Journal Club Presentations (Academic Year 2021-22)

Sr No.	Date	Topic	Presenter
1	7th September 2021	Industry Connect	Dr. Panjak Nandurkar
2	30th October 2021	H2H Marketing- The Genesis of Human To Human Marketing	Dr. Vishnu Kanhere
3	16th December 2021	Mutual Fund Investment	Prof. Siddesh Soman
4	3rd February 2022	Teacher As An Entrepreneur	Dr. Kanchan Akshay
5	8th March 2022	Business analysis of Indian Unicorn	Prof. Dipi Periwal
6	8th April 2022	Drivers of Sovereign Yield in India	Dr. Smita Jape
7	17th June 2022	ISO 9001:2005	Mr. Timir Kurmabhatti
8	28th June 2022	Marketing Agility: The Concept, Antecedents and A Research Agenda	Prof. Krunal K Punjani

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DR. V. N. BEDEKAR INSTITUTE OF MANAGEMENT STUDIES
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Journal ClubSession	:	Drivers of Sovereign Bond Yields in India.
Date	:	8th April 2022

Sr. No.	Name	Signature
1.	Dr. Pallavi Chandwaskar	
2.	Dr. Kanchan Akhoray.	
3.	Vibhuti Sare	
4.	Janhavi Potdar	Potdar.
5.	Mugdha Bhadkamkar	MBhadkamkar
6.	Pankaj Nandurkar	
7.	Mahesh Bhanushali	MBhanushali.
8.	Sandeep Meghe	
9.	Nitin Joshi	
10.	DR. GURUPRASAD MURTHY	

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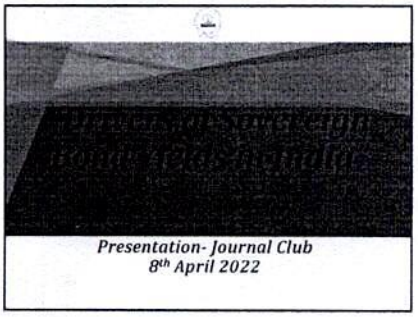
Thane

SNo.`	Name	Learnings
1.	Vibhuti Sare	Global & Domestic Factor are interlinked but still Paper Findings are Focused more on Domestic Factors.
2.	Pankaj Nandurkar	Understand debt instrument issued by the government
3.	Mahesh Bhanushali	Understood sovereign Bond Behind payment & concepts
4.	Sandeep Moghe	some understanding of G-Secs. Mkts, their maturities IIRs.



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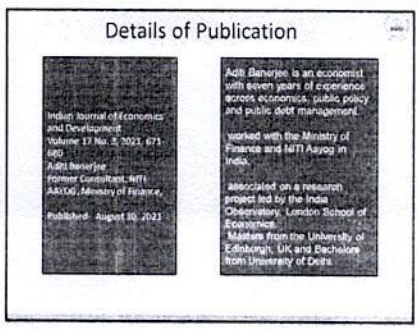

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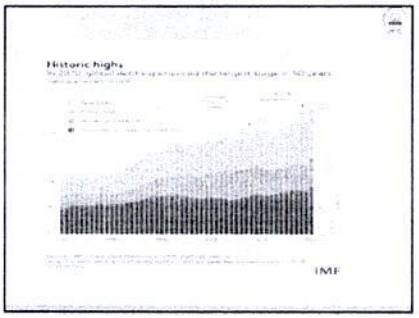

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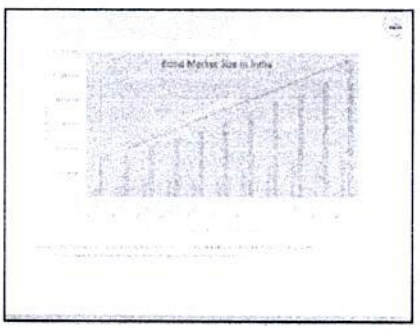

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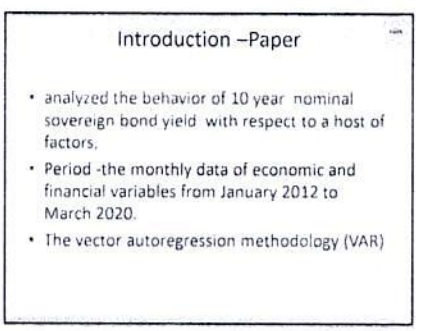

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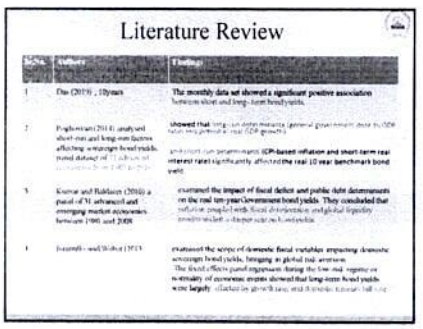

