance while as Business Analytics is hugely prevalent in Supply Chain, HR, Operations and all others.



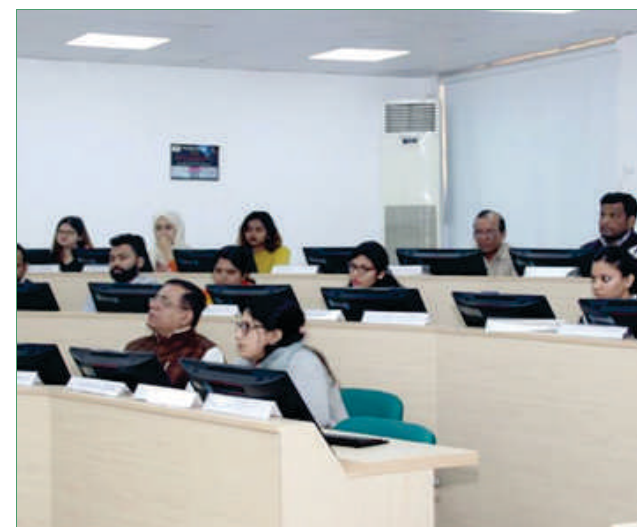
FACULTY DEVELOPMENT PROGRAMME

Business Intelligence Made Easier



Learning is a never ending process and to constantly reshape the learning curve of our faculty members, Faculty Development Programme on Business Intelligence was conducted in Lloyd Business School, from 26th to 29th Dec 2018, a 4 Day informative training on Business Intelligence by Senior Consultant, IBM Mr. Nitin Gupta.

The Program was organized with the agenda to develop expertise in Analytics applications in Business Domains . The learning of the training can be applied in research paper writing, case study discussions and class discussions as Business Intelligence tools are essentially data-driven Decision Support Systems (DSS). With these tools, faculty can start analyzing the data themselves, rather than wait for IT to run complex reports. These tools are helpful in business decisions with hard numbers, rather than only gut feelings and anecdotes.



CORPORATE CONNECT

Industry – Academia Personna

CORPORATE CONNECT >>>



VISIT TO ANANDA DIARY PLANT, PILKHUWA (UP)

BY: PGDM, PGDM- HR, AND PGDM-SCM (2016-18 BATCH)



PGDM IV Trimester Students were taken to Ananda dairy of Pilkhuwa (UP) Plant for an Industrial visit on 13th of August 2018 headed by Dr. Shruti Traymbak (Associate Professor),

accompanied by Ms. Meenu Chaudhary (Assistant Professor) and Ms. Princi Jain (Assistant Professor).

The students were there to know about the manufacturing unit and supply chain of the dairy. At the beginning of the visit students were oriented with the history of the company and the supply chain of the Ananda dairy through a beautiful presentation followed by visit to manufacturing units.

Students were taken to the quality control unit and production machinery used in the Ananda Dairy plant such as milk processing plant, yoghurt processing plant, condensed milk processing line, cream processing line, cheese processing equipment and packaging process. During the trip, students gained practical knowledge about the handling of the raw materials having different characteristics and properties.

VISIT TO PARLE G PLANT, BAHADURGARH (HARYANA)

BY: PGDM (2018-20 BATCH)



The PGDM I Trimester students were taken to Parle-G, manufacturing plant in Bahadurgarh for an Industrial visit on 1st September 2018 to understand the processes of manufacturing of confectionary products and to get practical exposure. Overall, the visit was highly interactive and practical learning experience for the students on the concept of production, HR and operations within a manufacturing plant.



Bisleri

VISIT TO BISLERI PLANT, FAIZABAD (UP)

By MBA 2017-19 BATCH



Bisleri



MBA IIIrd semester students went for an industrial visit to Bisleri plant at Sahibabad on 28th September 2018 under the supervision of Dr. Alka Jyoti, Dr. Shruti Traymbak and Mr. Anoop Kumar. It was an excellent opportunity for student to get practical exposure. The main objective of the industrial visit was to give first hand industrial exposure to students as to how a brand like Bisleri carries out its manufacturing

Coca-Cola

VISIT TO COCA-COLA PLANT, GREATER NOIDA (UP)

By MBA 2018-20 BATCH



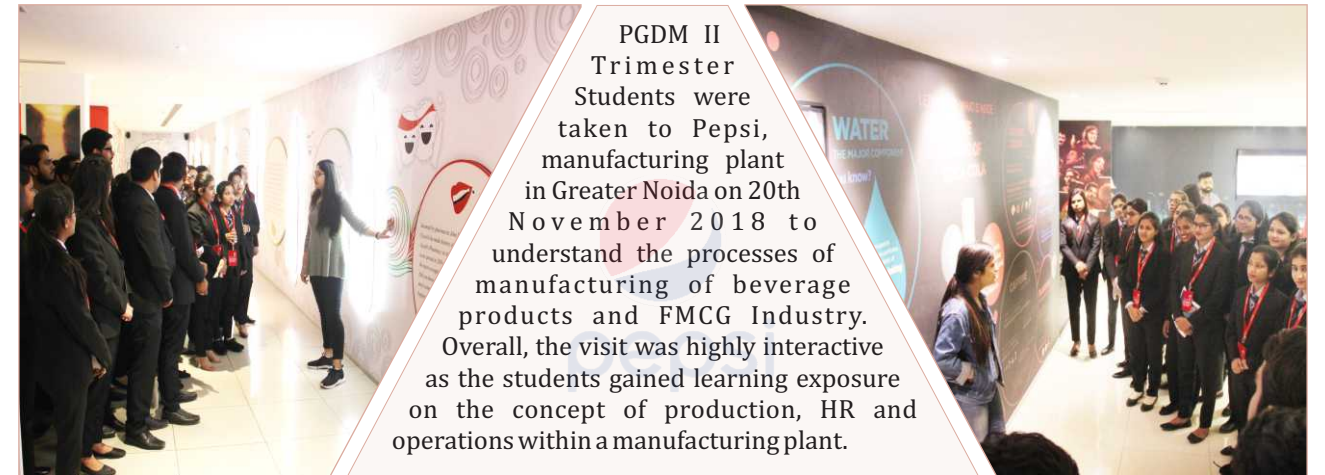
MBA 1st semester students were taken for an industrial visit to Coca-Cola plant at Greater Noida (UP) on 26th November 2018 under the supervision of Dr. Shruti Traymbak and Mr. Shubham Aggarwal to equip students with the practical aspects of the corporate world.



pepsi

VISIT TO PEPSI PLANT, GREATER NOIDA (UP)

BY: PGDM (2018-20 BATCH)



PGDM II Trimester Students were taken to Pepsi, manufacturing plant in Greater Noida on 20th November 2018 to understand the processes of manufacturing of beverage products and FMCG Industry. Overall, the visit was highly interactive as the students gained learning exposure on the concept of production, HR and operations within a manufacturing plant.

अमर उजाला

VISIT TO AMAR UJALA, NOIDA (UP)

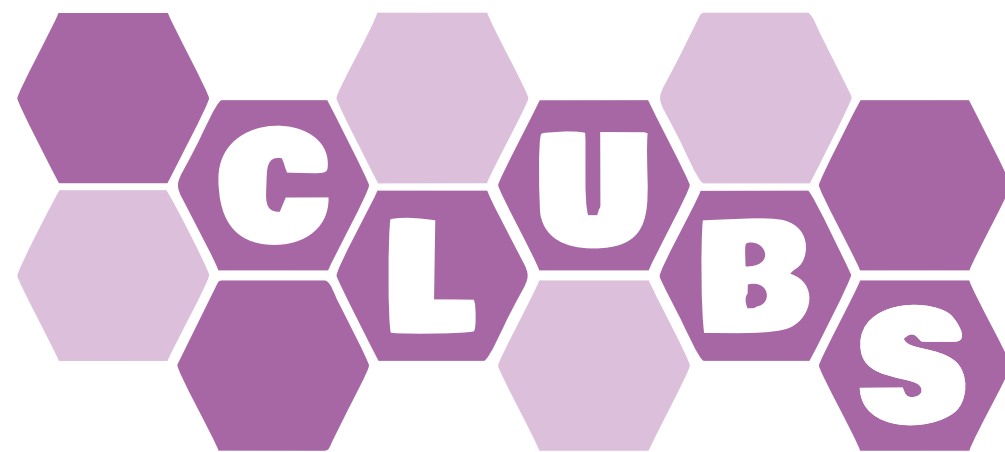
BY: PGDM - SCM (2018-20 BATCH)



To strengthen our Industry Connect and pave way for Industry-Academic Integration, a visit to the corporate office Amar Ujala, Leading Hindi Newspaper was undertaken for our students of PGDM SCM & HR (BATCH 2018-20) under the supervision of Dr. Shruti Traymbak and Mr. Shubham. Amar Ujala is a Hindi-language daily newspaper published in India. It has 20 editions in seven states and one union territory covering 180 districts. It has a circulation of around three million copies the students were given insights about media planning, shift work system of employees, HR policy, turnover and attrition rate of employees.

Various general and technical questions were asked by students like the turnover of the factory, plan for future expansion, working of different departments, recycling of waste material, types of paper etc. The students were also briefed about the whole process of production along with the initiatives done by the organization for fulfilling their Corporate Social Responsibility.





