

BRIMS CONNECT

for the Month of February 2023



Anchors



1st February - 10th February

- 30th January to 4th February:
- Asst. Prof. Vibhuti Save completed AICTE sponsored Short-Term Training Programme on “i2We-6-day Leadership Development Programme” held at WeSchool, Mumbai campus.



1st February - 10th February

- **1st February:** Dr. Nitin Joshi attended conference on NEP organized by Joshi Bedekar College.



1st February - 10th February

- **1st February** : Dr. Pallavi Chandwaskar has attended One day seminar on Implementation of NEP 2020 conducted by Joshi Bedekar college with Ramanand Arya DAV College and University of Mumbai and documented action steps on behalf of IQAC at BRIMS.



1st February - 10th February

- 3rd February : Ms. Anjali Pal participated in poster competition Organized by Fortune Institute of International Business (FIIB), New Delhi, under the guidance of Prof. Krishnakant Lasune

To study the Impact of Augmented Reality on Behavioral Intention of consumers towards Green Products in Retail Store.
 Institute: Dr. V.N.BRIMS Paper Id: RCDC2023-136 Student: Anjali Pal

Purpose
 The study aims to understand consumers' behavioral intention towards AR-enabled Green products.

Research Design and Methodology

- Research model: TAM
- Procedure: AR-based Suggestion app
- Data collection method: Questionnaire
- Sampling: Convenience sampling
- Data analysis: SEM using Smart PLS
- Design: Cross-sectional and Descriptive
- Scope: Restricted to Thane region

Objectives

- To Analyse Consumer Behavior towards Augmented Reality using the Technology acceptance model.
- To study the relationship between I-AR, ATT, PR and BIUG variables.

Theoretical framework and Hypothesis

The indicator's outer loadings are higher than 0.708, and above all, the cross-loadings with other constructs.

Data Analysis (SEM)

Construct's alpha Composite reliability (rho_c) Average variance extracted (AVE)

	O	M	S.D.	T	P
H1	0.558	0.545	0.097	5.991	0
H2	0.336	0.352	0.063	4.174	0
H3	0.096	0.097	0.103	0.874	0.381
H4	0.102	0.101	0.046	4.655	0.000
H5	0.275	0.208	0.117	3.591	0.000
H6	-0.158	-0.153	0.065	3.362	0.001

For each construct: $\alpha < CR$ (rho_c) < 0.7, AVE < 0.5. Hence, convergent validity was acceptable.

ATT fully mediates relation between I-AR and BIUG.

Conclusion and Implications

The application of AR in the retail business has the potential to eliminate the information gap at the point of sale and a consumer's behavioral intention towards Green products. This study will benefit Researchers, Small and Large business, Marketers and Customers.

References

It is a study of subjects of AR-based retail service technologies. It focuses on bearing acceptance of augmented reality in retail. It focuses on bearing acceptance of augmented reality in retail. It focuses on bearing acceptance of augmented reality in retail.

Collinearity: Each constructs VIF is higher than 0.201 lower than 5!

Video Call Windows:

- Dana Ryan Lande
- Anjali Pal
- Sachin Kumar Raut

1st February - 10th February

- **4th February:** National Conference organised on the theme “**Management Education: Facilitating Entrepreneurship.**”

- Chief Guest: Dr Suresh Haware, Mumbai
- Key note Speaker: Mr Ashwini Malhotra, Pune
- Guest of Honor: Mr Denis Oakley, UK

Organising Team:-

- Dr. Smita Jape, Convener
- Dr. Kanchan Akshay, Coordinator
- Dr. Mugdha Bhdkamkar, Coordinator



1st February - 10th February

- **4th February:** Launch of 8th Volume of research publication Srujan on the day of conference at the hands of chief Guest ,Dr. Suresh Haware , Scientist and MD Haware Builders & Mr Ashwini Malhotra MD ,Wiekfield Foods Pvt. Ltd.
- Chief Editor: Dr. Guruprasad Murthy
- Editorial committee:
 - Dr. Smita Jape
 - Dr. Dinesh Sonkul
 - Dr. Kshitija Pandey



1st February - 10th February

- **4th February:** Panel discussion was organized in the first session of the conference involving
- Mrs. Yukti Kapoor, Founder and CEO SBY Academy
- Mr. Gitesh Dhotre, Director Unicorn Hospitality and
- Mr. Barun Basak Co-Founder CRAFT Academia Pvt. Ltd.
- Moderator - Mr. Chaitanya Pawar.