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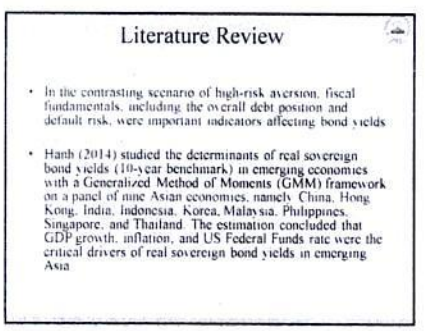

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METHODOLOGY

- secondary data obtained from the Ministry of Statistics and Programme Implementation, Reserve Bank of India, Clearing Corporation of India and Crisil(now database [1] from January 2012 to March 2020.
- The frequency of data was streamlined on a monthly basis resulting in 99 data points for the mentioned duration. The details pertaining to the variables are presented in Table 2.
- In consonance with the approach in the literature, the method of Vector Autoregression (VAR) was applied to test the behavior of the sovereign bond yields in India vis-a-vis the identified factors. A reduced-form VAR (p) process is defined as follows
- yt = A1yt-1 + ... + Apyt-p + εt / εt Where
- yt = Vector of endogenous variables εt = Vector of exogenous variables εt = Error terms
- VAR refers to a multi-period, simultaneous equations
- https://rbi.org.in/Scripts/BS_NSDPDisplay.aspx?param=4

10

Economic developments in India and the global economy

13

Macroeconomic developments

16

2 parts –Economic/ global outlook

11

Economic developments in India and the global economy

14

Macroeconomic developments

17

Variables

- economic growth, inflation, balance of payments
- (interest rate, exchange rate, currency
- (liquidity, credit growth)
- (fiscal deficit or surplus
- (elections, GST).

12

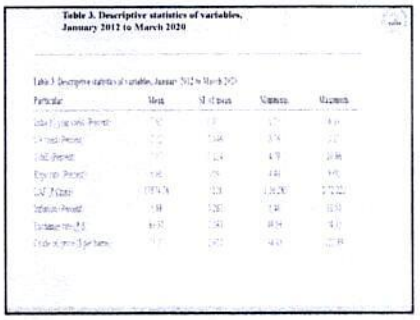
Economic developments in India and the global economy

15

Macroeconomic developments

18

Table 3. Descriptive statistics of variables, January 2012 to March 2020



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The Durbin Watson (DW)

- test for autocorrelation in the residuals from a statistical model or regression analysis.
- The Durbin-Watson statistic will always have a value ranging between 0 and 4.
- A value of 2.0 indicates there is no autocorrelation detected in the sample.
- 0 to less than 2 point------ positive autocorrelation and values from 2 to 4 means negative autocorrelation.
- A stock price displaying positive autocorrelation would indicate that the price yesterday has a positive correlation on the price today—so if the stock fell yesterday, it is also likely that it falls today.

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Findings and results -Table 5

1. ten year nominal bond yield was statistically significant and positively correlated with 91-day domestic treasury bill yield

In the theory of the term structure of interest rates, the short-term interest rate of the 91-day treasury bill acts as a baseline for the long-run ten year sovereign bond yield

2. The co-movement between the domestic ten year sovereign bond yield and the domestic inflation rate was significant statistically

The transmission of inflation influencing bond yields occurs through different channels. Firstly, the impact of higher crude oil prices raises the overall inflation level in the economy, which further influences the long-run nominal sovereign bond yields

Secondly, the decision to increase the repo rate is dependent on the inflation targeting regime adopted by the Central Bank in 2016

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Vector Auto Regression

- model is a Multivariate forecasting algorithm a It means it is used in scenarios where forecasting with two or more time-series influence each other. The term 'Autoregressive' stands because each time-series variable is modelled as a function of its past values and lags are used as predictors.

