



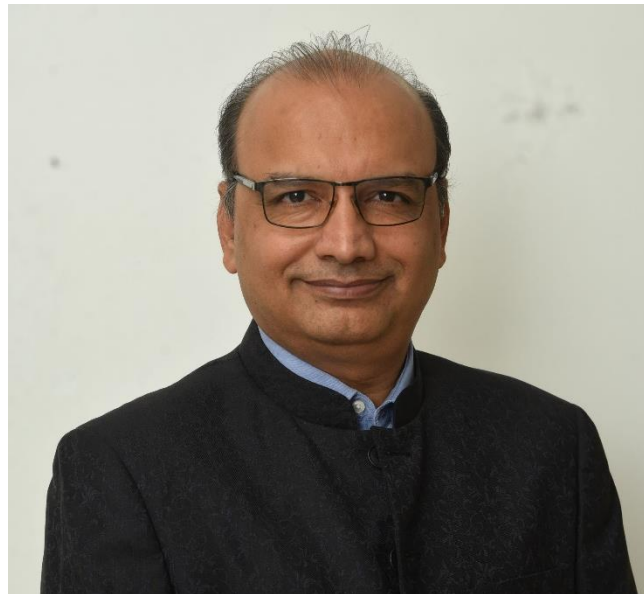
BRIMS CONNECT

December 2022



1st December - 10th December

- **3rd December:** Dr Nitin Joshi was Invited to Thakur Institute of Management Studies and Research, Kandivali, Mumbai, as a Subject expert for faculty selection.

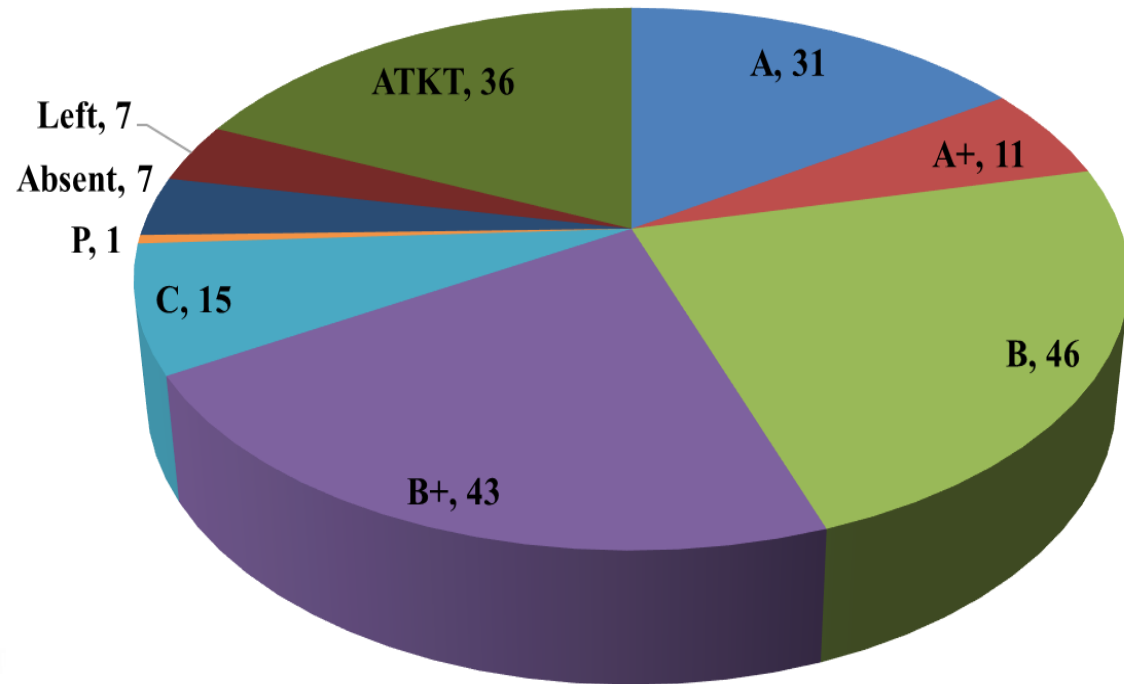


1st December - 10th December

- **3rd December :**

- MMS

- Semester II,
Internal Result
Declaration,
2021-23



■ A ■ A+ ■ B ■ B+ ■ C ■ P ■ Absent ■ Left ■ ATKT



MMS [2021-23] Semester II Topper

TOP 3 STUDENTS OF MMS 2021-23 SEM II			
ROLL NO.	NAME	Semester II TOTAL MARKS OUT OF 800	Rank
P54	JOSHI ROHIN	644	1
V15	RAWALE SHRADDHA	644	
V39	KADAM TANVI	643	2
V37	SAWANT TANAYA	636	3

MMS [2021-23] First-Year Topper

TOP 3 STUDENTS OF 1ST YEAR MMS 2021-23			
ROLL NO	NAME	Semester I & Semester II TOTAL MARKS OUT OF 1600	Rank
V39	KADAM TANVI	1272	1
V15	RAWALE SHRADDHA	1262	2
P54	JOSHI ROHIN	1262	
C07	GHADI AISHWARYA	1232	3

TOPER STUDENTS OF 1ST YEAR MMS 2021-23



KADAM TANVI
1st



RAWALE
SHRADDHA
2nd



JOSHI ROHIN
2nd



GHADI
AISHWARYA
3rd



1st December - 10th December

5th December:- Dr Smita Jape Reviewed a case study for Journal “Indian Journal of Finance and Accounting”, an ABDC listed journal



1st December - 10th December

- **8th December:** Dr. Nitin Joshi Visited University of Mumbai exam section for paper setting.