1st February - 10th February

- **4th February:** In second session of the National conference SDC committee conducted a Research Paper presentation competition and Business Quiz competition.
- **Winners of Quiz Competition**
Mr. Chirag and Ms. Niddhi
- **Winners of Research Paper Presentation Competition**
Prof. Siddhesh Soman and Mr. Sameer Khan



**Judges : Dr. G. Ramesh and
Dr. Pankaj Nandurkar**



Judge Dr. Brijesh Sharma

1st February - 10th February

4th February: Prof. Sandip Moghe Published one Research Paper in Srujan 2023 with Dr. Mahesh Bhanushali titled “Impact of mind fitness and physical fitness on professional competence of Mumbai based working professionals with special reference to Harvard Health Publishing and Google Scholar literature review”.

1st February - 10th February

- **4th February : Prof. Krishnakant Lasune** presented paper at National conference **‘Management Education: Facilitating Entrepreneurship** organized by DR V. N. Bedekar Institute of Management Studies, Thane.

1st February – 10th February

- **4th February : Ms. Jui Shinde and Ms. Hemangi Posti** secured second rank in Anveshi 2023, research paper presentation competition organized by St. Francis Institute of Management and Research, under the guidance of **Prof. Krishnakant Lasune.**



1st February – 10th February

- **6th February** : Ms. Sonali Panpatil secured **1st prize** in Photography competition, Ms.Vrushali Chauhan secured **1st prize** in Meme competition and Mr. Bhagya Desale secured **3rd prize** in sketch competition at ‘Mathlete’ organised by B.N.Bandodkar college, under the guidance of **Prof. Krishnakant Lasune**.



1st February - 10th February

- **6th February** : Prof. Mugdha Bhadkamkar awarded with PhD in Commerce and Management



1st February - 10th February

- **9th February:** Dr. Nitin Joshi held meeting with Pitambari Professionals for Placement and MDP.
- Dr. Nitin Joshi visited VES Management Institute Chembur as a LIC member.



**Vivekanand Education Society's
Institute of Management**
Studies & Research

1st February - 10th February

- **10th February:** Dr. Nitin Joshi Visited Achievers College Kalyan as a LIC member.