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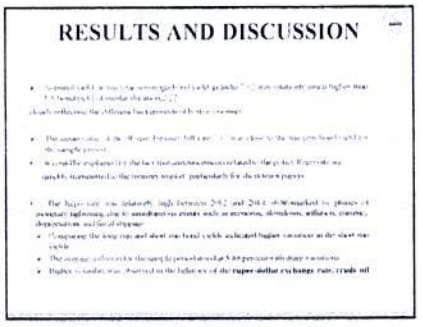
RESULTS AND DISCUSSION



23

Findings and results -Table 5

- A significant cross-correlation was observed between the ten year domestic bond yield and **international crude oil price** among global factors
- India is heavily dependent on crude oil import to fulfill its domestic consumption needs
- The movement in the international crude oil price was reflected by the change in domestic sovereign bond yield
- Moreover, rising crude prices also tend to put pressure on the exchange rate
- This indirect connection led to a statistically significant correlation between the **ten year sovereign bond yield and the rupee-dollar exchange rate** on the Indian context
- A further implication of higher crude prices was the induced inflation in the domestic economy as the higher price was transmitted towards consumption demand

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Granger causality

- Granger causality (Granger, 1969) in time series data applied to test the direction of causality in the variables.
- The pair-wise Granger causality test helped to determine whether there was no causal relationship, unidirectional relationship, or two-way causality.
- This further helped to detect a feedback loop occurring from the dependent variable on the set of independent variables, which could distort the results in a regression model.
- A combination of MS Excel and EViews statistical software was used to obtain the estimates for the data constructed.

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RESULTS AND DISCUSSION

24

Findings and results -Table 5

Table 9. Determinants of sovereign bond yields in India (Results of VAR models)

27

Findings and results -Table 5

- Two variants of the VAR model were considered to observe the behaviour. The first model runs a regression with variables such as the lagged ten year sovereign bond yield in India, domestic inflation, LAF, Repo rate, exchange rate, crude oil price, 91-day domestic treasury bill yield, and US 10 year sovereign bond yield alongside a constant.
- The second model only omits the Repo rate from the regression.
- The Durbin-Watson test was conducted on both regressions to test for first-order serial order correlation in the residuals.
- It was found that the d statistic was very close to 2, thus implying no first-order serial correlation.

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Findings and results -Table 6

- 10 year nominal bond yield in India was positively correlated with the ten-year US nominal sovereign bond yield at a 10 % significance level.
- The Granger causality test- unidirectional relationship from the ten year nominal US sovereign bond yield, domestic inflation, and international crude oil price to the ten year nominal sovereign bond yield in India. In addition, there existed a reverse causality from the policy Repo rate to the ten year nominal sovereign bond yield when the former variable was the dependent variable.
- Table 8 showed that the lagged value of 10 year bond yield and the 91-day treasury bill were the most significant drivers of the sovereign bond yield, followed by inflation and crude oil price.
- A 100 bps shock to the lagged value of the domestic bond yield led to a contemporaneous increase of 76 bps in the ten year sovereign 5 years 2 and later.
- Similarly, the impact of the short-term 91-day treasury bill on the ten year sovereign domestic yield led to a rise of 42 bps.

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Findings of study

- Another staggering point was the lack of significant influence of the policy Repo rate on the long-term bond yields.
- There was a possibility that the 91-day treasury bill captured the effects of Repo rate changes. The Repo rate signals the interest rate adjustment mechanism for the market, leading to an immediate influence in money market instruments such as treasury bills.
- Therefore, a second regression was estimated, which excluded the Repo rate to observe the behaviour of other variables. The results showed mild increments in the magnitude of the lagged domestic sovereign domestic bond yield and the 91-day domestic treasury bill yield over the first model.
- Further, the rupee-dollar exchange rate no longer remained significant.
- The study was concluded by running the variables' impulse response to show the impact of one standard deviation shock on the ten year domestic sovereign bond yield (Figure 1). It was found that domestic inflation and international crude oil shocks were positive and significant up to the fifth lag.
- The response of India's ten-year sovereign bond yield to the 91-day treasury bill yield and exchange rate showed mild downward movement before turning positive and stabilising.

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Liquidity adjustment facility (LAF)

- The LAF variable is a measure of Central Bank liquidity in the system.
- A positive figure denotes deficit liquidity and hence net injection through the banking system.
- At the same time, a negative figure indicates surplus liquidity, thereby net absorption through the banking system.
- The result of the ADF test carried out on the levels and the first difference for all variables showed that all variables were stationary in the first difference except for the Liquidity Adjustment Facility (LAF) variable, which was stationary at the level (Table 4).
- **Results further indicated that the stationarity of the variables after the first difference was significant statistically. Therefore, the VAR model considered all the variables at the first and the LAF variable at the level.**
- The cross-correlations among the different variables were calculated to determine the direction and nature of the interactions (Table 5).

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Findings and results -Table 5

- Inflation showed a positive impact of around 5 bps on the ten year domestic sovereign bond yield.
- Found evidence regarding the impact of inflation on bond yields with varying degrees of impact and significance.
- International factors such as the rupee-dollar exchange rate and international crude oil price significantly affected long-run domestic sovereign bond yield.
- However, the extent of the increase in domestic sovereign bond yield was mild, with 3 bps and 0.6 bps, respectively.