University of Mumbai

1st December – 10th December

8th December to 10th December :

- In association with VPM's B.N. Bandodkar College of Science (Autonomous) , Dr. V. N. BRIMS organised **“3 Days Workshop on Art of Research Paper Writing and Hands on Training on SPSS”**. 25 participants of various institute participated in the program.

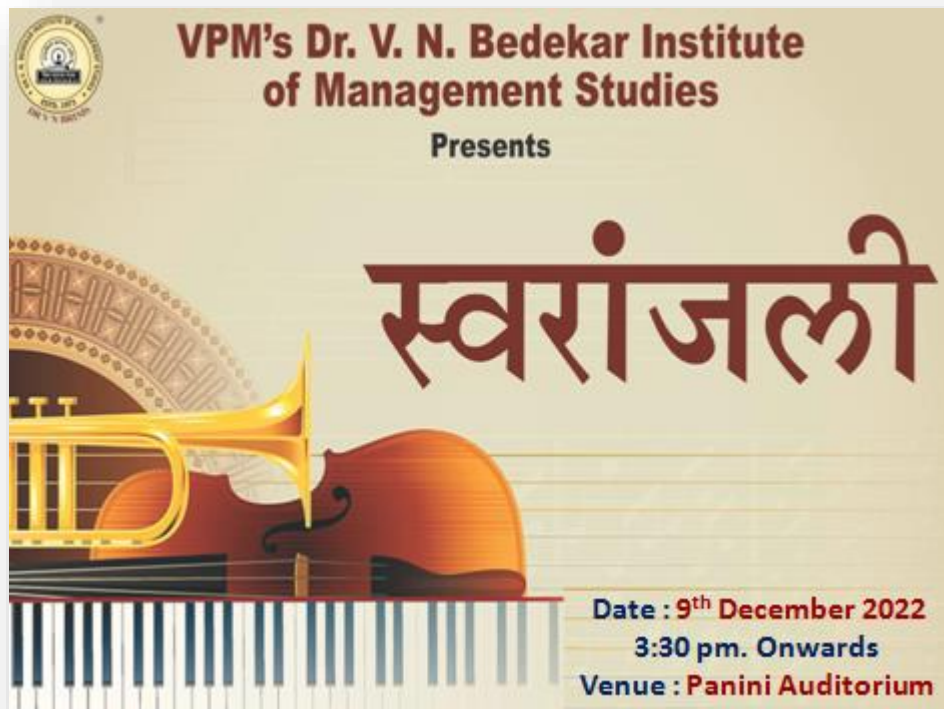
Names of Resource persons

- Dr. Smita Jape
- Dr. Mahesh Bhanushali
- Dr. Dinesh Sonkul



1st December - 10th December

- 9th December: SDC Team organized Swaranjali.



1st December - 10th December

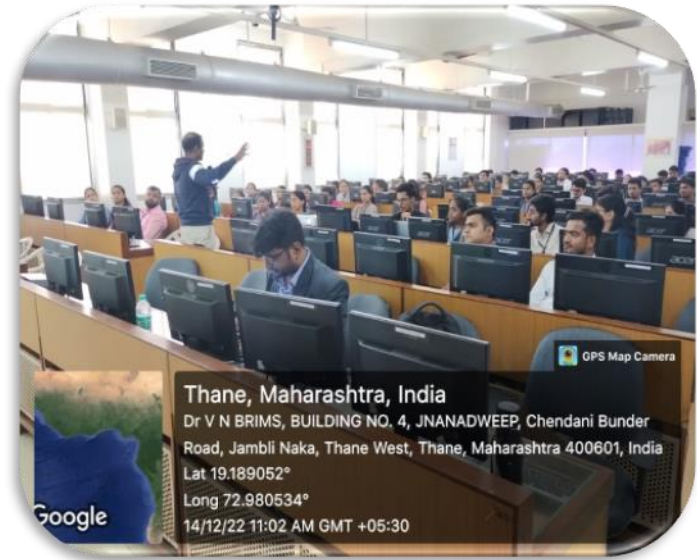
- 10th December : Dr. Pallavi Chandwaskar was invited as guest faculty for conducting session for Level 1 Yoga trainer course of Yoga Control Board, conducted by Shri Ambika Yoga Kutir ,Thane.



11th December – 20th December

14th December :

- Prof. Vishal Nair conducted a session on the NEN-IGNITE course for MMS second-year students in collaboration with E-Cell – DR VN BRIMS and Wadhvani Foundation on 14th December 2022.
- Mr. Swarup Pandya, Mr. Ajay Jackle from Wadhvani Foundation interacted with students.



11th December- 20th December

15th December : Dr. Nitin Joshi attended Meeting of all the principals with Dr. Mahesh Bedekar for effective utilization of Turf.



11th December- 20th December

15th December : Prof. Krishnakant Lasune participated in Avishkar Research Convention (2022-23) under PPG category.

Inter-Collegiate Institute/Department Research Convention
 Avishkar
 Category 2: Commerce, Management and Law
 Slot No: S12303
 Level 3: Post PG Students (PPG)

To Study the Impact of Augmented Reality on Behavioral Intention of consumers towards Green Products in Retail Store.

