

# BRIMS CONNECT for the Month of September 2022



# Anchors



**Avani Kurup**



**Kadambari Kawale**

# Director of the Year 2022



***Dr. Nitin Joshi***

***Director***

***Dr. V. N. Bedekar Institute of  
Management Studies***

*honoured with the top educators of  
Indian higher education*

***'Director of the Year 2022'***

*powered by Brainwonders*

*27<sup>th</sup> August, 2022*

*New Delhi*

# 1<sup>st</sup> September - 10<sup>th</sup> September

## • 2<sup>nd</sup> September :

Dr. Pallavi Chandwaskar successfully completed Level 2 training programme as “Yoga Wellness Instructor” by Yoga Certification Board, Ministry of AYUSH, Govt. of India



# 1<sup>st</sup> September - 10<sup>th</sup> September

- **3<sup>rd</sup> September:**

Dr Nitin Joshi delivered valuable views in the One-day National symposium on “UGC Draft guidelines for Engaging Professor of Practice” as Guest of Honor, organized by the Indian Institute of Social Reform and Research.



# 1<sup>st</sup> September - 10<sup>th</sup> September

## • 3<sup>rd</sup> September :

Dr. Pallavi Chandwaskar conducted webinar for aspiring MMS students and has invited alumni Ms. Priyanka Poojari, Brand manager at Amazon, to interact with prospective MMS students.

Pallavi Chandwaskar is presenting

### ALUMNI INTERACTION

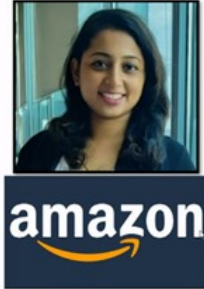
**Ms. Priyanka Poojari (MMS – Marketing 2017-19)**

**BRAND PORTFOLIO MANAGER**

- Company Name : Amazon
- Department: Amazon Seller Service
- Designation: Brand Account Manager.

**Key Responsibilities:**

- Maintaining Portfolio of different brands.
- Handling their accounts, managing overall marketing and brand together.
- Give a proper growth plan in order to grow the company.
- Give advises to the brands in different verticals of their business.



Participants:

- Pallavi Chandwaskar
- BRIMSIT VPM
- priyanka poojari
- NAMRAH SHAIKH
- Amit Nambiar
- BRIMSIT VPM
- 27 others
- You

10:58 AM | xqu-vxjn-hzz

# Guess the Brand

Tagline

“Do what you can’t.”

**SAMSUNG**

# 1<sup>st</sup> September - 10<sup>th</sup> September

- Mr. Sanjay Sapkal coordinated and activated the CRISIL research Database subscription in first week of September 2022.
- We have subscribed the following Industries in Database for Dr. V. N. BRIMS Library.

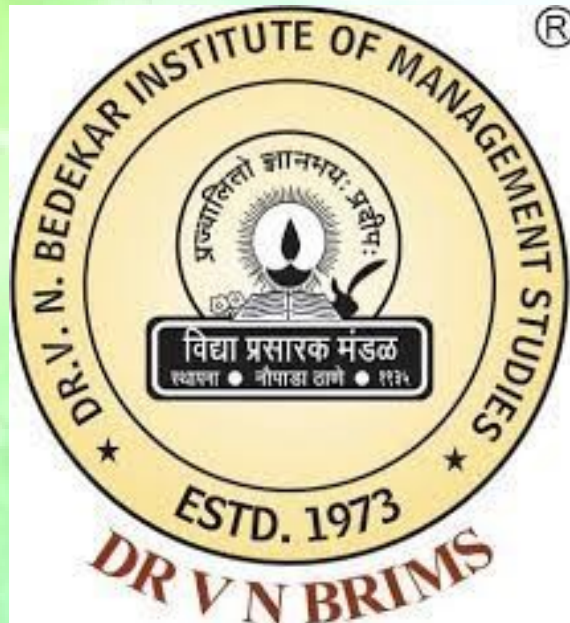
- 1) Airline services
- 2) Banking
- 3) Cars and Utility Vehicles
- 4) Cold Chain
- 5) Commercial Vehicles
- 6) Consumer Foods
- 7) Container Freight Stations/Inland Container Depots
- 8) Packaging
- 9) Quick Service Restaurants
- 10) Refining and Marketing
- 11) Retail Finance - Housing
- 12) Retailing
- 13) E-Commerce
- 14) Educational Services
- 15) Hospitals
- 16) Household Appliances
- 17) IT Enabled Services
- 18) Solar Energy
- 19) Steel Products
- 20) Telecom Services



# 11<sup>th</sup> September - 20<sup>th</sup> September

- 15<sup>th</sup> September :

Prof. Dipti Periwal Initiated and executed MOU between BRIMS and ERC Institute, Singapore.