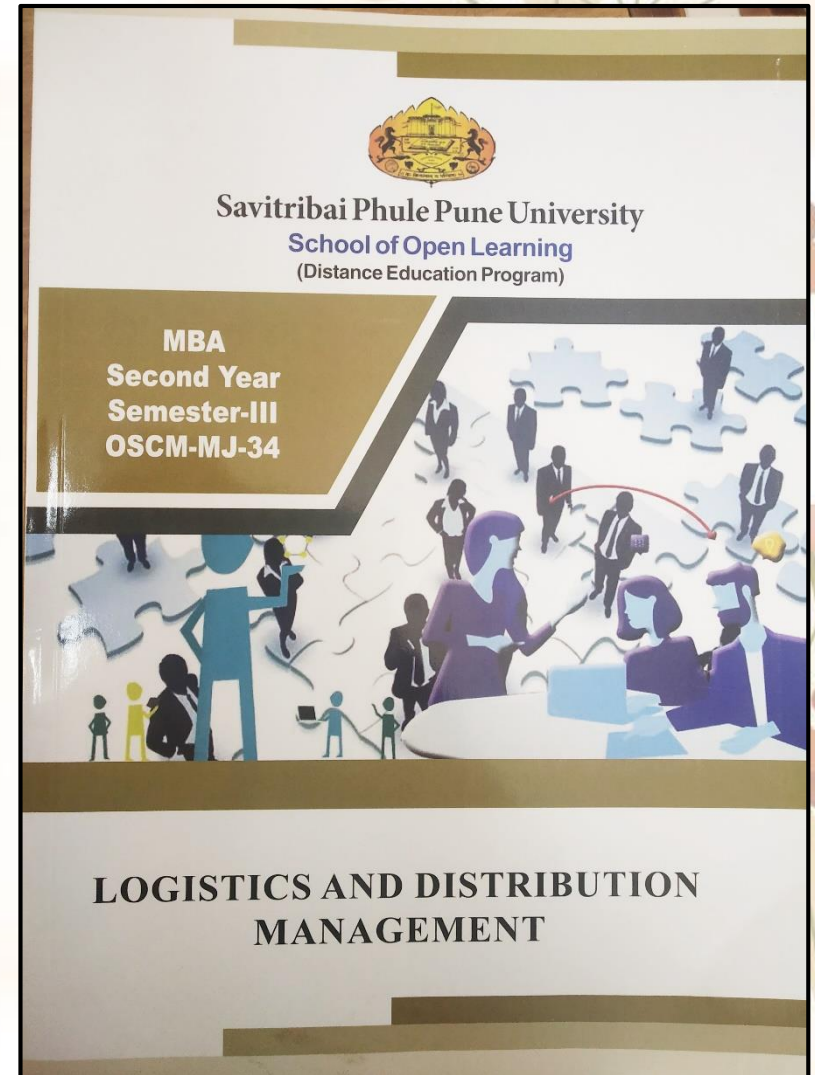
11th February - 20th February

11th February :

Asst. Prof. Vibhuti Save
authored a book

**“Logistics and Distribution
Management”**

published by Vikas Publishing
House PVT LTD for Savitribai
Phule Pune University.



11th February- 20th February

12th February : Dr. Nitin Joshi Completed 21 KM run of Half Marathon.



11th February - 20th February

12th February : Dr. Kanchan Akshay successfully completed all the 8 modules of NITTT teacher training programme.



11th February- 20th February

13th February : Dr. Smita Jape was invited for advisory research committee meeting for selecting best projects of faculty for research grant at K.G.Joshi College of arts and N.G Bedekar College commerce.



11th February - 20th February

13th February :Mr. Ajay, Ms. Hemangi Posti , Prof.Krishnakant Lasune participated in Data Quiz competition organized by Vivekanand Education Society's Business School.



The banner features the Vivekanand Education Society's Business School logo at the top left, the Data-Quezt logo with the tagline 'Come, Code & Conquer!', and the BASIC Conference logo with the tagline 'Business Analytics & Social Innovation! February'. The main text reads 'Unleashing the Power of Data Analytics for Managing Business and Innovation'. Below this, there are two images: one showing hands pointing at a document and another showing a colorful data visualization with a line graph and bar chart. The event details are listed as 'Data Quezt 13th to 17th February 2023'.

Vivekanand Education Society's
BUSINESS SCHOOL

Data-Quezt
Come, Code & Conquer!

BASIC CONFERENCE
Business Analytics
& Social Innovation!
February

Unleashing the Power of Data Analytics for
Managing Business and Innovation

Data Quezt
13th to 17th February
2023

11th February- 20th February

15th February : Dr. Nitin Joshi visited Atharva Institute as a LIC Member for the sports management and Fashion design programme.



11th February- 20th February

15th February : Dr. Smita Jape was invited as jury for international research conference organised by Vivekanand Business School Chembur.