Objectives

- To Analyse Consumer behaviour towards Augmented Reality using Technology acceptance model.
- To investigate influence of 'interaction with AR enables product' variables on the Technology acceptance model.
- To study the relationship between Perceived usefulness, Perceived ease of use, Perceived enjoyment, Attitude and Behavioural Intention to use AR-enabled Green Products.

Theoretical framework and Hypothesis

```

    graph LR
      I-AR -- H1 --> PU
      I-AR -- H2 --> PE
      I-AR -- H3 --> PEOU
      PU -- H4 --> ATT
      PE -- H5 --> ATT
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      PE -- H100 --> BIUG
    
```

Research gaps

The effect of 'interaction with AR enables product' variables on the TAM model and behavioral intention of consumers towards AR enabled green products has never been investigated in previous research.

Research Design and Methodology

- Research model : TAM
- Procedure : AR-feature Snapchat app.
- Sample Size: 210
- Data collection method: Questionnaire
- Sampling : Simple random sampling
- Data analysis: Structural equation modelling
- Design - Cross sectional and Deductive
- Scope: Restricted to Thane region

Practical Application

Arden uses augmented reality to detect sustainable shoes.

Data Analysis

For each construct: α & CR: α VE-Q5 and VAVE corresponding correlation coefficients.

	R	S.D	T	P	SNS
H1	0.41	0.06	6.37	0.00	*
H2	0.49	0.06	7.78	0.00	*
H3	0.38	0.06	5.27	0.00	*
H4	0.43	0.07	7.21	0.00	*
H5	0.03	0.06	0.71	0.06	NS
H6	0.38	0.06	5.07	0.00	*
H7	0.17	0.08	2.50	0.00	*
H8	0.43	0.06	7.30	0.00	*
H9	0.23	0.07	3.71	0.00	*

Conclusion

The application of augmented reality (AR) in the retail business has the potential to minimize the information gap at the point of sale and behavioral intention towards Green products.

Social Relevance and References

11th December- 20th December

16th December : Ms. Durga Vengurlekar, Ms. Fiza Aga, Mr. Gaurish Chavan, Ms. Binita Pradhan, Mr. Nikhil Sakharkar Participated and cleared zonal round of **Avishkar Research Convention (2022-23)** conducted by Mumbai University .



11th December- 20th December

17th December: Dr Nitin Joshi and staff of BRIMS were present for the Inauguration ceremony of the turf of VPM's Sports academy.



11th December- 20th December

17th December : Prof. Krishnakant Lasune was invited as an examiner for the Summer Internship Project Viva-Voce of PGDM Students at MET Institute of PGDM, MET Campus, Bandra.



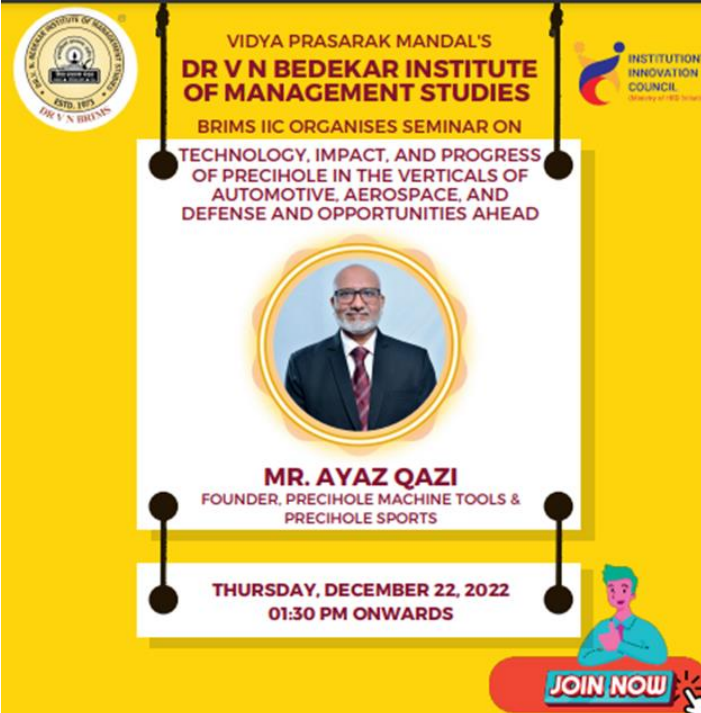
11th December – 20th December

20th December : Dr. Pallavi Chandwaskar was invited at VIT (Vidyalankar Institute of Technology) department of Management Studies, NAAC A+ accredited institute, for conducting a guest session on “Consumer Behaviour in Services Marketing”.



21st December - 30th December

- **22nd December** : **BRIMS IIC** organised Seminar on Technology, Impact and Progress of PRECIHOLE in the verticals of Automotive, Aerospace and Defense and opportunities ahead.



The poster is yellow with a white central panel. It features the logos of Vidya Prasarak Mandal's Dr V N Bedekar Institute of Management Studies and the Institution's Innovation Council. The text on the poster reads: 'VIDYA PRASARAK MANDAL'S DR V N BEDEKAR INSTITUTE OF MANAGEMENT STUDIES', 'BRIMS IIC ORGANISES SEMINAR ON TECHNOLOGY, IMPACT, AND PROGRESS OF PRECIHOLE IN THE VERTICALS OF AUTOMOTIVE, AEROSPACE, AND DEFENSE AND OPPORTUNITIES AHEAD', 'MR. AYAZ QAZI FOUNDER, PRECIHOLE MACHINE TOOLS & PRECIHOLE SPORTS', and 'THURSDAY, DECEMBER 22, 2022 01:30 PM ONWARDS'. A 'JOIN NOW' button is at the bottom right.