Going Beyond Academics

CLUBS MINUTE >>>



EDITORIAL CLUB: THE LLOYD SIGNATURE

Headed by Dr. Shruti Tryambak

The mission is to bring the students & faculty members together and make them capable of writing their ideas on paper so that they can communicate with others quickly. This club includes various other activities like competitions, editing college magazine, organizing talk shows and preparing booklets for seminars and conferences.



CSR CLUB: THE GOOD SAMARTIANS

Headed by Ms. Ritika Khurana

Social responsibility is a duty every individual should perform to maintain a balance between the economy & ecosystem. Most desirable business exist to do much more than make money, they exist to solve social & environmental problem. The Good Samaritans - CSR Club is an initiative of LLOYD Business



CULTURAL CLUB: THE DOT

Headed by Dr. Alka Jyoti

"THE DOT" aims to encourage student's interest, participation, and responsibility in the ingenious field through a medium of creative art and literary curriculum & Scope. The inventiveness is to provide social, cultural and recreational activities for the college community. The Club, committee meets weekly and provides inspiration and opportunity to students to work on individual and group activities. The clubs provide a learning experience for the members as students are responsible for the organizing, funding, public relations, regulating and scheduling activities for these clubs.



Finance Club: THE MONEY LOVERS

Headed by Ms. Princi Jain

The Finance Club strives to provide inclusive, professional, and dynamic environment tailored towards ambitious students looking to grow their interest in finance on the campus. The mission of this club is to serve as a bridge between the industry and student community. The compatriots of this clubs explore potential careers and network with industry professional to discuss recent research news, topic and trends. This involves expert panel discussion, guest lecture and corporate visit as well.



MARKETING CLUB: The TOP LINERS

Headed by Ms. Sabeena Yousuf

The club aims to facilitate an all-round development of the student in the arena of marketing and keep them abreast with the latest happenings in the said field. We bring together some of the brightest mind, interested in exploring the ever-changing dynamic of marketing, keeping the members aware with the latest marketing scenarios along with integrating the creativity across various academic background like humanities, science and commerce.



THE BUSINESS ANALYTICS CLUB: THE GREY MATTER CLUB

Headed by Ms. Anuradha Aggarwal

Grey matter club builds the connection between data analytics and career opportunities supplemented by the necessary tools and know-how. The business analytics club's mission is to position post graduates to be highly competitive in a data-driven business environment by prompting knowledge and awareness of the latest data technologies, trends, and concepts.



SCM CLUB: LIFE CHAIN

Headed by Ms. Kajal Chauhan

The mission is to provide tools and resources to impart industry relevant knowledge to students in, research, participation, information and experience sharing in the field of Supply Chain Management business. SCM club strives to develop leadership, responsibility, character and networking through industry integration in form of interactive sessions, projects, facility visits etc. Constantly evolving by means of learning.



ENTREPRENEURSHIP DEVELOPMENT CLUB: THE CAPTAINS

Headed by Mr. Swarit Yadav

The motto of the club is "Lloydians should be job creators and not just jobseekers." Most of these plans, however, are received in a very crude form and need a lot of expert guidance and support before they can face the competitiveness of the business world. For this, we look up to the alumni, who have years of experience as students of the institute and hence, can act as the best mentors.



HR CLUB: PEOPLE CONNECT

Headed by Ms. Meenu Chaudhary

Human Resources Club aims to serve as a valuable resource for both the Human Resource Management students and those students who are interested in personal and professional development by providing recital opportunities, educational speaking sessions, helping in enhancing leadership skills, decision-making skills, interpersonal skills, interactive workshops and various activities to empower our future leaders



VICTORIOUS CLUB: LLOYD CHAMPIONS LEAGUE

Headed by Mr. Faisal Noman and Mr. Ravin Pal

The Sports club is an integral part of overall development of an individual. It is committed to deliver a healthy sporting habit among the students. It also sports to learn to learn teamwork at work, believe in strong physical development & competence. The club organises sports fest and ensure that student participate in various sports with zeal.

CLUBBUZZ

INITIATIVE BY TOP LINERS

CLUB BUZZ >>>

CAMPUS BAZAAR BY TOP LINERS (MARKETING CLUB)



On October 03, 2018, MARKETING CLUB- TOP LINERS of Lloyd Business School has organized a marketing competition on the theme "CAMPUS BAZAAR". It was graced with presence of our Chairman, Mr. Manohar Thairani, Group Director, Dr. Vandana Arora Sethi and other faculty members. The head of the Club Ms. Sabeena Yousuf, welcomed the Participants and conveyed her best wishes to them.

Winners of Campus Bazaar competition organized by Marketing Club - The Top Liners

Winner (PGDM)

Dhritiman, Pratik, Shubham, Prince

Winner (MBA)

Nitish, Nidhi, Ayushi, Shweta

Winner (BBA)

Piyush, Yash, Jahan, Adesh, Swapnil



All the team members sold their products to college students and Faculty members. Students had their own handicrafts stalls, food stalls, games, stationary stall, clothing stall and desert stall.



“BRING YOUR BEST BOLLYWOOD MOVES FOR A DAY OF FUN REVELRY AND DANCING”



Cultural Club: The Dot

Welcoming Fresher's 2k18

Lloyd Business School organized its fresher's party for the batch of 2018-20. The purpose of this event was to imbibe a feeling that every "fresher" of LLOYD feels like an integral part of the Lloyd family and readies to take on challenge of the year ahead.

Jovial smiles and high spirits marked the welcome party for the students. The party was organized in Seminar hall on Saturday, September 08 2018, which manifested youth and enthusiasm at its full flow. With pulsating ambience, flashing lights and foot tapping music, the party began with a blast. The best performers were declared "STAR OF THE EVE" and stream wise Mr. & Ms. Fresher's were awarded based on their performance with ramp walk & Q/A round. The performances were judged by DR. SURBHI CHEEMA from BIMTECH & MS.SHWETA SINGH from AMITY UNIVERSITY.



PREZIT - "TEAMWORK MAKES DREAM WORK"

BY HR PEOPLE CONNECT (HR CLUB)

On October 03, 2018, HR CLUB-THE PEOPLE CONNECT of Lloyd Business School has organized a Team Building competition on the theme "PREZIT".



It was graced with presence of Chairman, Mr. Manohar Thairani, and our Group Director, Dr. Vandana Arora Sethi and all other Faculty Members. The head of HR Club Ms. Meenu Chaudhary bestowed her good wishes to the winners.

Winners of Team Building competition organized by HR Club - The People Connect on the topic "PREZIT - Teamwork makes dream work"



POSTER MAKING COMPETITION

BY: GOOD SAMARTIANS (CSR CLUB)

As a part of CSR initiative, Lloyd Business School recently organized a POSTER MAKING Competition for the Students and faculties on "EXISTING SOCIAL ISSUES IN INDIA." The Students had to take part individually or in groups of maximum four members, and they presented their posters and thought behind it. There were Twenty-five groups who actively participated in the competition and made it a success. The main motive behind the Poster Making Competition was making people realize the "main issues in society of India" and through the presentation of these posters the main issues that were highlighted are Rape, Girl Child, Girl Education, Human Trafficking, Drugs, Domestic violence, Pollution etc. The Competition helped them bring out their inner artist, their thoughts, and their point of view regarding current issues in India.



Winners of Poster Making Competition organized by CSR Club on the topic "EXISTING SOCIAL ISSUES IN INDIA."

- 1st Winner** Princi Jain (Faculty)&Anuradha Aggarwal (Faculty)
- 2nd Winner** Team Parinde Harsh Raj Jaiswal (PGDM), Prince Kumar (PGDM), Richa Sharma (PGDM), Bushra (MBA)
- 3rd Winner** Bushra

SUPPORTED KERALA FLOODS

BY: GOOD SAMARTIANS (CSR CLUB)

The idyllic tourist destination of Kerala, India, is experiencing some of its worst floods in nearly a century, with torrential rains in recent days killing at least 350 people and displacing nearly 220,000 people since heavy rain began the devastation in the Southern state of the nation. Awareness was prominently required to all level of society about the devastation and urging the need to help the flood victims throughout all together. "Togetherness" was all of our concern while initiating this auspicious program to support the southern state. The CSR club 'The Good Samaritans' of the Lloyd Business School realized the importance of their support and initiated this program under Rahat Relief Foundation. The students & faculty members both were asked to contribute by providing various essential products. (like food, clothes, medicines, sanitary napkins etc.) between 12 of August to 18th of August 2018. We achieved heartedly support of our fellow LLOYDIANS and were able to provide the essentials to the victims by the support of NGO Goonj "RAHAAT" FLOODS.



FINANCE QUIZ

BY MONEY LOVERS (FINANCE CLUB)

On September 10, 2018, FINANCE CLUB-THE MONEY LOVERS of Lloyd Business School has organized a quiz competition on the topic "Financial and Banking Awareness". It was held in the seminar hall and was graced with presence of Director, Dr. SK Matta, HOD and all other Faculty Members. The head of Finance Club Ms. Princi Jain, gave an introductory speech regarding the event and welcomed the Participants.