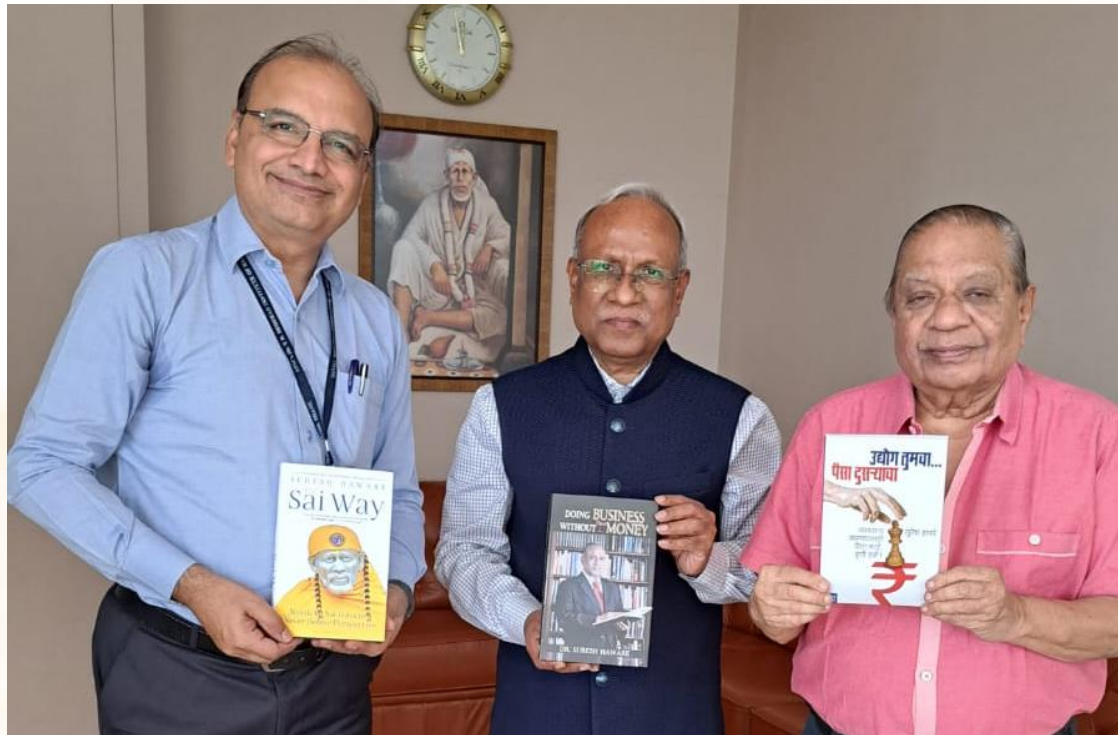
11th February - 20th February

15th February : Prof. Dipti Periwal won Best Research Paper award at an International Research Conference at Vivekanand Business School, Mumbai.



11th February- 20th February

16th February: Dr Nitin Joshi Visited Haware Builder and met Shri. Suresh Haware. Mr Haware has shown keen interest in supporting Entrepreneurship Cell at BRIMS



11th February - 20th February

- **18th February :Prof.Krishnakant Lasune** presented paper on ‘A bibliometric analysis of Social Media Marketing’ at **International Research Conference 2023**, organized by Garware Institute of Career Education and Development.



A bibliometric analysis of Social Media Marketing.

Authors : Dr.Keyurkumar Nayak and Prof.Krishnakant Lasune

11th February – 20th February

- **18th February :Ms. Sonali Panpatil and Ms. Madiha Khan presented paper at International Research Conference 2023, organized by Garware Institute of Career Education and Development, under the guidance of Prof. Krishnakant Lasune.**



11th February- 20th February

20th - 21st February : Dr. Nitin Joshi Visited Maharshi Parshuram College of Engineering.



21st February - 28th February

- 22nd February : SDC committee organized International Mother Language Day.



21st February- 28th February

22nd and 23rd February : Dr. Dinesh Sonkul visited UGC and AICTE office at Delhi.



21st February - 28th February

- 24th February :

- Dr V N BRIMS, in collaboration with the Wadhvani Foundation, has successfully launched “NEN IGNITE”, an entrepreneurship course based on experiential learning that aims to support start-up founders through a structured pathway from **Idea Discovery to Pitch Deck**.
- 1) Approximately 60 teams of our students have participated and created Practice Ventures.
- 2) This course was conducted in 13 weeks;
- 3) Students had 4 milestones to complete during this learning.
- 4) 10 teams (10 Practice Ventures) have received certificates from the Wadhvani Foundation mentioned as certified by the Global Jury as a Real Venture based upon prescribed criteria, with very high prospects to become a real business.
- 5) E-Cell Coordinator Dr Pankaj Nandurkar conducted this activity with Prof. Kshitija Pandey, Mr Chaitanya Pawar, IIC, and the ADC team.

21st February - 28th February

- 24th February : Students Certificates

CERTIFICATE OF ACHIEVEMENT

This is to certify that _____ *EdSol* _____, a practice venture created as part of Wadhvani Foundation - NEN's programs on entrepreneurship, has been certified by a Global Jury as a **Real Venture** based upon prescribed criteria, with very high prospects to become a real business.