VIDYA PRASARAK MANDAL'S
**DR V N BEDEKAR INSTITUTE
OF MANAGEMENT STUDIES**

BRIMS IIC ORGANISES SEMINAR ON
TECHNOLOGY, IMPACT, AND PROGRESS
OF PRECIHOLE IN THE VERTICALS OF
AUTOMOTIVE, AEROSPACE, AND
DEFENSE AND OPPORTUNITIES AHEAD

MR. AYAZ QAZI
FOUNDER, PRECIHOLE MACHINE TOOLS &
PRECIHOLE SPORTS

THURSDAY, DECEMBER 22, 2022
01:30 PM ONWARDS

JOIN NOW

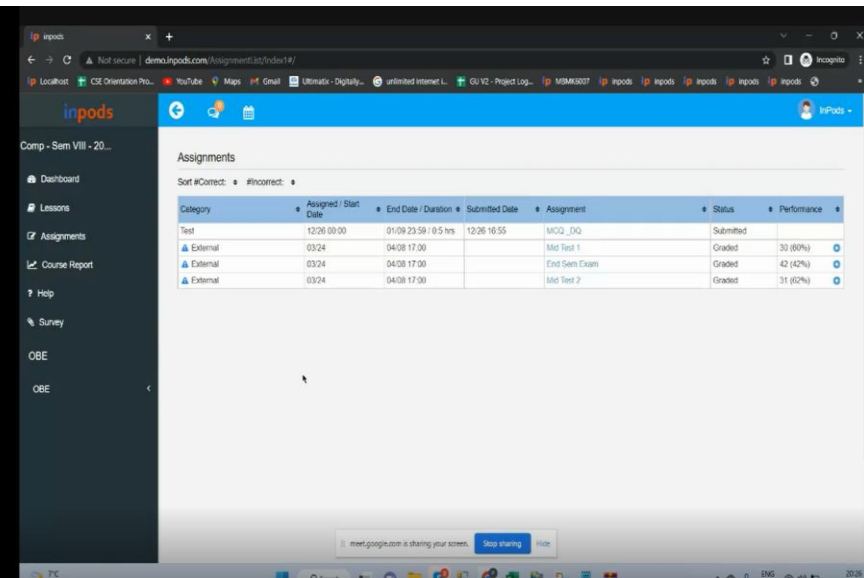
21st December - 31st December

- **26th December** : Dr. Kanchan Akshay initiated the enrollment for the Communication program offered by Cambridge. 40 students have enrolled and started their training. Enrollments for new batch have also started.



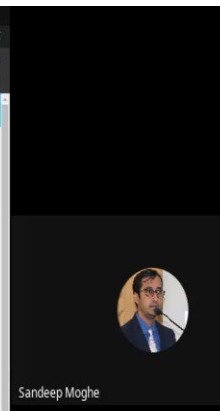
21st December - 31st December

26th December : Prof. Sandeep Moghe Conducted Students Training for LMS in association with InPods

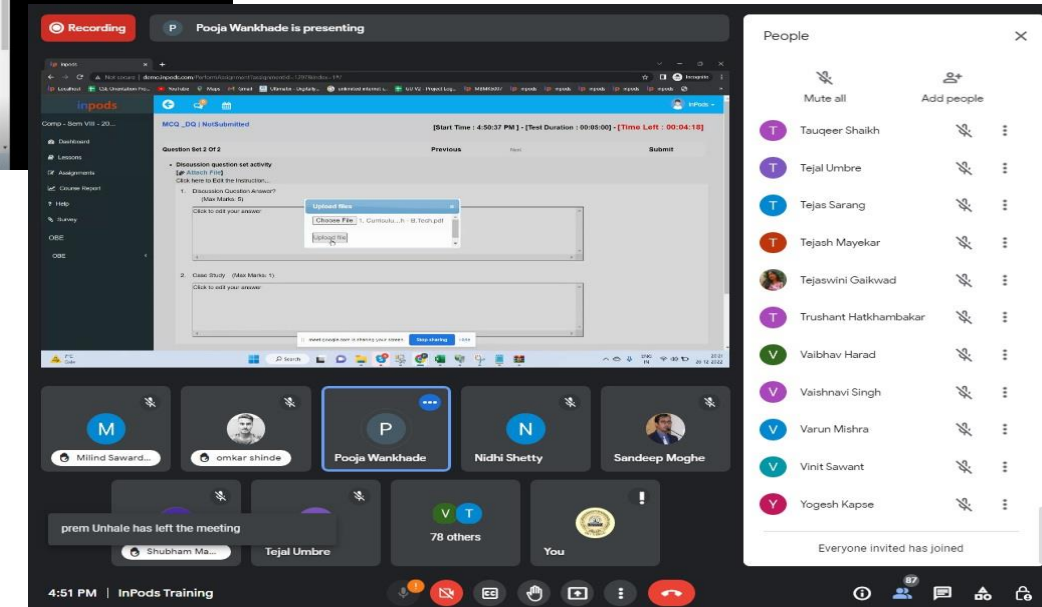


The screenshot shows the InPods LMS dashboard. The main content area displays a table titled "Assignments" with the following data:

Category	Assigned / Start Date	End Date / Duration	Submitted Date	Assignment	Status	Performance
Test	12/26 00:00	01/09 23:59 / 0.5 hrs	12/26 16:55	MCG_Q3	Submitted	
External	03/24	04/08 17:00		Mid Test 1	Graded	30 (80%)
External	03/24	04/08 17:00		End Sem Exam	Graded	42 (42%)
External	03/24	04/08 17:00		Mid Test 2	Graded	31 (62%)



A Zoom meeting profile card for Sandeep Moghe, featuring a circular profile picture and the name "Sandeep Moghe" below it.