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Conclusion

- This study models ten-year domestic sovereign bond yield behavior with respect to a host of different factors.
- The results disclosed primary determinants to be the lagged value of 10 year bond yield and the 91-day treasury bill, followed by inflation, crude oil price and exchange rate.
- Lastly, the sovereign bond yield behavior in India was mainly influenced by domestic fundamentals.
- Although international factors were significant, but the overall impact on the domestic bond yield remained mild.
- Secondly, long-run domestic bond yields were significantly determined by short-term domestic bond yield movements. Term structure theory.
- This supported existing work in the literature on the link between short-term and long-term sovereign bond yields.
- In a nutshell, the drivers of the sovereign bond yields determine the direction and magnitude of those yields, which ultimately shape the overall debt portfolio of the sovereign.
- Therefore, maintaining economic and market stability in India should be an important concern in maintaining fiscal stability and sovereign debt sustainability from a broader policy perspective.

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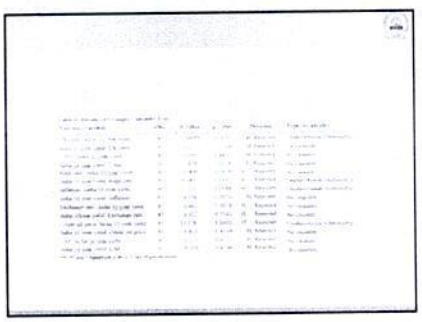

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Findings and results -

- Variables such as the Repo rate, liquidity (represented by Liquidity Adjustment Facility or LAF), and the ten year US sovereign bond yield, although important indicators, bear no significant impact according to the model estimation.
- A noteworthy point in the VAR model was that all factors had a positive impact, whether significant or not. It implied that a rise in these variables puts upward pressure on domestic bond yields.
- The only exception here was the ten year US sovereign bond yield, which negatively impacted the domestic bond yield.
- In international economic theory, interest rate differentials between two countries allowed for inward or outward capital flows. Therefore, bond yield fluctuations in the US and domestic sovereign bond markets had alternating effects owing to cross-border capital flows.

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Future of Bond Market

- Morgan Stanley estimates that $40 billion would flow into Indian government bonds following inclusion into 2-of-3 global indices —Bloomberg Global Aggregate Index and JPM GBI-EM Global Diversified Index—with $18.5 billion in annual inflows over the next decade.
- This would push foreign bond ownership, currently less than 2%, to 9% by 2031.
- As more foreign capital flows into Indian government bonds, the yield curve—or difference in short-term and long-term yields—could flatten by 50 basis points, or hundredths of a percentage point.

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VPM's Dr. V. N.Bedekar Institute of Management Studies

Attendance Sheet - Training session

Training Topic : ISO 9001:2015 (Awarness training)

Day & Time - 17th June 2022 , 2.00 PM to 5.00 PM

Sr. No.	Name of the Participants	Signature
1.	Dipti Porwal	Dipti
2.	Dr. Kanchan. A.	17/06/22
3	Meenakshi Malhotra	Meenakshi
4.	Mugdha. A. Bhadkamkar	MABhadkamkar
5.	Sweta A. Nair	
6	Vibhuti Sane	
7.	Sanjay Sapkal	
8.	DR. Pankaj Nandurkar	
9.	Chaitanya Pawar	
10	Dipali B. Hindlekar	
11	Mahesh Bhanushali.	
12.	Sandeep Moghe	
13.	KISHOR NIMKAR	
14.	Komal K. Punjani	
15.	Siddhesh Soman	
16.	Pravin Narang	
17	V S Pandit	
18.	Nitin Joshi	
19.	Pallavi Chandwaskar	

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Journal Club Session	: Prof. Krunal Punjani
Date	: 28 / June / 2022

Sr. No.	Name	Signature
1.	Dr. Meenakshi Malhotra	Meenal
2.	Dr. Pallavi Chandwaskar	Pallavi
3	Dr. Smita Jape	28/6/2022
4	Dipti Perival.	Dipti
5.	Mugdha. Bhadkamkar	MBhadkamkar
6	Vibhuti Save	
7	Siddhesh Soman	Siddhesh
8	Mahesh Bhanushali	MBhanushali
9	Dr. Pankaj A. Nandurkar	
10.	Sandeep S. Moghe	
11.	NITIN M. JOSHI	
12.	Krunal K. Punjani	

SNo.`	Name	Learnings

Journal ClubSession	: Business Analysis of an Indian Unicorn
Date	8th March 2022

Sr. No.	Name	Signature
1.	Dr. Meenakshi Malhotra	Meen
2.	Dr. Pallavi Chandwaskar	Pallavi
3	Vibhuti Save	
4	Janhavi Potdar	Potdar.
5.	Mugdha A Bhadkamkar	MABhadkamkar
6.	Sandeep Moghe	
7.	Nitin Joshi	
8.	Krunal K. Punjani	
9	Mahesh Bhanushali	
10.	Chaitanya Pawar	
11	Dr. Guruprasad Murthy	
12	Dipti Porwal.	