Winners of Finance Quiz organized by Money Lovers Club on the topic "Financial and Banking Awareness"

- 1st Winner** (PGDM)-Arvind
- 2nd Winner** (MBA)-Anshita, Nitesh Yadav, Homa, Rohit
- 3rd Winner** (BBA)-Nikhil



ROLE OF PROBIOTICS IN MAINTAINING GOOD HEALTH

BY LLOYD SIGNATURE (EDITORIAL CLUB)

On October 23, 2018, Editorial CLUB-LLOYD Signature of Lloyd Business School has organized a Talk Show on the topic "Role of Probiotics in maintaining good health". It was graced with presence of Chief Guest, Ms. Jyoti Barua from Yakult Danone India Pvt. Ltd. and all other Faculty



Members. The head of Editorial Club Dr. Shruti Tryambak, Associate Professor at Lloyd, welcomed the Chief Guest with her kind words. The objective of the talk show was to introduce the importance of the intestinal micro flora in health and diseases among the participants who attended this talk show. In her mesmerizing talk Ms Barua shared the role of Probiotics in



maintaining good health. It was a learning experience for both students and organizers offering students valuable lessons with relevant research. We hope we will get more opportunities to explore and get inspired by people like Ms. Jyoti Barua.

GOOD SMARTIAN (CSR CLUB) VISIT TO "GOONJ"

A WORD THAT ECHOED IN OUR MIND, A VOICE THAT CHANGED INTO EFFORTS, A JOY OF GIVING

On 22nd of October a visit to Goonj at Sarita Vihar New Delhi was arranged by our faculty coordinator Ms. Ritika Khurana. On reaching the destination students were welcomed by Ms Aditi, the caretaker of Goonj. She took students through the journey of Goonj.

The NGO that was founded by Mr. Anshu Gupta, his idea of Goonj aims to make clothes available to the needy, while keeping their dignity intact. Goonj has been conducted many campaign like rahat campaign for Kerala disaster, break the silence campaign for women hygiene where they provide sanitary napkins to the women in rural area. Overall it was an interactive session where students were not only got to learn about social responsibility but also a forum to instill the values of empathy and compassion among us as a Manager as well as individuals.



VISIT TO AN ORPHANAGE - FATHER AGNEL BAL BHAVAN

INITIATIVE BY GOOD SAMARITANS (CSR CLUB)



A visit to Father Agnel Bal Bhavan orphanage by the members of the Club - 'The good Samaritans' the CSR Club was held on 27th October 2018.



Father Agnel Balbhavan is a contribution to the nation by Father Agnel. This Orphanage is headed by Rev. Fr. Bento Rodrigues. This Balbhavan is a home for poor and destitute children hail from all over India without any discrimination. Children from different parts of the country, from different backgrounds, different castes or creeds develop together into contributing citizens of the Nation. There is a schooling (co-ed) facility in the same compound run by same Fathers. The students of the club performed a role play for kids to teach them the importance of health and hygiene. Overall it was a learning experience for all the members of the CSR Club.



WHAT'S YOUR APP???

BY: GREY MATTERS (BUSINESS ANALYTICS CLUB)

As a part of their philosophy to strive high in the field of analytics an event by Business Analytics Team was organized on 17th Oct 2018 named "What's Your App?" in which students as teams in Management participated and presented a Business Model for development of an App. 8 teams participated enthusiastically with great imaginative applications. Best two teams won prizes depending on their unique approach towards app development.



INTER COLLEGE QUIZ COMPETITION – MIND MARTIANS

By THE LIFE CHAIN (SCM CLUB)



A club event by The Life Chain – SCM Team organized "Mind Martians", an Inter - College Quiz Competition on 10th Dec. 2018. The event witnessed participation from a number of colleges and comprised of 3 rounds.

1. Business World and General Knowledge
2. Logos & Taglines
3. Cryptography

The winning teams were felicitated by our Group Director Dr. Vandana Arora Sethi



1st Winner LBS

2nd Winner IILM

3rd Winner LIMT



INTELLECTUAL COMPETENCE

CASE ANALYSIS WORKSHOP-2018



In order to be dynamic in our approach we at Lloyd Business school always strive to achieve the success rate by going beyond academics, and to fulfill this aim our B- School has taken an initiative to share knowledge, wisdom and experience to inspire and transform business education across the globe.

To take Lloyd's vision forward an initiative by Prof. Shubham Aggarwal (Assistant Professor) was taken to conduct "Case Study Analysis Workshop" for commerce stream students of class XI and XII, where students from different schools visited LBS campus and in some schools the session was organized by visiting their campus along with his teammates.



The session basically focused on core foundation of executive education as well as on general aspects of case writing and teaching program for specialized situations. Since Learning with cases is a new and challenging for many students, we offered them special tailored sessions to help them know how to solve case studies through collaborative approach case methodologies thus make teaching-learning process more effective.

NEW ECONOMIC APPROACHES: ENLIGHTENING YOUNG SCHOLARS

As per our vision to make Lloyd a prominent B-school, we at Lloyd always try to provide holistically developed and value-based management education to our budding scholars. We follow the philosophy of "Learning by doing" and, for this a Guest lecture on "Principal of Economics" for our BBA students (1 Semester) was organized on 15th October 2018.



It was a 2-hour interactive session where we had Prof. Abhilash Sinha (HOD, Economics CBSE, Owner The Commerce Hub, Guest faculty Night angle college) who shared his rich experience in the field of economics on various aspects of Production analysis. He emphasized on how today economy is growing with optimum use of labor and capital, he also unfolded his experience on how the economy is growing achieving new rates of GDP leading to our economic growth. As per his concluding remarks "Economics is a blend of practical exposures which cannot be studied in a nutshell".



At last, we had a vote of thanks, by our group director, Dr. Vandana Arora Sethi, she added, how reading newspapers can change our way of thinking, approaching to different situations, being dynamic in today's dynamic environment and concluded by inspiring us to have many more such session in coming future.



Innovative Edge

Thinking outside the box

INNOVATIVE EDGE >>>

**“DON'T JUST GO THE WAY WHERE LIFE TAKES YOU;
TAKE YOUR LIFE THE WAY YOU WANT TO.”**



In today's competitive world, we have all become a part of the rat race; just running to win. We don't even give time to ourselves to stop and think “WHY”. Why are we all running? What are we chasing? And will winning this race confirm our happiness? Sometimes you might even win the race and achieve short term happiness - that you were better than others, but at the end looking at the bigger picture do we all want the same thing? We as an individual and have different preferences, when it comes to favorite food, favorite vacation spot, favorite weather, favorite person etc. Then is it possible for all of us to have the same career choice?

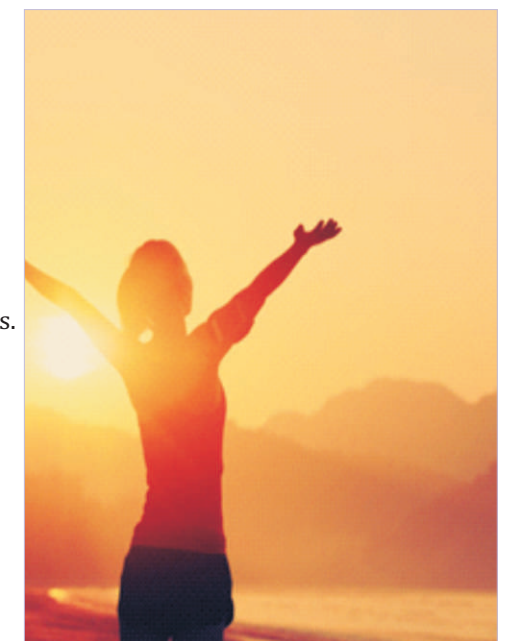
There can't be one definition of happiness. There are different things in our lives that make us experience this joy. It's ok to be different. You have your own set of characteristics, skills, dreams and goals that makes you different from anyone else. Embrace them, don't be embarrassed by who you are. Even if it makes you lower your position in the race, stop and think what really makes you happy. Try to understand yourself first and everything else will fall in place and trust me, it might take time and it will take a lot of courage to change your direction and then to achieve success. But it's worth it! At least then you would not be living someone else life, chasing the goals that are not even yours!!

I have always believed and even experienced that “there are no right/wrong decisions; it's only about the efforts and dedication that you invest in implementing those decisions & proving that you took the right path.” You all have come to this college to gain knowledge, skills and get a degree. But your decision to pursue this degree will only be right when you take ownership in learning, experiencing and evolving as a better individual.

MAKE YOUR OWN ROAD MAP:

- Step-1: ■ Understand your abilities, your dreams & then decide a goal.
- Step-2: ■ Identify the short-term goals in align with your ultimate goal (destination).
- Step-3: ■ Make a timeline for you to achieve these short-term goals & religiously adhere to those.
- Step-4: ■ Identify if there are any gaps between your plan & actual progress. Then diagnose the reasons for this gap & put effort to eradicate them.
- Bottom-Line ■ Stop comparing you with others, we all have different goals, different paths & different pace in career progression. Instead, compare your progress with your plan.

**-Ms. RITIKA KHURANA
(Assistant professor)**



JAN KOUM (CO-FOUNDER OF WHAT'SAPP)



once attending a class of leadership, there was a question asked by our teacher about an entrepreneur who I consider to be a great leader. The question was simple but I was confused whom to pick, as there were many entrepreneurs in my mind at that movement. But that one name amongst those in my mind who inspired me the most was Jan Koum, a man who was born in Ukraine, later moved to California and developed an app called

'WhatsApp'. Yes, the man behind WhatsApp, a freeware and cross-platform messaging and Voice over IP (VoIP) service. Koum was born in Kiev on February 24, 1976. He lived a humble life in a small town that was disrupted by the chaotic political environment and anti-Semitism in the country. To live a better life, his family migrated to California, USA in 1992. He with his mother and grandmother moved to US. His father planned to come later, but he couldn't join them as he fell ill and died in 1997. His mother became babysitter to feed her family in an unknown country. He also started working as a cleaner in a grocery store to support his family.