The screenshot shows a Zoom meeting interface. The main window displays a presentation slide from InPods LMS titled "Question Set 2 Of 2". The slide content includes:

- Discussion question set activity (30 Marks: 10)
- Click here to Edit the Instruction...
- 1. Discussion Question Answer? (Max Marks: 10)
- Click to add your answer.
- 2. Case Study (Max Marks: 1)
- Click to add your answer.

The Zoom interface also shows a "Recording" indicator, a "People" list on the right with 10 participants, and a meeting control bar at the bottom with 78 others in the meeting.



21stDecember-31stDecember

26th December : Dr. Mahesh Bhanushali placed 8 students of MMS Finance 21-23 batch in InSync Analytics (India) with a package of 4.5 Lakhs and with the designation of "Financial Analyst". Congratulations to all and wishing successful and bright career.

1. Arpan Bhoir
2. Umair Fakih
3. Mohammed Zaid Mubin Waghu
4. Yogesh Johari,
5. Rupali Gawandalkar
6. Atish Bhoir
7. Rutuja Phatak
8. Shivani Joshi



21st December - 31st December

- **27th December** : Dr. Nitin Joshi Attended the round table conference on innovation organized by AIMS at Nashik at Dr. Moonje Institute of Management studies.



21st December - 30th December

- **29th December** : **BRIMS IIC** organised Workshop on “Design Thinking, Critical thinking and Innovation Design” which is conducted By **Dr. Nitin Joshi**, Director **DR VN BRIMS**.



21st December – 30th December

29th December: Prof. Sandeep Moghe Conducted Mock Test for LMS – InPods.

MMS - 2022 - Sem I - C113 - IT Skills for Management and Technology Platform - CHANAKYA

Dashboard
Manage Course
Events and News
Lessons
Assignments
Report

OBE
OBE
OBE Reports

Prof Sandeep Moghe

Assignments

Create Create External Assignment Create using Question Bank Download Template Upload Assignment Download/Upload Gradebook

Category	Title	Status	Access Control	Version	Assigned On	Due On	View	Edit	Delete	Share
Test	Mock Test	Published	None	1	12/29/2022 3:36 PM	1/29/2023 11:59 PM	Student View	Edit*		

Random Assignments

Add Assignment
No Assignments to Approve

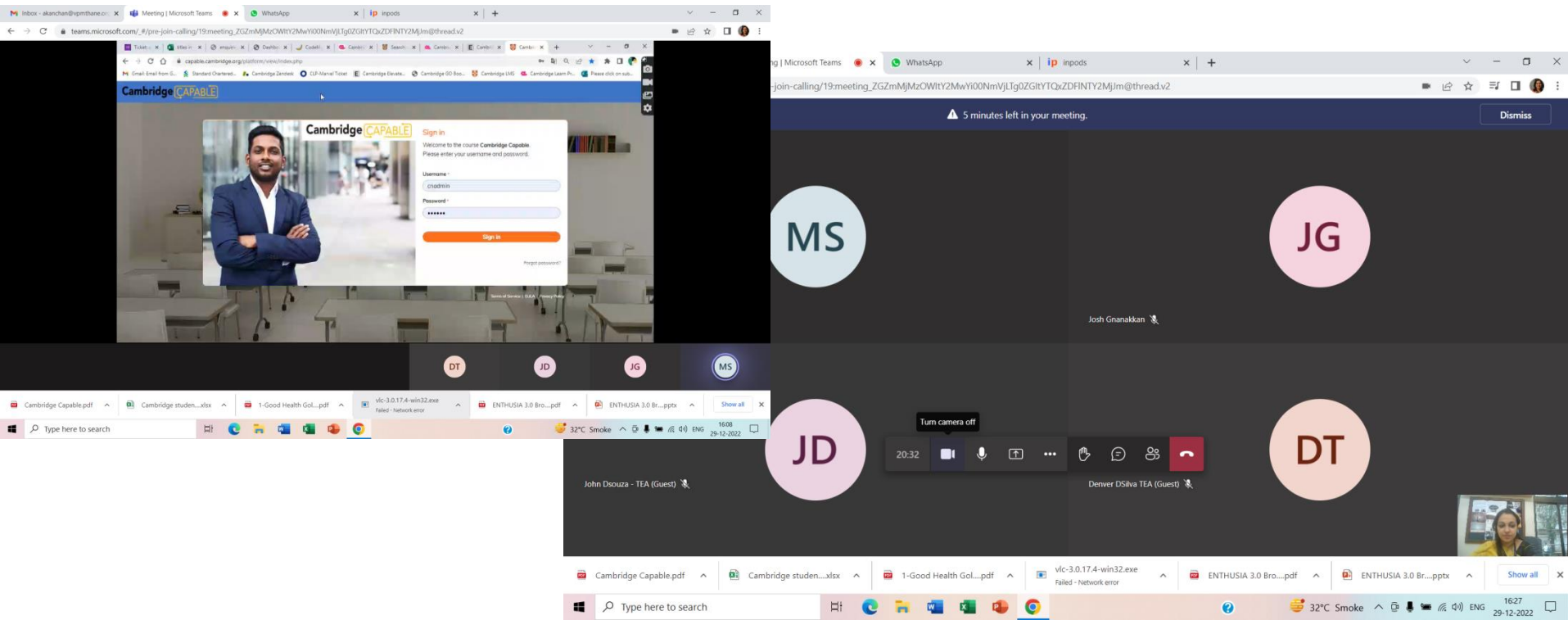
Category	Title	Status	Access Control	Version	Assigned On	Due On	Edit	Delete
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Create Assignments from Shared Assignments