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Journal Club Session	: Teachers as an entrepreneur
Date	: 3rd Feb 2022

Sr. No.	Name	Signature
1	Prof. Siddhesh Soman	Siddhesh
2.	Mugdha. Bhadkamkar	MB
3.	Sandeep Moghe	SSM
4	Pankaj Nanderkar	PN
5	Chaitanya Tanor	
6.	Vibhuti Save	
7.	Dr. Kaarman. A.	
8.	Prof. Kirumal K. Punjani	KKP
9	S. C. Agarkar	
10	Dr. Gangaprasad Murthy	

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SNo.`	Name	Learnings

Journal Club presentation:

Teacher's as Entrepreneurs

DR. KANCHAN AKSHAY

1

Learning Outcomes

2

Why Entrepreneurship

- National Education Policy (NEP) drives to entrepreneurial revolution in India.
- Management education acts as a fertile ground to develop entrepreneurial skills, independent thinking, ability to spot the opportunities, risk taking ability and many more.
- To instil confidence in their idea's classroom education and attitudinal training in entrepreneurship should go hand in hand.
- As per Times news, India has emerged as the third largest start-up ecosystem in world after the US and China and the pace of growth is not showing any signs of slowing down.
- Over the last year, India has added three unicorns every month taking the total count to 51, ahead of the UK (32) and Germany (18).

A privately held start-up company valued at over $1 billion is called a unicorn.

3

Defining

Teacher: a person whose job is to teach, especially in a school or college. (Oxford)

A teacher, also called a school teacher or formally an educator, is a person who helps students to acquire knowledge, competence or virtue. (Wikipedia)

Entrepreneur: a person who makes money by starting or running businesses, especially when this involves taking financial risks.

4

Entrepreneurial Teacher & their Competencies

Entrepreneurial Teacher means the teacher demonstrates entrepreneurial behaviour in his or her ethos and practices and through his or her educational activities to sustain student's entrepreneurial learning processes thus developing students entrepreneurial competences.

*Entrepreneurial Orientation: EO is a combination of individual entrepreneurial traits, characteristics, attitudes and environmental factors, particularly highlighting **innovativeness, risk-taking** and proactiveness.*

5

Innovation & Risk- Taking

Innovation in teaching refers to teacher's ability to design an deliver teaching and to assess students learning in a new ways.

Risk-Taking refers to the lack of fear of failure and of losing control when trying out innovative teaching practices.

6

Entrepreneurial Competences of Students

Entrepreneurial competences are needed in [illegible] regardless of [illegible] work: as an entrepreneur or an employee.

Students [illegible] skills of creativity, problem [illegible] how to apply their own skills in different [illegible]

Entrepreneurship education increases their [illegible] knowledge enhances their confidence and promotes their self-efficacy.

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Conceptual Model of Study

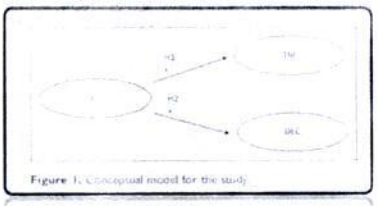

Figure 1. Conceptual model for the study

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Research Methodolgy

9

Data Analysis

10

Findings and Discussions

11

Aspirations to Actions- For BRIMS

12

Activity

13

DR VN BRIMS

Journal Club Session	: Prof. Siddhesh Soman Topic – Mutual Fund Investment
Date	: 16th Dec 2021

Sr. No.	Name	Signature
1	Dipti Porwal	Dipti
2.	Dr. Meenakshi Malhotra	Meenakshi
3	Janhavi C. Potdar	Potdar.
4.	Vibhuti Save	
5.	Dr. Pallavi Chandwaskar	Pallavi
6	Dr. Smita Jahe	Sjahe
7	Mahesh Bhanushali	
8	Dr. Pankaj Nandurkar	
9	Pravin Narang	
10	Sandeep Moghe	
11.	Vanchan Akshay	
12	Mugdha. Bhadkamkar	MB
13.	Siddhesh Soman	Siddhesh
14.	Kaumal K. Punjani	