While he was completing his schooling, he grew an interest in programming and later realized his talent in that field. He enrolled at the San Jose State University and he also worked as a security tester at Ernst & Young. Later he worked as an infrastructure engineer in Yahoo! Here he met another person with whom he changed the way of communication, 'Brian Acton' (Co-Founder). They both worked together in Yahoo! for nine year and left together. In 2009, he saw an emerging market of app in front of him and then he came up with his app. Later Acton also joined as co-founder of the company.

The struggles that he faced in his life since his childhood made the man who owed a company worth \$19 Billion. His poverty never made weak but stronger. With the odds against him since the beginning, he pulled himself across the lake to his goals and achieve them. Charities to different communities are a great way to contribute to the future of everyone was his thinking.

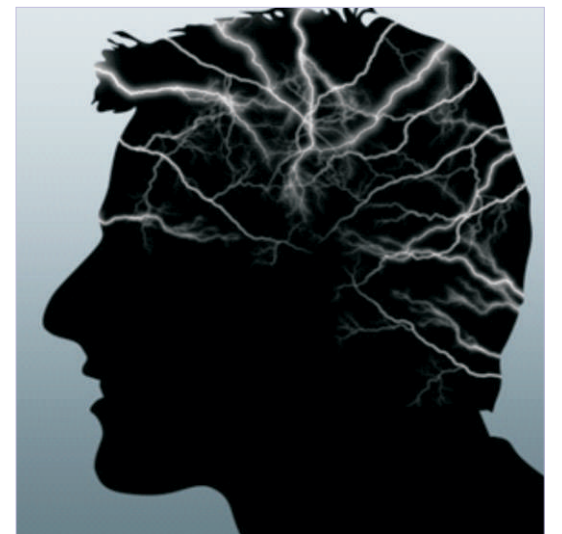
Later in 2014, he sold out his company to Facebook for \$19 Billion with his \$4.8 Billion worth of stock. A post on his Twitter account which I felt was funny and outraged in the beginning but later changed my perspective about what a great entrepreneur should be like. In his Post he said "Next person to call me an entrepreneur is getting punched in the face by my bodyguard". He disliked to be called an entrepreneur. According to him, he is not an entrepreneur because entrepreneurs are motivated by the desire to make money, whereas he only wants to build useful products.

As Robert Tew said "The struggle you're in today is developing the strength you need for tomorrow. Don't give up.", I can see 'Jan Koum' as an inspiration to everyone's life.

**-ANISH EGERIOS
(PGDMIV Trimester)**

THE DARKEST SHADES OF OUR MIND

The power of being positive belongs only to a person with a strong mind. It is easy and natural to be evil and negative but very difficult to be positive and good. The question of the never-ending line of evil-minded people and people with sick mentality will never come to an end. The power of having a positive set is too high for low minds. I have experienced extreme negativity for quite some time now. How can the validity of evil be so strong in someone's heart? Whatever we do anything good, they see a forecast of storms in front of us while we still see the sun on the stormy ends. When we do any mistake, they will grab all the opportunity to make our failure as the biggest disaster in the world map of events. I don't remember doing harm to people with wrong intentions. I have never conspired anything against anyone for the insignificant values of jealousy or dissatisfaction in my life because I have never been insecure with myself. So, what does this prove about me? I am a person who knows the balance of virtues and values. I always correct myself over my mistakes and weaknesses. I want to be a better person every day. I do not want to be a wretched soul who plots evil schemes of disaster and hatred in other's life. Why should we waste our time in such a hopeless pursuit? This is how I think. But this is not what they think. This is not a hate story. It is just a real reflection in which people with hatred and jealousy exist in a divine world. They are insensitive to positive. I feel pity for such "poor quality" souls because they do not see their own faults. So here goes the world's greatest pity along with our deepest sympathy; for the most undeserving persons on earth. Our world will never run out of such people. This is why they are no longer unique, because being evil is common but being good is unique.



Our world is full of evil where it makes difficult for a troupier. Good people exist but in a lesser quantity. They do exist! When you say it is difficult to find martyr in this world, are you one of them? Why can't you be that one good person that you are looking for? A person with a strong and positive mentality will always strive to be good and to do better. They are naturally different from the rest because they prepare their minds in the right direction. They practice positivity even in the darkest shade of black. So where do you stand my beloved comrades? Are you the power or the drain? If you think extraordinary deeds are not your cup of tea, do what you can to make world a better place to live in. Settle for positivity and die. At least people will remember you for leaving something good in their memories. Imagine the consequences of being a shrewd and corrupted person filled with negativity and filthy schemes around their necks...don't even stand a chance of being remembered by people? Alas! Well others rejoice over their death or even curse of its existence. People will not care to remember such people. Henceforth it is shows that people with negative attitude and "devil deeds" have no right to live in this world# Inner voice ushers- They are frictions. Frictions will polish you into a beautiful diamond.

**-MENGUVILSAE
(PGDM IV Trimester)**

“एहसास”

उठो उठो बेटा ! दूध पियो,स्कूल नहीं जाना क्या आज ?
 लंच बन गया,बैग पैक है
 जल्दी करो, बस वाला रहा है सर पर नाच,
 स्कूल से वापस आना,क्या है बनाया ?
 माँ जल्दी डालो खाना,
 बेटा माफ़ करना बनी है उबली दाल क्योंकि
 आने वाले थे तुम्हरे नाना,
 दाल का नाम सुना ,मनो बेटे
 का गुस्सा 180डिग्री से बढ़ा
 फेकी थाली हुआ गुस्से से खड़ा
 तुम्हे शर्म नहीं आती,क्या सड़ा गला हो पकती,
 बेटा मेरी बात तो सुनो 2मिनट रुको अभी कुछ
 और हूँ बनाती
 नहीं खना मुझे,खा लेना खुद जो है बना और
 सोच लेना मर गया है आज से तुम्हारा बेटा बढ़ा
 आसुओ की बुहार माँ है टपकाती
 रोती-रोती गरी हुई थाली को उठाती
 ऐसी है माँ की दुरदशा ?
 इतना होते हुए भी नहीं दी कोई सजा,
 इधर किसी तरह मामले को छोटे भाई ने सुलझाया
 और रात का खाना बहार से मंगवाया
 उधर पतिजी के पास दोस्त का फ़ोन आया,
 कहाँ कल चलते हैं वदिश घुमने कपल
 टिकिट पर सस्ता ऑफर आया ,
 अगले दिन शाम की थी फ्लाइट
 घर मे रात से ही थी तैयारियों की फाइट
 इधर बच्चे ने मम्मी-पापा को यू अलवदिा कहा
 मानो,पंखी पजिरे से रहिा हुआ
 दो दिन तो कटे यू मसूती मैं
 मजिाज कुछ ऐसा ,चाहे आग लगे बसूती मे

दुनि बीते तीसरा दिन आया,इधर बड़े बेटे का
 दलि घबराया
 पूछा छोटे माँ का कोई फ़ोन आया,
 दलि गया पगिल,टूट गई सबर,
 4दिन तक जब नहीं मली कोई खबर
 इधर, 5वे दिन गेट खटखटाया ,
 दरवाजा खोलते ही,चाचाजी ने हमे गले से लगाया,
 आसुओ की बोछार,मानो हमारी हो गई हो हार,
 चाचाजी,माँ कहा है मैं उनसे मल्लूंगा, बात
 करूंगा कहुँगा डाटो मुझे कहो बदमाश,
 पापा-मम्मी आए तो सही लेकनि बनकर केवल लाश
 उस स्थिती का नहीं हो सकता बखान,
 मानो धरती मे समा गया हो आसमान
 दो बच्चों का कलेजा यू फटा
 अनाथ हुए,सर से माँ-बाप का साया हटा
 तब बच्चो ने करी फरियाद,
 गला सुख गया,आरुँ,रुकेनहीं
 क्योंकि आ रही थी जन्मदाता की याद,
 बड़ा बेटा तो छोड चूका था जीने की आशा,
 चारो तरफ केवल नरिशा ही नरिशा
 अब याद आ रही थी वो बाते
 की हम अपनी माँ को क्यों थे सताते
 करते थे इतना बुरा व्यवहार
 फरि भी वो केवल तुटाती थी प्यार
 बन गया था वो एक जदिा लाश
 क्योंकि,हो रहा था उसे अपनी गलती का

“ एहसास “

आँखे खुली,अकल आई शर्म से आँखे भी झुकी थी
 लेकनि क्या करे तब तक बहुत देर हो चुकी थी!॥२॥

Mr. SHUBHAM AGGARWAL
 (Assistant Professor)



INSPIRATIONAL SONGS FOR ENTREPRENEURS

We all know the power of a good song, especially during a difficult or strenuous time in life. Music can provide comfort and drive to even the most stressed workers. Need some new music choices to support and motivate you on your journey in the business world? We have done a stringent research on entrepreneurs and checked their favorite songs that inspire them the most. In nearly every genre, from rock and rap to country and classical, here are some of the songs that entrepreneurs love.

"Never Give Up on a Good Thing" by George Benson

"Being an entrepreneur means being all in, every day, despite the odds, because the reward is worth the effort. One song that reminds me to literally never give up is George Benson's 'Never Give Up on a Good Thing.'"