Copy and Use Shared Assignments

21st December - 31st December

- **29th December** : Dr. Kanchan Akshay attended the training program organized by Cambridge for the usage of Cambridge Capable app.



21st December - 31st December

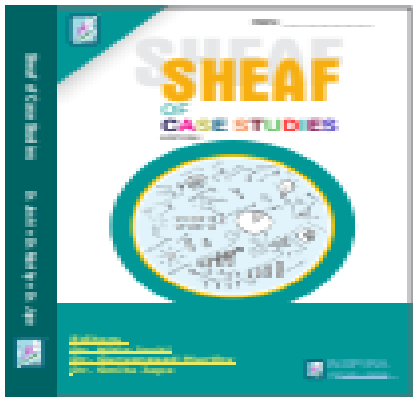
- **29th – 30th December** : CSR committee conducted Clothes Donation Drive for two days. 70 Bags of clothes were donated by students, faculty members and non-faculty members for the Clothes Donation Drive.



21st December - 31st December

Book Publication -December 2022 - A book titled “Sheaf of cases” Published by Inspira Journal ISBN: 978-93-91932-30-5, in which nine (9) faculty members of BRIMS contributed their case studies.

The book is edited by Dr Nitin Joshi, Dr Guruprasad Murthy and Dr Smita Jape



The image shows the cover of the book 'SHEAF OF CASE STUDIES' published by Inspira Journal. The cover features a central circular graphic with a network of nodes and lines, surrounded by a green and yellow border. The title 'SHEAF OF CASE STUDIES' is prominently displayed in large, bold letters. Below the title, the names of the editors are listed: Dr. Nitin Joshi, Dr. Guruprasad Murthy, and Dr. Smita Jape. The book is edited by Dr. Nitin Joshi, Dr. Guruprasad Murthy, and Dr. Smita Jape.

Dr. Nitin Joshi has been the Director at Dr. V. N. Bedekar Institute of Management Studies since 2015. He has a Master's degree in Industrial Engineering Management from SGSITS, Indore and Ph.D. in Management from DAVV, Indore. Dr. Joshi has over twenty-five years of rich and varied experience in Sales and Marketing with Industry leaders. He has also served as a Professor in Operations at Welingkar Institute of Management, Mumbai. He has been an assessor for Business Excellence for the European Foundation Quality Management Assessment Certification Program since 2016. He has been offering consulting services to both domestic and international organizations in the areas of Business Process Improvement and Sales Force Management. Dr. Joshi has authored many articles and research papers. He has to his credit a book entitled 'Service Operations Management: Towards Excellence'.

Dr. Guruprasad Murthy is founding Director of Dr. V. N. Bedekar Institute of Management Studies (DR VN BRIMS), established in 2005. Since 2008, he is the Professor-Director-General at DR VN BRIMS. Dr. Murthy comes with a global academic background having completed his education at the Bombay University and further at Stanford, USA and Texas, USA. He was the former Director of the prestigious J.J. Somaiya Institute of Management Studies and the Principal of R. A. Podar College of Commerce and Economics, Mumbai As an NRI. Dr. Murthy has global industry experience having worked in the Aviation Industry between 1994 and 2001. He has won several national and international awards for his diverse contributions to management from time to time.

Dr. Smita Jape is a well known scholar in the field of finance and accounting and presently she is working as Associate Professor in Dr. V. N. Bedekar Institute of Management Studies. She has more than 25 years of experience in teaching profession and 3 years of corporate experience. She is prolific writer in the area of finance and has published 25 research papers in National and International Journals. She also presented papers at National and International conferences including her recent presentation in the conference organized by International Journal of Arts and Science at Harvard, Boston. She work as reviewer for SCOPUS and ABDC indexed Journal and is also on editorial board member of International Journal. She is being honoured with an award of "Best professor in Finance" by Dewang Mehta National Educational Awards in 2019 and "Indo Asian Best Researcher 2021 Award by International Multidisciplinary Research Foundation (IMRF) and Best faculty Finance by IARE (International Academic and Research Excellence Award) Research.