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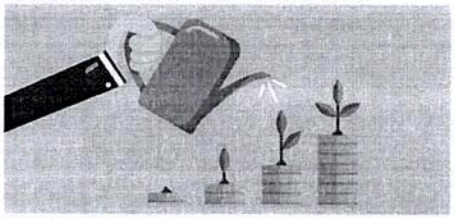
Sr. No.	Name	Learning's
1	Dipti Porwal	Very illustrative presentation. - good blend of research paper & pragmatic approach
2.	Meenakshi Malhotra	① Interactive Session & informative. ② Would be a good area of Research
3.	Janhavi Potdar	got knowledge about parameters to be taken into consideration while comparing the MF schemes.
4.	Vibhuti Save	learn to read Fact Sheet, which terms & ratios need to observe carefully.
5.	Pallavi Chandwarkar	Attributes to decide about selection of MF investments. Application & research aspect both clearly bought.
6.	Sandeep Moghe	We should see ~~the~~ the foll. things for better returns: small size, High NAV, Younger Fund & High PTR.
	Krunal K Punjani	Different parameters to be considered for Mutual Fund investments.

Journal Club on – Mutual Fund Investments

1



– Prof. Siddhesh Soman

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Introduction to Mutual Funds

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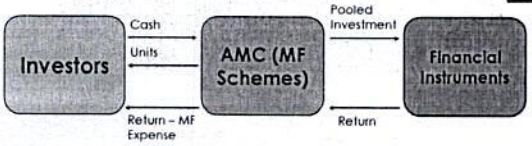

- In India, as of November 2021, there are 44 Asset Management Companies (AMCs) offering more than 2,500 schemes.
- Mutual Funds are regulated by SEBI and all AMCs are associated to AMFI (Association of Mutual Funds in India)
- The AUM of the Indian MF Industry has grown from ₹ 6.42 trillion as on 30th September, 2011 to ₹36.74 trillion as on September 30, 2021 more than 5½ fold increase in a span of 10 years

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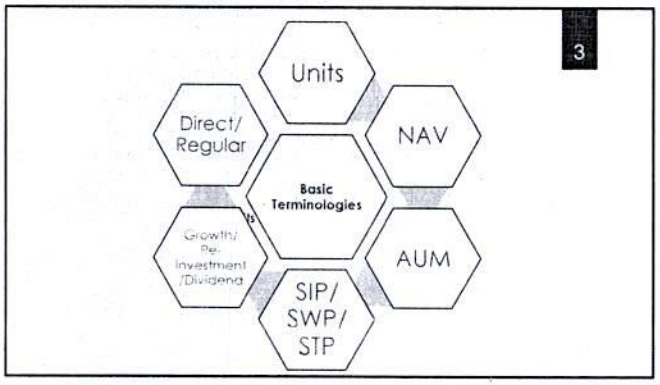

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Factors affecting MF Decisions

4

Quantitative	Qualitative
➢ Historical Returns	➢ Type of Scheme
➢ Risk Measures	➢ Style of Investing
➢ MF Ratios	➢ Exp./Qualification of MF Manager
➢ Current NAV	➢ AMC Brand image
➢ Portfolio Allocation	➢ Social influences
➢ Age of the Fund	

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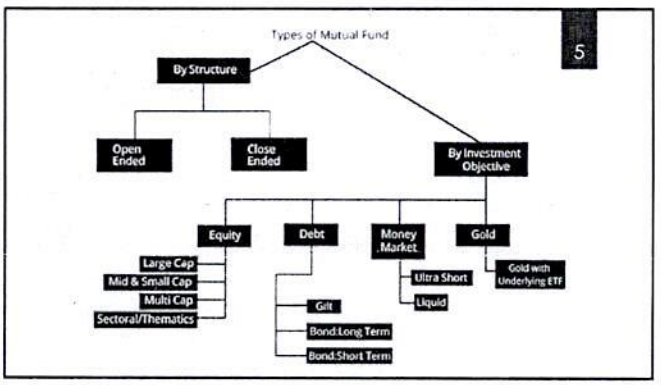

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Types Mutual Funds (contd.)

6

- Index Funds
- Fund of Funds
- Value Funds: Value investment strategy
- Contra Funds: Contrarian Strategy
- Focused Funds: Max 30 stocks only focused on a particular cap (min 65% in equity)
- Dividend Yield Funds: High dividend yield (min 65% in equity)
- ELSS: 3 years lock-in and tax benefits
- Arbitrage Funds
- Balanced Funds
- Business Cycle Funds

6

Research Paper: "Association between fund attributes and fund's performance: a panel data approach"

7

- Authors: Anurag Bhadur Singh (Institute of Technology Sciences, Ghaziabad)
  Priyanka Tandon (Humanities and Social Sciences, Motilal Nehru National Institute of Technology, Allahabad)
- Journal: Benchmarking: An International Journal (Scopus & ABDC 'B' Indexed)
- Publisher: Emerald Publishing Limited
- Published in: March 2021