– Alison O'Brien
 CEO and Co-founder, JWalking Designs

"Children" by Robert Miles

"It's a trance song with no lyrics. It has so much energy, and it gets me going and motivated. I have it as my ringtone as well."

– K.B. Lee
 founder and CEO, Ever Bamboo

"Live and Let Die" by Wings

"This song has been with me throughout every stage in my entrepreneurial career and reminds me to live my life the way I want, and to approach every situation all or nothing. 'When you got a job to do, you got to do it well / You got to give the other fellow hell' inspires me to always be the best that I can be, and to always disrupt the competition."

– Chad Hetherington
 CEO, The Stable

"Dreams" by Fleetwood Mac

"Fleetwood Mac's 'Dreams' inspires me because it's an oldie that [reminds me of] my past, when I set goals that were dreams, and today my dreams are a reality as a business owner."

– Kelley Kitley
 owner and therapist, Serendipitous Psychotherapy

"I Will Survive" by Gloria Gaynor

"'I Will Survive' by Gloria Gaynor inspires me because it reminds me that even in the hardest of times, you have to believe in yourself and your ability to get through whatever difficulties are in your path."

– Marianne O'Connor
 CEO, Sterling Communications

"Stairway to Heaven" by Led Zeppelin

"One of the greatest rock songs ever written is 'Stairway to Heaven' [by Led Zeppelin]. 'Yes, there are two paths you can go by, but in the long run, there's still time to change the road you're on.' So, whatever's wrong, whatever's not working out, whatever you're not happy with – in yourself or a situation – takes the initiative and fix it."

– Shaun Breidbart
 Comedian and executive director, The Ivy League of Comedy



Manish Rana
(MBA IIIrd semester)

“जूनून”



जूनून भर इतना कहौसलों में कमी ना हो।
तू ऊँचा उड़ इतना पर पैरों के नीचे जमी हो।।

मंजलि दूर है तो क्या? तू रुक मत।
जमाना खिलाफ है तो क्या? तू झुक मत।।
बढ़ता चल पथ पर आगे ही आगे।
इतना बढ़ कविक्त तेरे आगे नहीं पीछे भागे।।
पहचान तू खुद को रब छुपा है अन्दर तेरे,
इसलिये तू, तू नहीं हम हैं।
छोड़ दे इस दुनिया को पीछे, क्योंकि तू क्या किसी से
कम है।।

तेरे बाजुओं में इनसे ज्यादा दम है।
भूलना मत कभी जो ज़माने ने दिये सतिम है।।

Nitin Sharma
(MBA 1st Semester)

ALUMINI SPEAK

Treasure that matters



RAHUL UPADHYAY
(MBA 2016-18:
HR-Recruiter Manpower)

“ Develop success from failures. Discouragement and failure are two of the surest stepping stones to success.” -Dale Carnegie ”

Can you tell me a little bit about yourself?

I am a self-motivated individual with strong interpersonal skills. I am always open for new challenges. I'm a quick learner in tough situations. I believe in character, values, vision and action. I don't get demotivated over failures, instead I learn from my mistakes.

How do you spend your time when you are free?

Although I don't get much of free time out of my busy schedule, but whenever I can, I travel to different places. I love to spend my time in nature by my own, or with friends.

What personal qualities or abilities are important to being successful in this job?

I think, whether in this job, or in any another one, the most important qualities one should have is dedication, hard work, honesty, time management, leadership and good conversational ability. With these, you can achieve success in any job in the world.

What advice would you have for Lloyd management students?

For the students, I only want to say that, be optimistic, no matter what, you'll get success in your life if you'll keep doing hard work. This is the time when you can either be a hero or a zero, so don't waste it, use it smartly. Improve your skills, make a hobby, have fun. Always follow your heart, don't just follow the crowd.



AMIT KUMAR (PGDM)
2016-18: Claim Manager,
(APAM LTD.)

“ Plans are only good intentions unless they immediately degenerate into hard work.”
- (Peter Drucker)

Can you tell bit me a bit about yourself?

This is really a tough question to answer since the beginning of anyone's career starts with this question. Well, I am a calm human who loves challenges, is eager to work on new projects, loves animals, socializing and yes, adventurous trips and tour. As per the academic preference, before joining Lloyd Business School with integrated PGDM (SCM) domain, I was an Electrical AND ELECTRONICS engineer working with well-known Indian automobile company TVS motors. I am an active member of BlueCross and SPCA which works in the field of animal welfare.

How do you spend your time when you're free?

Apart from the regular activities of daily life I love to narrate novels, self-research in the automobile sector, studying their transshipment (export /import) criteria for cheapest freight are some of my hobbies along with which I try to explore other departments and the structure of my company. It is always amazing to learn new things about the world we live in, work in, and about the people around us (sarcastically).

Personal qualities or abilities are important to being successful in this job?

What I feel the most crucial thing being an employee is “self- motivation and incorporation of new ideas/technique to the practices” and also the need to hear customers grievances, sort them out as soon as possible, convince them to use our services again and retain them. Here continuous self- learning and incorporation of new ideas while rectifying the old deliverables have helped me out in gaining better operational deliverables.

Being successful in any job “you need to be honest towards it” In our supply chain operations and customer grievance cell we need to be balanced at our core, as our responsibility is to maintain a healthy relationship between the customer and the company. We need to take care of our users while at the same time maintaining that our brand should also not be at loss due to overpaid/unjustified claims.

What advice would you have for Lloyd management students?

I feel I am too young and it is very early for me to advice my juniors at this point. However, I would like to share with them that every person has a unique quality within themselves, you just need to find your inner best and follow your dreams with honesty and work for it with all your heart”, help your mates as far as you can, expose yourself towards the industry knowledge, take lectures seriously and most importantly love and be proud of your being.

VOICE OF LLOYDIANS

Sparkling Minds Shaping Future

VOICE OF LLOYDIANS >>>



Dr. SATISH KUMAR MATTA
Director, Lloyd Business School

At Lloyd, our mission is to provide highest quality of management education in the various diversified functional areas of management like business analytics, supply chain, finance, marketing, human resource, international business and information technology with practical exposures as per the need of industry.

Lloyd has build its reputation with its holistic approach and dedication of adding value to life and professional ethics to its students. Lloyd is considered as one of the best management institutes in Greater Noida. A pioneer in the educational hub, the institute is a centre of learning and provides knowledge and skills to aspirants to serve the changing needs of the industry.



Dr. ALKA JYOTI
HOD - MBA Department

It has been a great experience to be a part of LLOYD Business School. A good faculty can inspire hope, ignites the imaginations, and instill a love of learning amongst his students being from any age group. Even faculties are always learning. That's the shared journey that connects faculties to their students. If you're all learning together, you're making terrific progress. Your students need to know you're neither above nor beneath each other. Any classroom can become a strong network of support when this kind of honesty and transparency exists between faculty and students.



Ms. MEENU CHAUDHARY
Assistant Professor

Lloyd has always been a place of mutual benefit to students and faculty as it provides great opportunities for holistic growth. Lloyd works on the motto that Imparting education should never be a business but is a responsibility of institute and people associated with it. Apart from classes, equal importance is given to extra-curricular activities and involvement of students as participants and organisers in the same as management concepts can be taught but without its implication, outcome cannot be achieved.



Ms. NEETU KAMRA
Assistant Professor

"Being in Lloyd has been a journey of learning, experiences and growth. The opportunity to explore roles and experiment teaching pedagogy with students is immense. We are trained keeping in view our career aspirations. Management is innovative and supportive which propels us to meet their expectations.
All the Best Lloyd!"



Mr. FAISAL NOMAN
Assistant Professor

I have been working with Lloyd Business School more than a decade and being the In charge of Sports Club "VICTORIOUS" I personally believe that Sports plays a pivotal role in molding ones personality and maintaining good health. We have specially developed a sports-centric environment that matches good standards and gives a truly experience to all our students.



Ms. KAJAL CHAUHAN
Assistant Professor

In the campus we, along with students, constantly strive to become better versions of ourselves. The corporate lectures, Industrial visits and projects aim at making the students industry relevant while the club activities and voluntary work help them connect with their individual side, facilitating holistic growth & development.



Ms. ANURADHA AGARWAL
Assistant Professor

It is a great privilege and pleasure for me to be part of Lloyd Business School. We would like to bring enthusiasm and curiosity among the students in the classroom. Students are highly motivated to succeed. I can say we always learn from them and receive insights where we should direct our teaching efforts.



Ms. SABEENA YOUSUF
Assistant Professor

It has been over a year at Lloyd yet it feels forever. The connection that I share with this institute cannot be put on the criteria of academics only; it is beyond that. This place has matched my philosophy of giving back to the society at every step. Being a faculty member, I have been seeing myself evolve not just as an academician but as person as well. This place has taught me that learning can come from all corners diverse people and we should embrace the learning in the best possible manner. The freedom of choosing the methodology for each of my classes has lead to a deep-rooted exploration. This institute is going to leave a mark in the field of management, I vouch.



Mr. SHUBHAM AGGARWAL
Assistant Professor

Lloyd- One of the prominent educational institute that focuses on extending knowledge and skills beyond the level. The students, who venture from all parts of the world, are well prepared, which enables the faculty, to share their experience fully. The teaching modules are designed in such a way that it provides valuable output for students with varying degrees of sophistication. The learning environment is always dynamic. Here everyone combines to make the academic modules a unique and thoroughly enjoyable educational opportunity. It 's a privilege to be an asset of this business school.