Library Updates

- 1) Library Teams successfully distribute the MMS 1st year and 2nd Year students Identity cards for the Academic Year 2022-2023.
- 2) Library subscribed to the **SCOPUS** Indexed and abstract databases for the academic year 2023.
- 3) Library arranged the Orientation session on **CRISIL Research Database** for MMS Second year Students as on 21st Dec. 2022
- 4) Library subscribed **30 Management Sage publication Journals** for the academic year 2023. Including that **19 Journals are Scopus Indexed and 12 Journals are UGC Approved Journals**. All journal access is available in library webpage OPAC : <http://opac.vpmthane.org:50400/>
- 5) **Library New Arrivals in Dec. 2022**
Books - 29
Subscribed Journals Articles indexing / Cataloging in KOHA. - 116
- 6) **Library Circulation Transactions In Dec. 2022**
813 (Staff and Students)
Books Issued - 374
Books Renewals - 125
Books Returned – 314
- 7) **Best Library User:**
In Dec.2022 Highest Record is 27 times checked out books.
They are as follows.
 - 1) **Staff : Prof. Krishna Lasune**
 - 2) **Student : Abhishek Suresh Gupta - MMS - I Year - Vashisth-16**
 - 3) **Student : Sangita Nana Lagad - MMS - I Year - Chanakya-26**