7

Research Paper Details

8

- Purpose: Influence of various fund attributes on Mutual Fund performance in terms of Gross Returns and risk-adjusted measures
- Methodology: Studied 81 Indian Open-ended equity mutual fund schemes with growth as their objective, for the period of 2013 to 2019 using panel data regression model.
- Variables: **IV:** Portfolio Turnover Ratio(PTR), Assets Under Management (AUM), Net Asset Value (NAV), Expense Ratio (ExpR) and Fund Age (Age)

  DV: Gross Return, Treynor's measure and Jensen's Alpha

8

Research Paper Details

9

- Gross Return: $\frac{\text{(New NAV – Old NAV) + Distributions}}{\text{Old NAV}} \times 100$
- Alpha: (MF Scheme Return – CAPM Return)
- Treynor's Measure: $\frac{\text{MF Scheme Return – Risk-free Return}}{\text{Beta of MF Scheme}} \times 100$
- Portfolio Turnover Ratio(PTR): $\frac{\text{Min(Securities Bought or Sold)}}{\text{Avg. Net Assets}} \times 100$
- Expense Ratio (ExpR): $\frac{\text{Mutual fund scheme's total expenses}}{\text{AUM}} \times 100$

9

Panel Data Regression

10

$$Perf_{it} = \alpha_0 + \alpha_1 Log\ AUM_{it} + \alpha_2 Log\ NAV_{it} + \alpha_3 Log\ ExpR_{it} + \alpha_4 Log\ PTR_{it} + \alpha_5 Log\ Age_{it} + \varepsilon_{it} \quad (8)$$

where

$i = 1,2,3 \ldots 81$; $N = 81$ (number of schemes)

$t = 2013, 2014, 2015 \ldots 2018, 2019$; $T = 7$

α_0 = a constant

$\alpha_1, \alpha_2, \alpha_3, \alpha_4, \alpha_5$ are coefficients

$Perf_{it}$ = Performance measures (Gross return, Treynor ratio and Jensen alpha)

$LogAUM_{it}$ = Natural logarithm of fund size of mutual fund schemes; $LogNAV_{it}$ = Natural logarithm of NAV

PTR_{it} = Portfolio turnover ratio

$ExpR_{it}$ = Expense ratio

Age_{it} = Fund age

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Findings

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Fund Attribute	Relationship with Gross Return	Relationship with Treynor's Ratio	Relationship with Jenson's Alpha
Portfolio Turnover Ratio(PTR)	Positive	NS	NS
Assets Under Management (AUM)	Negative	NS	NS
Net Asset Value (NAV)	Positive	Positive	Positive
Expense Ratio (ExpR)	NS	NS	Negative
Fund Age (Age)	Negative	NS	NS

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Discussion & Implications

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For Better Gross Returns	For Better Treynor's Ratio based Returns	For Better Jensen's Ratio based Returns
Small Size	High NAV	High NAV
High NAV	Lower Exp. Ratio	
Younger Funds		
High PTR		

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Future Scope

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5.3 Limitations of the study and future research directions

There are certain factors which are not considered in the present study such as fund manager's expertise, age and educational qualification, persistence in performance, growth in fund size etc. due to unavailability of the data for the present time period. The present study is strictly based on equity mutual funds. These factors can be accounted in future extended research to this study. The future scope of this research is to consider the other risk adjusted performance measures and also to consider other categories of mutual fund schemes such as index mutual funds, debt funds and hybrid funds.

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How to study Mutual Fund Schemes

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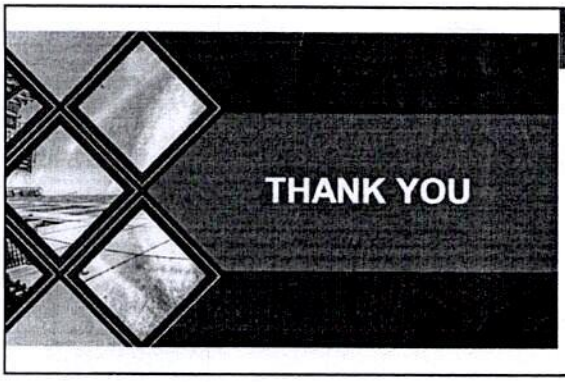
https://www.morningstar.in/default.aspx

https://www.valueresearchonline.com

14



15

THANK YOU

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Dr. Vishnu Kanhere

Journal Club Session	:	H 2 H MARKETING : THE GENESIS OF HUMAN TO HUMAN MARKETING
Date	:	30th - Oct - 2021