Congratulations to _____ *Sneha Gidh* _____, *Team member* _____ of this venture from _____ *Dr. V. N. Bedekar Institute of Management Studies - Thane* _____.



Certificate Validation Website : <https://cert.wfglobal.org/verify>
Certificate Validation Code : **mCbJXHw**


Sunita Singh
EVP Wadhvani Foundation,
Co-Founder, NEN

CERTIFICATE OF ACHIEVEMENT

This is to certify that _____ *EdSol* _____, a practice venture created as part of Wadhvani Foundation - NEN's programs on entrepreneurship, has been certified by a Global Jury as a **Real Venture** based upon prescribed criteria, with very high prospects to become a real business.

Congratulations to _____ *Shradha Rawale* _____, *Team member* _____ of this venture from _____ *Dr. V. N. Bedekar Institute of Management Studies - Thane* _____.

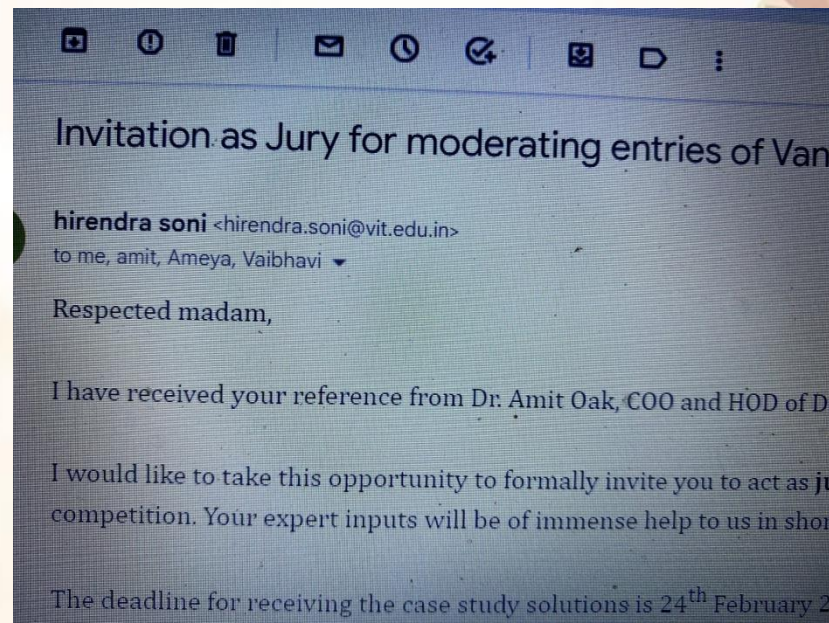


Certificate Validation Website : <https://cert.wfglobal.org/verify>
Certificate Validation Code : **VVRH0WTMaG**


Sunita Singh
EVP Wadhvani Foundation,
Co-Founder, NEN

21st February- 28th February

- **25th February:** Dr. Smita Jape was invited as Jury for moderating Vanguard Case study Competition organized by Vidylankar Institute of Technology.



21st February - 28th February

- **25th February** : Dr. Pallavi Chandwaskar was invited as resource person to conduct online training session of Yoga Control Board's Level 1 course for Yoga trainers by Shri Ambika Yog Kutir, Thane for 35 Yoga trainers.



21st February - 28th February

27th February: Prof. Krishnakant Lasune secured 2nd Position in the National Level Research Paper Presentation Competition organised by Nirmala Memorial Foundation College of Commerce & Science.



21st February - 28th February

- **28th February:** Dr. Kanchan Akshay has been appointed as a Reviewer of "European Journal of Training and Development" which is a Scopus indexed Journal by Emerald publication.



21st February- 28th February

28th February: Dr Dinesh Sonkul was invited as a Session Chair for the International Conference at IES's Management College and Research Center.



A decorative floral illustration in the top-left corner featuring a branch with several small, round, reddish-pink berries and a single larger, five-petaled flower in shades of brown and orange.

Thank You

A decorative floral illustration in the bottom-right corner featuring a branch with several small, round, reddish-pink berries and two larger, five-petaled flowers in shades of brown and orange.