VOICE OF LLOYDIANS



Mr. RAJEEV SAXENA
Assistant Professor

Joining Lloyd was a life changing experience for me. I am grateful to Lloyd for being a source of strength. It prompts me to explore my potential at every stage. I cherish my stay in this institution. Lloyd has not only given me the recognition as faculty but also instigated a professional approach towards training that has helped me a lot in achieving many career advancements in this competitive world.



Mr. SWARIT YADAV
Assistant Professor

Lloyd Business School provides me a platform to conduct research in analytics with cutting edge technology provided in our labs. The open and free environment enables us to excel in our careers. All this efforts culminates into the classroom learnings for students. Our main effort is to prepare students to become market ready, which is possible due to the effective leadership of our leaders.



Ms. RITIKA KHURANA
Assistant Professor

Glad to be a faculty at Lloyd Business school which offers a start up culture with room for flexibility, quickly implemented ideas & opportunities to learn, participate, innovate & lead. Such culture is rare in academics, enabling us to discover our true potential & give our best. Working as a faculty at such an institute where our focus is to produce well equipped & generous managers makes you feel satisfied with your profession.



Dr. SHRUTI TRAYMBAK
Associate Professor

"It is an honor for me working at Lloyd Business School. It has such a nurturing and dynamic working environment. The teaching pedagogies backed by theoretical, practical and industry interface helps students in building up confidence to pursue their career ahead. The college has a panel of great faculty members who constantly guide and encourage students in shaping their carrier."



Mr. ANOOP SHARMA
Assistant Professor

LLOYD, What an Institution! An organization that welcomes everyone with open arms. I started a new innings of my life with Lloyd. It was a beautiful decision to join hands with one of the premier institutes of Delhi / NCR. The association made me a better person in every aspect of life whether it is professional or personal life. The faculties as well as students are wonderful. The Director, Head of the Department and entire staff are very cooperative and helpful in every situation. I just want to say one word, "FANTASTIC".



Ms. PRINCI JAIN
Assistant Professor

My journey with Lloyd Business School began very recently. I feel blessed to start my teaching career with one of the best B-School in Delhi-NCR. Lloyd group of institutions has been successful in fulfilling its mission to promote educational programs designed to improve and strengthen the teaching and learning of management studies, Law, Pharmacy and Business Analytics. The curriculum also makes me want to be a student again. Could not be happier!!

VOICE OF LLOYDIANS

JOURNAL ARTICLES

- Shruti Traymbak & Dr. Pranab Kumar (2018). Impact of Job Characteristics and Role Stress on Job Satisfaction in Relation to Age of the Employees: An Assessment .The IUP Journal of Organizational Behavior, Vol. XVII, No. 2, April. NON-PAID [ISSN: 0972-687X]

BOOK CHAPTERS

- SK Matta (2018). Textbook: Financial Markets, Institutions and Services, 1st Edition, Specially Designed as per CBCS Odhisha Syllabus of B.Com. (Hons), Vrinda Publications (P) Ltd. B-5, Ashish Complex, Mayur Vihar Phase-1, Delhi 110091. (In Press)
- Shruti Traymbak & Dr. Pranab Kumar (2018). IGI global copyright titled " Social Issues in Workplace: Breakthroughs in Research and Practices" Chapter 21 on "Moderating role of gender between Job Characteristics and Job Satisfaction- An Empirical Study through structural equation modelling"

CONFERENCE PRESENTATIONS

- E-Governance for Global competitiveness, presented in International Conference on Management practices for new digital economy, (2018). Published in International journal of social and organizational dynamics, International Journal of virtual communities and social networking (IGI Global), also got Published in edited volume of Bloomsbury Publications [ISBN: 978-93-86826-85-5]

HIGHLIGHTS OF NEXT ISSUE

HR CONCLAVE 2.0 HR Transform: The Future of HR

- Shift from Employee Engagement to Employee Experience
- Impact of HR Analytics on Strategic Business Decisions



Future perspective in SCM Disruption and Mitigation Strategies. Issues to be discussed:

1. Mega cities: Growth and Challenges
2. Potential disruptions in Global Supply Chain & Road-map for future.



Stress Management Workshop by Sahaja Yoga Research Centre Initiative. Sahaja Yoga has played a major role in upbringing transformation in human's life



"Dare to Change" was conducted by the Business Analytics Club 'The Grey Matter' at Lloyd Business School , Business Analytics Club . Students from all the programmes i.e. PGDM, MBA & BBA participated in the event. The event was on " Dare to Change" , the business processes involvement and evolvment.

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Associate Professor,
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CO-EDITOR