ERC  
INSTITUTE

be different · be ERCI

# 11<sup>th</sup> September - 20<sup>th</sup> September

## 16<sup>th</sup> September :

- Dr. Pallavi Chandwaskar attended the webinar organised by AIMA and AACSB International for orientation towards prestigious International Accreditation of AACSB (The Association to Advance Collegiate Schools of Business - US) as a part of institutional initiative towards higher accreditation.



The image shows a screenshot of a webinar slide. The slide has a white background with a black border. At the top right, there is a small video inset showing a woman speaking. The main text on the slide reads: "Our globally-recognized member and accreditation seals of approval" in bold, followed by "For exclusive use by our members and accredited institutions" in a smaller font. Below this text are two logos: the AACSB Business Education Alliance Member logo and the AACSB ACCREDITED logo. A QR code is located at the bottom right of the slide. The AACSB logo is also visible in the bottom left corner of the slide.

Our globally-recognized member and accreditation seals of approval  
For exclusive use by our members and accredited institutions

AACSB Business Education Alliance Member

AACSB ACCREDITED

AACSB

# 11<sup>th</sup> September - 20<sup>th</sup> September

- 19<sup>th</sup> - 24<sup>th</sup> September :

Dr. Nitin Joshi Invited as Business Excellence Assessor by Godrej Aerospace.



# Guess the Brand

Tagline

**“The ultimate driving machine.”**



# 11<sup>th</sup> September - 20<sup>th</sup> September

## 20<sup>th</sup> September :

- Prof. Dipti Periwal Reviewed a case study for The Case Journal - Emerald Publication, Scopus Indexed Journal.



# 11<sup>th</sup> September- 20<sup>th</sup> September

- 20<sup>th</sup> September:

Campus Placement handled by Prof.

Dr. Mugdha A. Bhadkamkar. HDFC Life Company had Pre-placement Talk followed by online Test and Interviews.

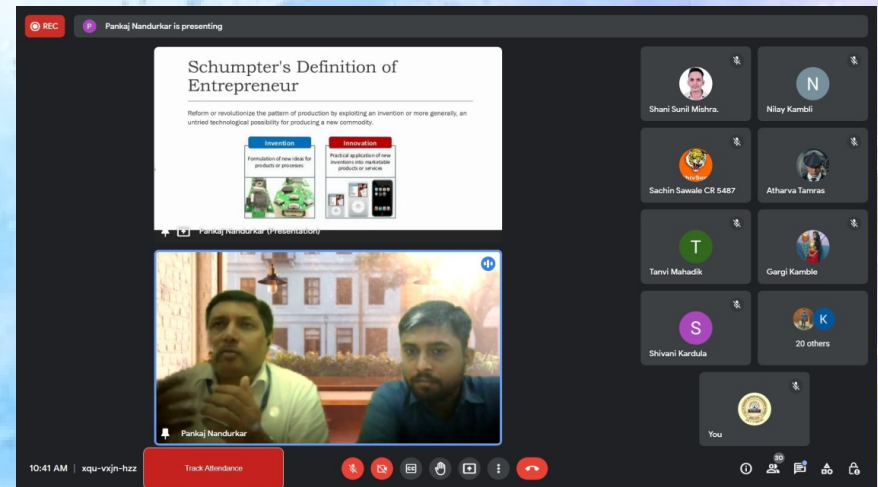
7 Students selected from Batch of MMS 2021 - 23 with Package of Rs 4.80 LPA



# 21<sup>st</sup> September - 30<sup>th</sup> September

## • 23<sup>rd</sup> September :

Dr. Pankaj Nandurkar and Mr. Chaitanya Pawar conducted a session for aspiring MMS students on, “Entrepreneurial Ecosystem & support at BRIMS”



# 21<sup>st</sup> September – 30<sup>th</sup> September

- **25-26 September**

Dr Smita Jape attended an international conference on the theme “future management research” between 25-26 September 2022

International Conference on Management and Information Systems (ICMIS 2022) September 25-26, 2022

### Future Research Recommendations

- Organizational Culture and Industry Type (Chen, & Chen, 2021)
- Data privacy and consumer engagement (Saputra et al., 2021)
- Data privacy and Industry Type (Jafari et al., 2020)
- Government Intervention: Competitive Advantages and Disadvantages and government (Jain, Prasad, & Singh, 2021)
- Personalized, Complexity and Resilience (Jain, & Jaiswal, 2021)
- Competitive Advantages: Vendor Support (Jain, & Jaiswal, 2021)

Shashi Shukhan

### IMPORTANT GAPS

- With benefits to employees and employers, it deals likely to have career implications
- Ideals offer employees more opportunities to become better employees
- Naturally, when employers invest in employees and employees become better employees, employee career would grow within the organization, which is mutually benefit to employees and organizations

Chun Hui



# Guess the Brand

Tagline

**“Move the way you want.”**

The Uber logo is displayed in white text on a black rectangular background. The word "Uber" is written in a clean, sans-serif font.