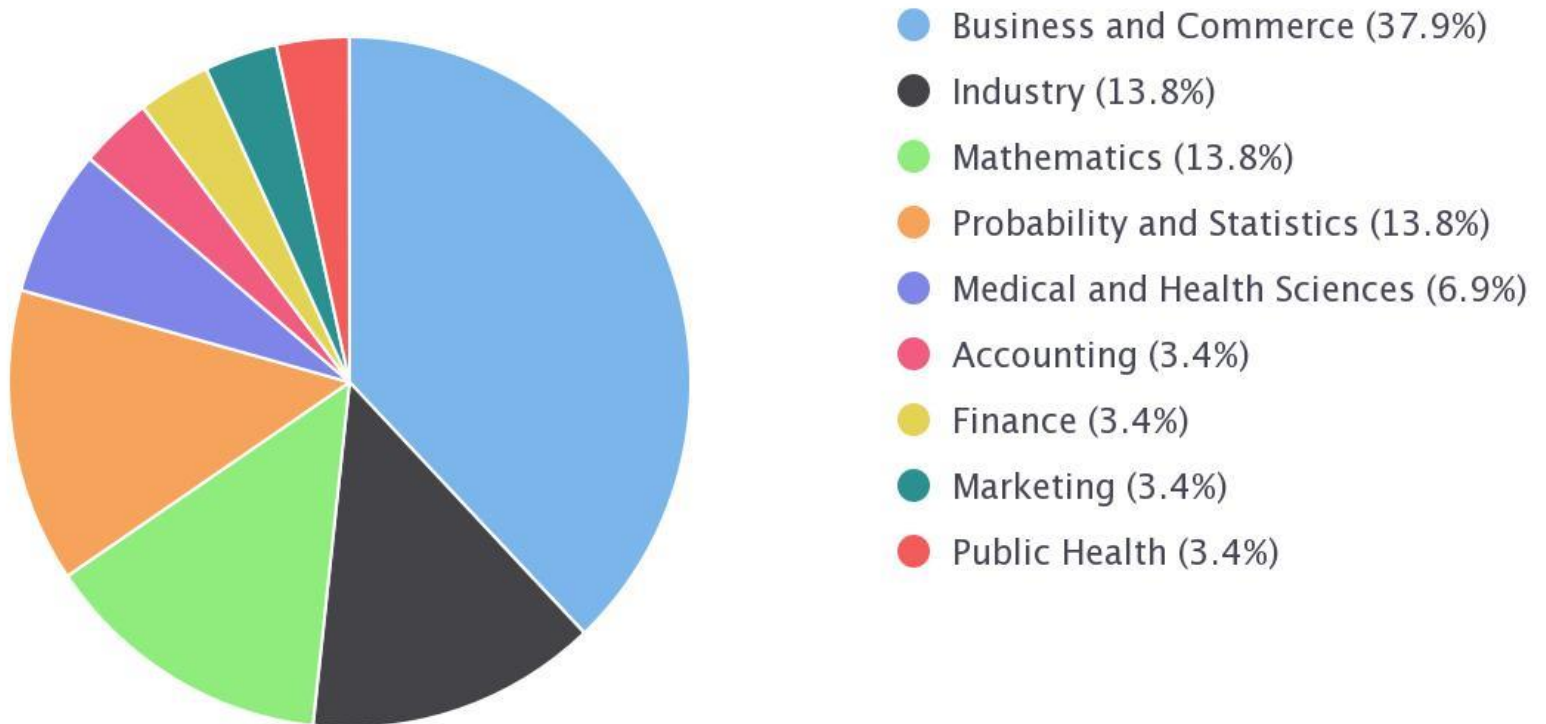
EBSCO eBooks usage Report

through knimbus digital platform



Top Subjects Report

Time Period: 2022-12-01 to 2022-12-31, Generated: 2023-01-03

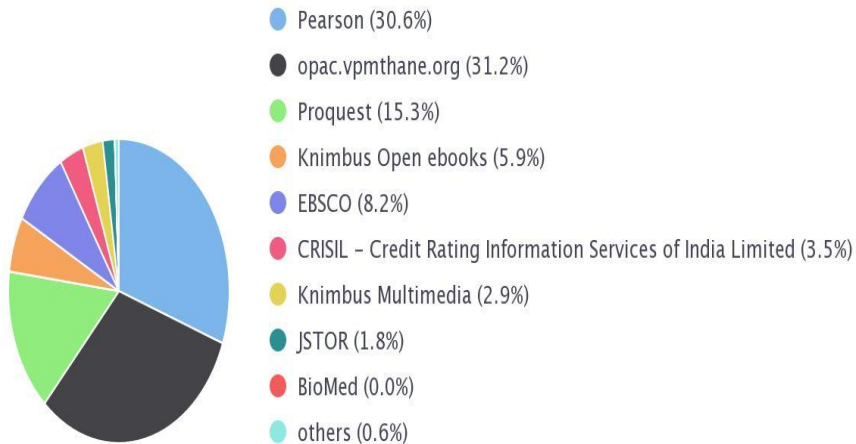


Students Using Knimbus MobileApp usage Report



Top Publishers Report

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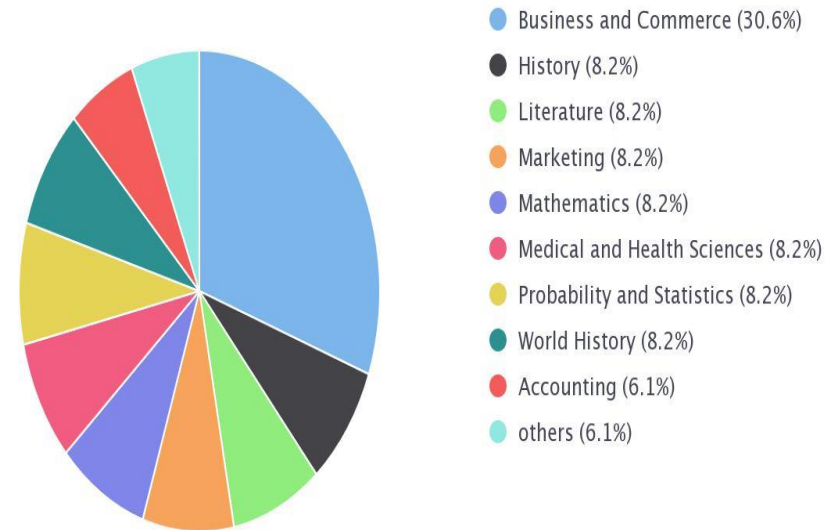


Vidya Prasarak Mandal Thane



Top Subjects Report

Time Period: 2022-12-01 to 2022-12-31, Generated: 2023-01-03



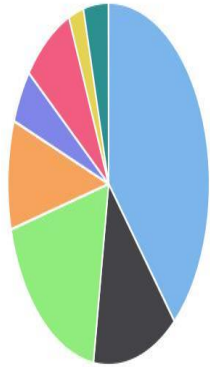
Vidya Prasarak Mandal Thane

All Subscribed Database Collection combined usage Report



Top Publishers Report

Time Period: 2022-12-01 to 2022-12-31, Generated: 2023-01-03

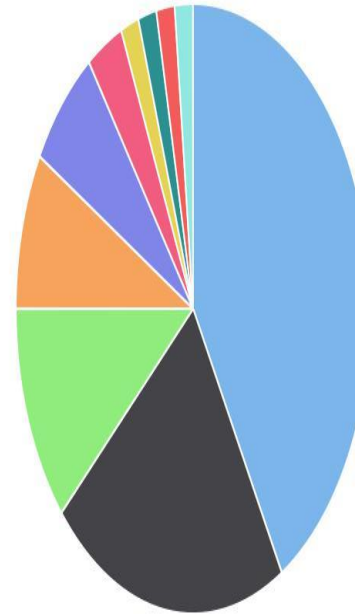


- CRISIL - Credit Rating Information Services of India Limited (38.7%)
- Pearson (13.7%)
- Proquest (18.5%)
- EBSCO (9.7%)
- Knimbus Open Journals (4.8%)
- opac.vpmthane.org (8.1%)
- Knimbus Open ebooks (2.4%)
- NDLTD (4.0%)
- Science Direct (0.0%)



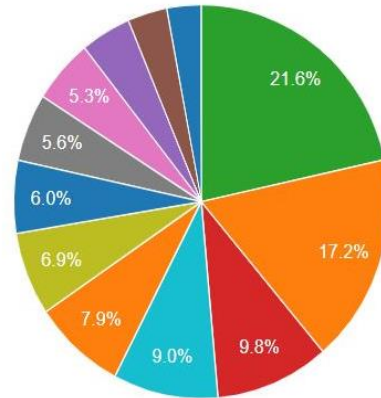
Top Subjects Report

Time Period: 2022-12-01 to 2022-12-31, Generated: 2023-01-03



- Business and Commerce (41.7%)
- Medical and Health Sciences (21.7%)
- Marketing (11.7%)
- Industry (8.3%)
- Finance (6.7%)
- Linguistics and Language (3.3%)
- Automotive and Transportation Engineering (1.7%)
- Economics (1.7%)
- Engineering and Technology (1.7%)
- others (1.7%)

Yearly Library Circulation usage Jan. To Dec. 2022



■ January ■ February ■ March ■ April ■ May ■ June ■ July ■ August ■ September ■ October ■ November ■ December

Yearly Library Circulation Statistics Jan. To Dec. 2022

month	Issues	Renewals	Returns	Total Transactions
January	61	30	49	141
February	123	44	208	376
March	463	106	447	1026
April	135	28	300	467
May	69	37	100	207
June	60	23	75	163
July	115	21	113	254
August	114	32	116	266
September	144	35	145	325
October	169	28	230	428
November	142	27	113	283
December	374	125	314	814

Thank You