Mr. SHUBHAM AGGARWAL

Assistant Professor,
Manager – Marketing



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MANISH RANA



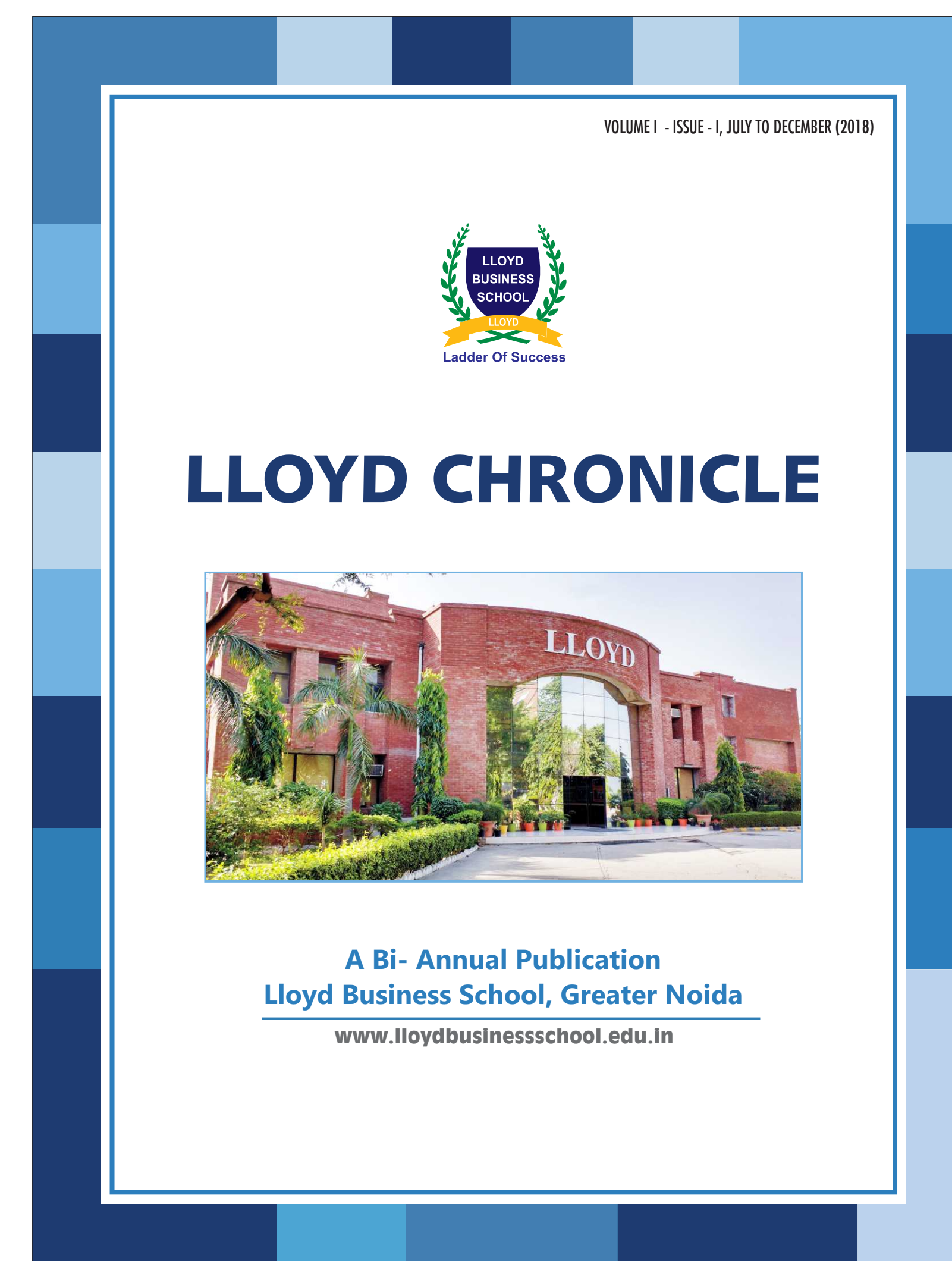
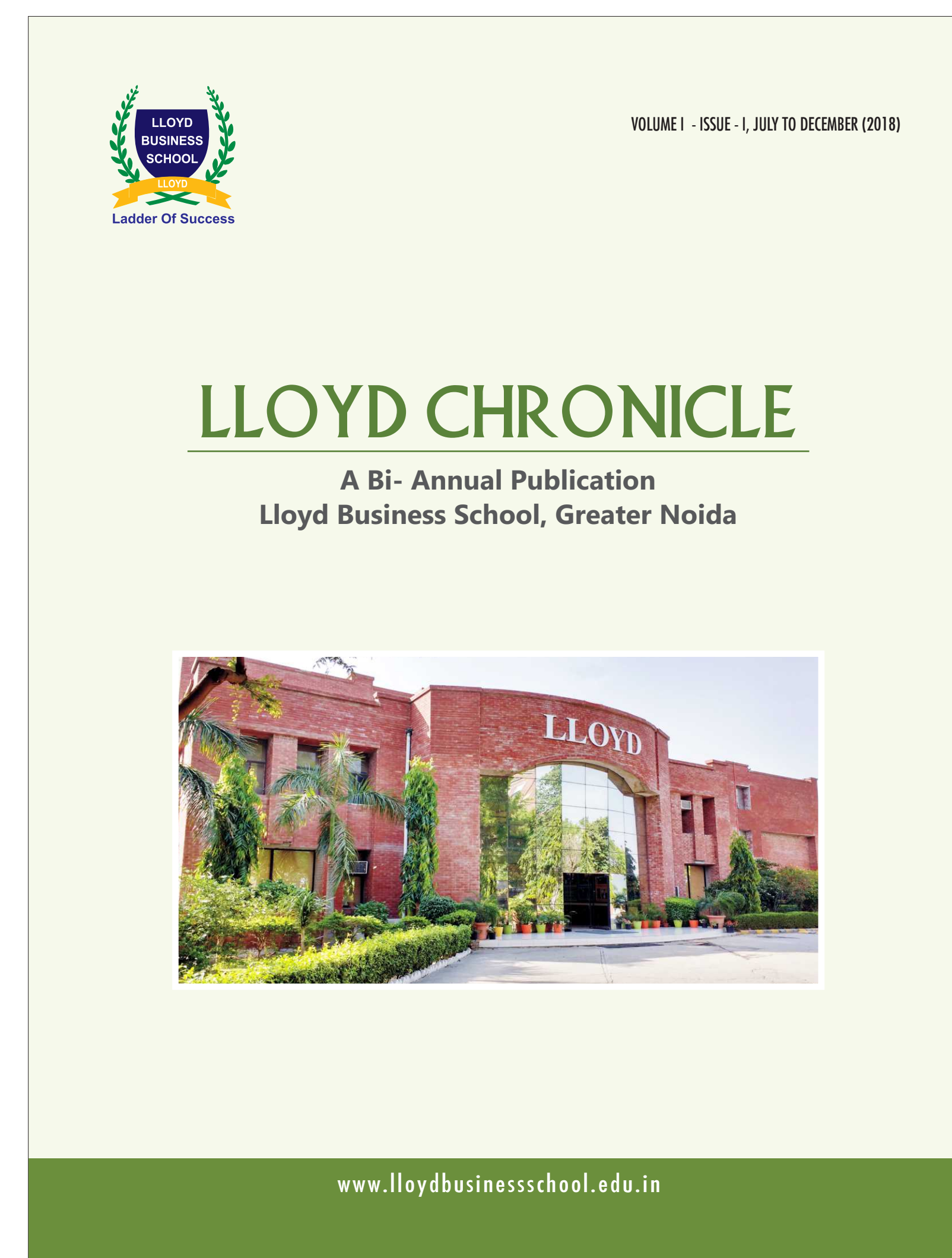
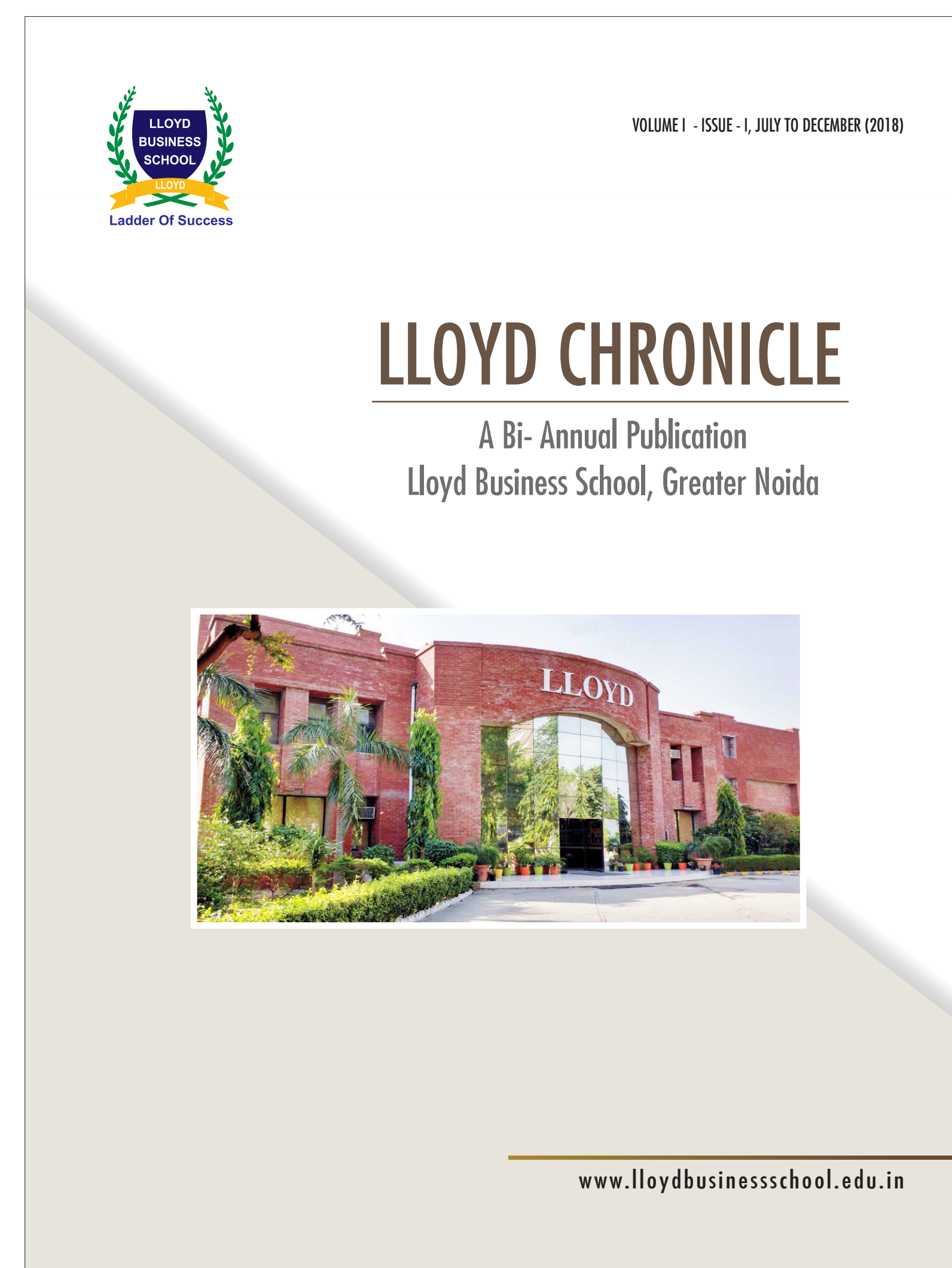
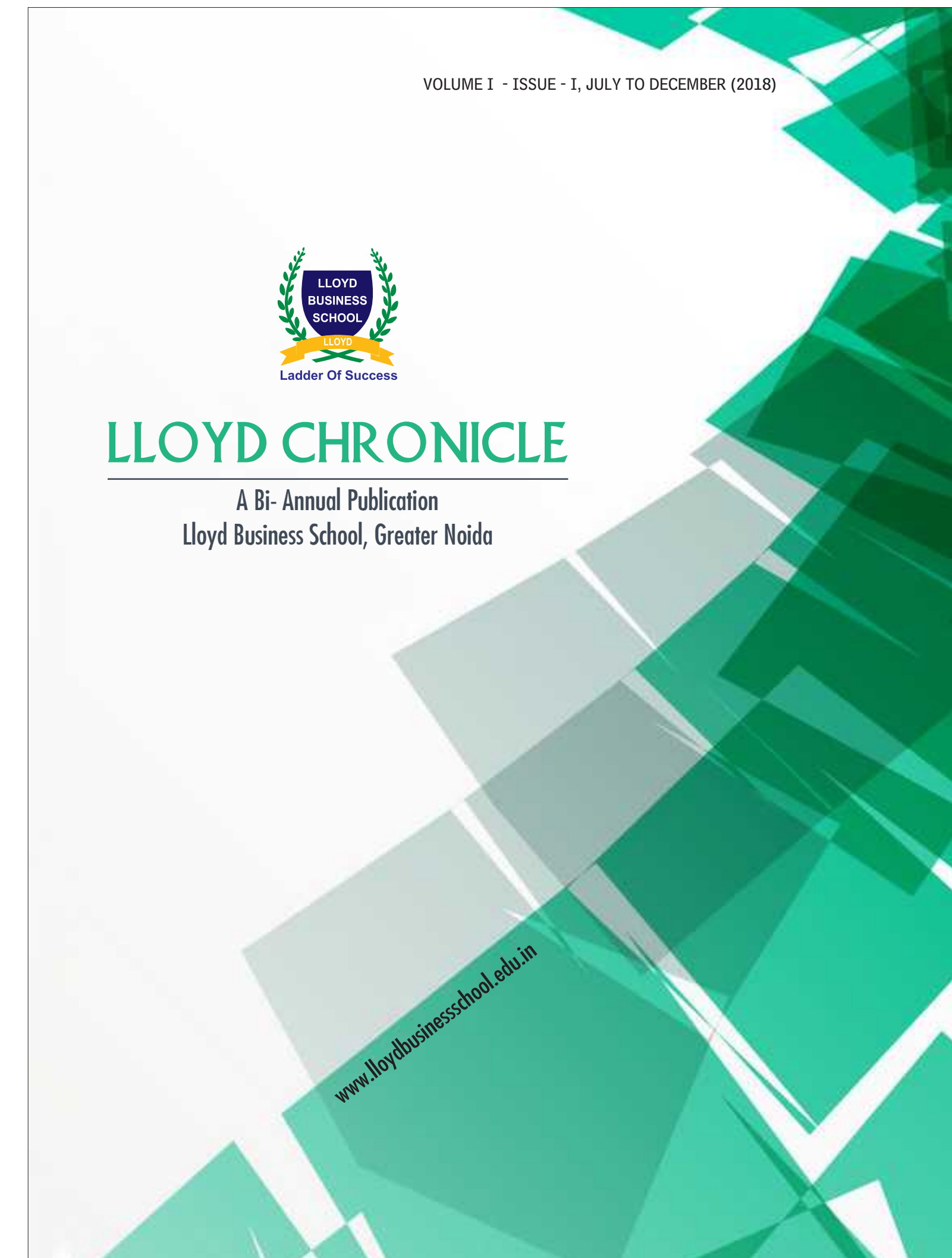
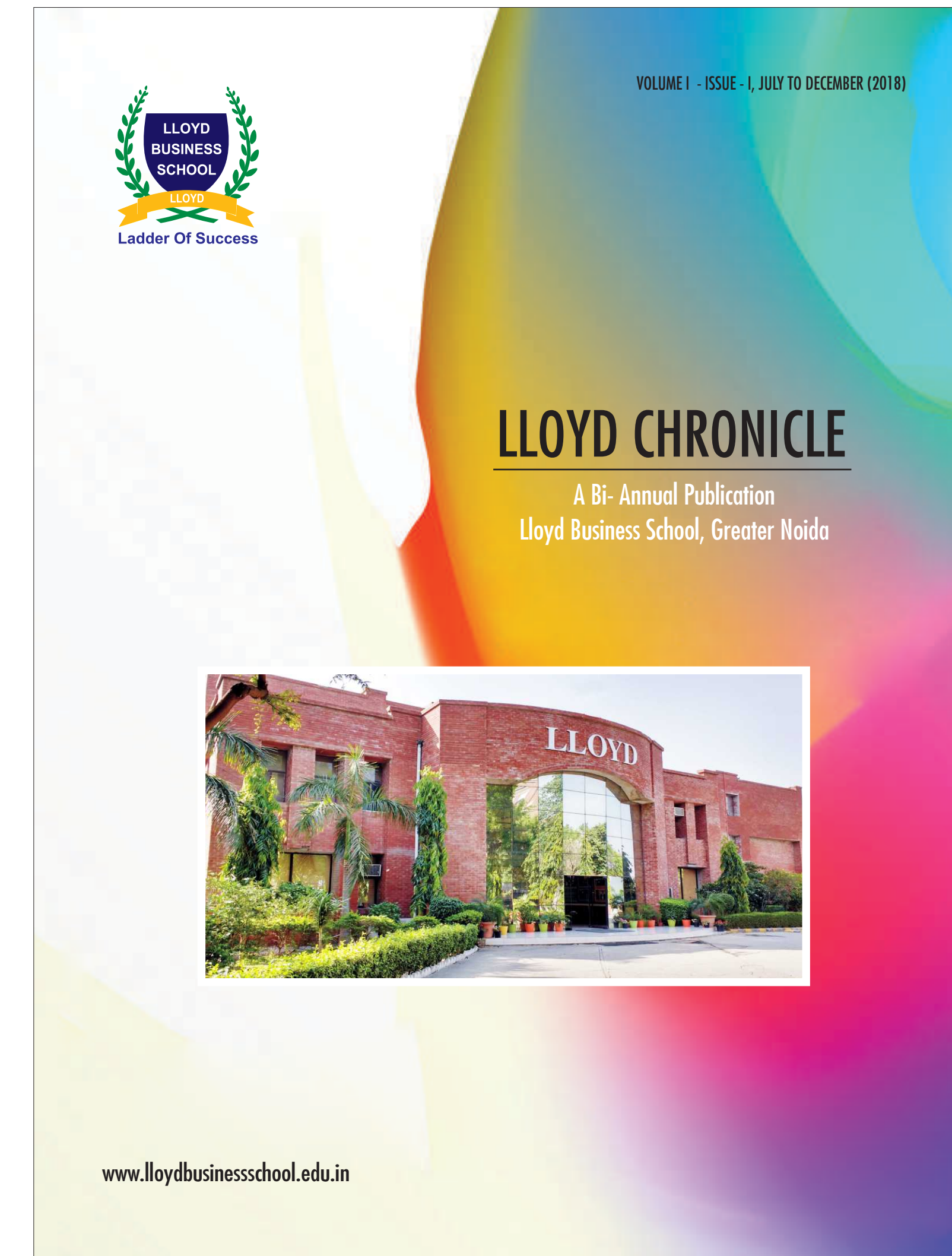
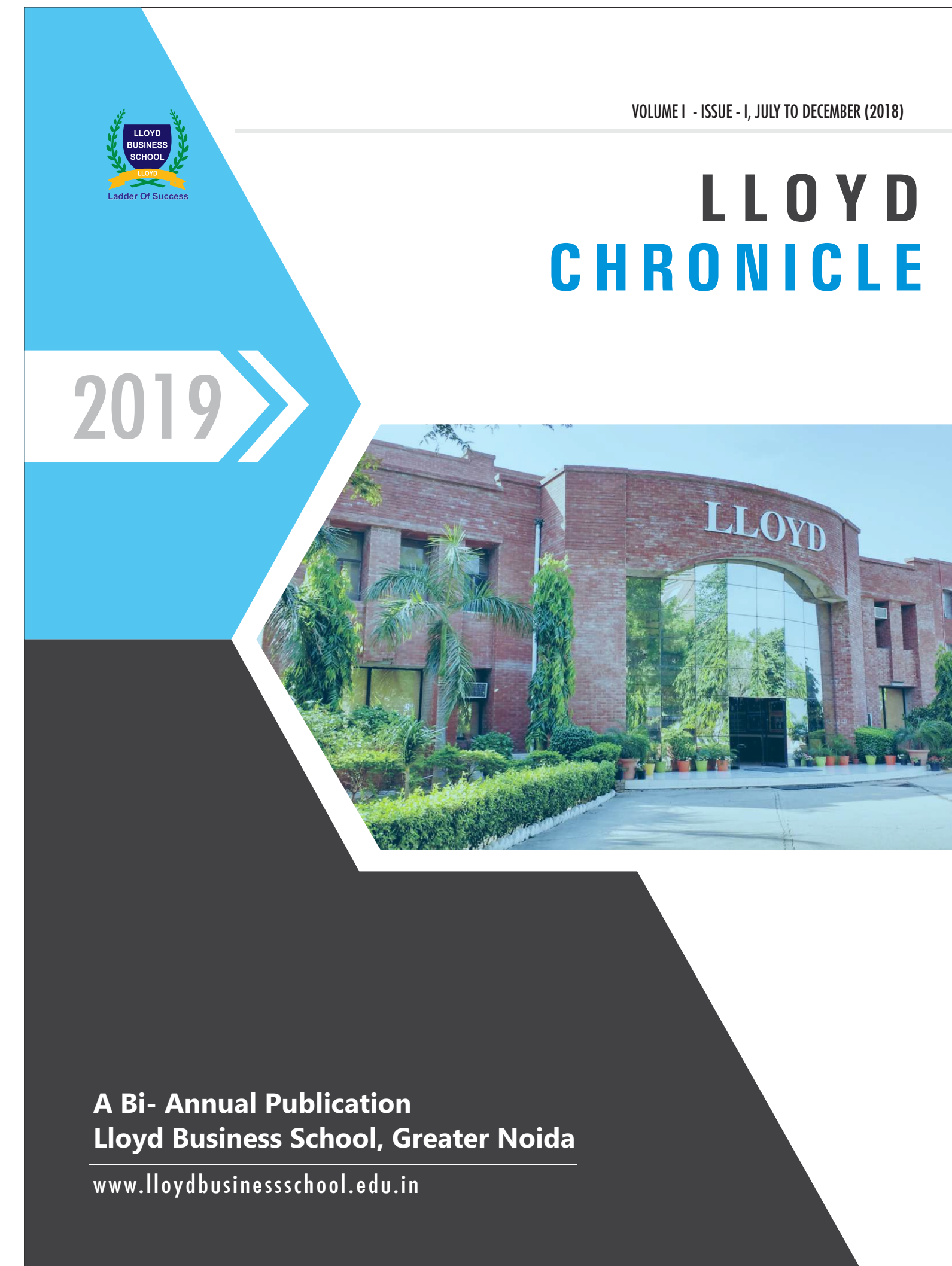
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Business Management Magazine



BUSINESS & MANAGEMENT MANUSCRIPTS 07

The way Digitization,
Innovation and
Disruption is changing
the dynamics of
Business

VITAL SPARKS 13

FDP
Enabling Multidimensional
growth of Business
Analytics and Data Science

CLUBS 24

Club Buzz

INNOVATIVE EDGES 36

Don't just go the way
where life takes you;
take your life the way
you want to

CORPORATE CONNECT 15

Industrial Visits

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