**Uber**

# 21<sup>st</sup> September – 30<sup>th</sup> September

- **27 September :**

NBA core committee headed by Dr Nitin Joshi with NBA coordinator Dr Pallavi Chandwaskar and members Dr Smita Jape, Dr Pankaj Nandurkar, Ms Vibhuti Save and Prof Mahesh Bhanushali, have submitted institutional SAR (Self-Assessment Report) for NBA Accreditation of the institute.

# 21<sup>st</sup> September - 30<sup>th</sup> September

- 27<sup>th</sup> September:
- Proud moment for DR V N BRIMS as it was shortlisted among the top 8 colleges in Mumbai in Green Campus - Amrut Mohatsava organized by DTE.
- The evaluation committee of Green Campus - Amrut Mohatsava has identified the top 8 colleges based on the evaluation of 13 criteria (points).

# 21<sup>st</sup> September - 30<sup>th</sup> September

- 30<sup>th</sup> September :

Dr. Nitin Joshi Appointed as the Chairman for conducting Online Ph.D. Viva by the University of Mumbai.



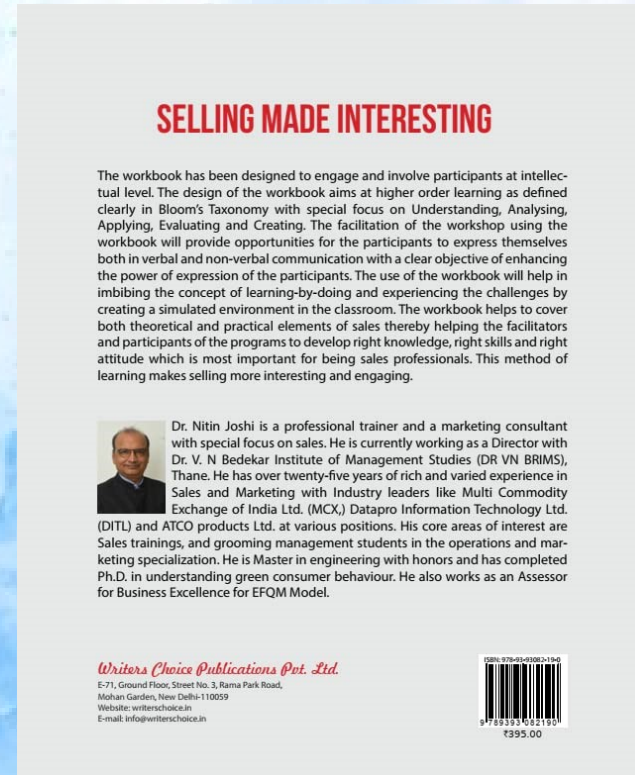
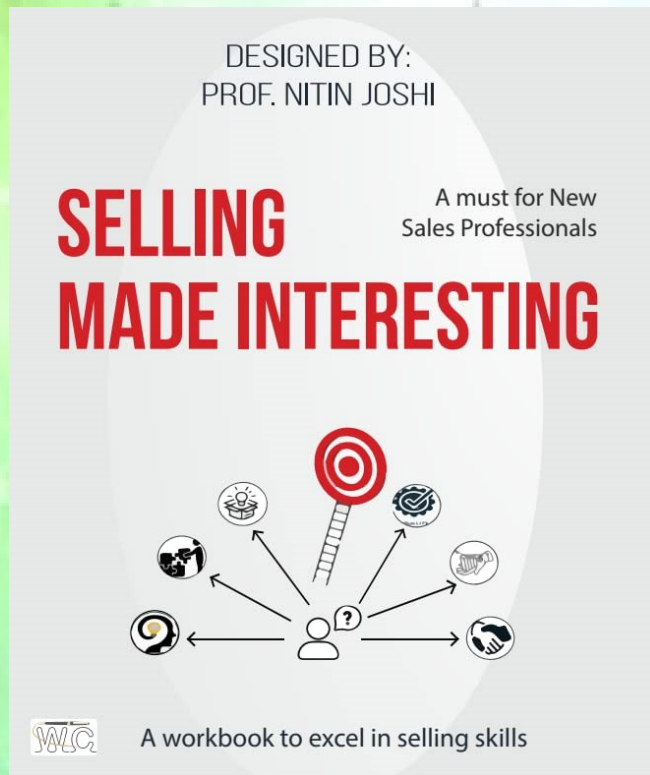
# 21<sup>st</sup> September - 30<sup>th</sup> September

- Dr. Nitin Joshi received an invitation for Paper Setting from IIMM (Indian Institute of Material Management)



# 21<sup>st</sup> September - 30<sup>th</sup> September

- Dr. Nitin Joshi authored a workbook on Sales Management Titled "Selling made Interesting" by writer's choice.



# Guess the Brand

Tagline

**“Betcha can’t just eat one.”**





**Organized by BRIMS connect team**  
**Under the guidance of Dr Pankaj Nandurkar**





***Thank You!!!***