Sr. No.	Name	Signature
1	Dr. Gumprasad Murthy	
2	NITIN JOSHI	
3	Pankaj Nandurkar	
4	Siddhesh Soman	
5	Prof. Krunal K. Punjani	
6	Dr. Deepali Mishra	
7.	Vibhuti Save	
8.	Dipli Peerwal	
9.	Kanchan. Akshay	
10	Dr. Meenakshi Malhotra	

SNo.	Name	Learnings
3.	Pankaj Nandurkar	Very Informative session.
4.	Siddhesh Soman.	Very interesting session, with a lot of concepts related to H2H marketing, Omni-channels, innovation, design thinking. How marketing techniques need to evolve & integrate the learnings of H2H.
5.	Prof. Kamal K. Punjani	- Trust being an imp. pre-requisite. - 3 Influencing factors. • Design Thinking, service dominant logic & Digitalization.
6.	Prof. Dipti Pednal	How technology and digitalization can mediate in H2H Concept. Question - How 2030 bring change from Target to Individual with lack of Proper feedback system??
7.	Kanchan. K.	Importance of Customer Based View - Value based View.

DR VN BRIMS

Journal Club Session	:	Industry Institute Interface
Date	:	7/09/2021

Sr. No.	Name	Signature
1	Pravin Narang	
2.	Sandeep Moghe	
3.	Prof. Kamal K. Punjani	
4	Nitin JOSHI	
5	Dr. Gurupracad Murthy	
6	Mahesh Bhanushali	
7.	Vibhuti Save	
8.	Kanchan Akerkar.	
9	Dr. Smita Jahe	7/9/21
10.	Dr. Pallavi Chandwaskar	7/9/21
11	Dipti Parmar.	

V.P.M.'s V.N. Bedekar Institute of Management Studies Thane

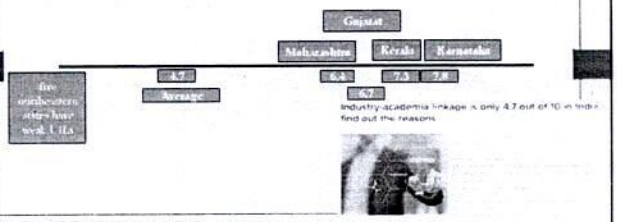
SNo.`	Name	Learnings

INDUSTRY INSTITUTE INTERFACE

1

"Industry-Academia linkage is only 4.7 out of 10 in India, find out the reasons."

Times News Network | Oct 21, 2019, 12.18 PM IST



2

Highlights of Study

- "Industry consultation while setting the pedagogy, gaining patents and regular interaction will boost placement.
- University Industry Linkages (UILs) are also important for the skill development of students and promotion of entrepreneurial skills,"

3

INDUSTRY INSTITUTE INTERFACE

- Industries are striving to meet the challenges in current Scenario,
- leverage the benefits of new paradigm by
  - Adapting to the latest Technological Developments and Digitization
- Are we ready with the expectations of the Industry?

4

INDUSTRY INSTITUTE INTERFACE

Purpose

- To promote closer interaction between the academic and Industries
- To provide Industrial Excellence platform in the Institute,
- To find out the gap between need of the industry and end product of the institute
- To offer research, development, and consultancy services to solve industrial problems.
- To share the experience and expertise between institution and industry for mutual benefits.

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INDUSTRY INSTITUTE INTERFACE

Purpose

- National Board of Accreditation (NBA) has introduced outcome based assessment for accrediting colleges.
- This requires the involvement of industry in Curriculum Design, Delivery and Evaluation.

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INDUSTRY INSTITUTE INTERFACE

Purpose

- **NBA accreditation, AICTE, all require**
  - **strong industry-institute interaction,**
  - **sponsored research,**
  - **consultancy by teachers,**
  - **industry experience faculties and**
  - **industry visits by students and faculties**

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INDUSTRY INSTITUTE INTERFACE

Global Scenario

The five largest university endowments

- **Harvard University,**
- **University of Texas system,**
- **Yale University,**
- **Stanford University,**
- **Princeton University.**

Each holds more than $25 billion in assets

Indian Scenario

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INDUSTRY INSTITUTE INTERFACE

- Industry interface is perhaps the most critical differentiator for B-schools worldwide.
- It also has a strong bearing on a school's intellectual capital.
- In India, the level of interface is very low and there are some misconceptions, too.
- Public relations work done for placing students such as organizing guest lectures and seminars are often the activity that B-schools do in the name of industry interface.

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INDUSTRY INSTITUTE INTERFACE

- The critical indicators of the level of industry interface are
  - the number of joint research projects taken up with industry,
  - the number of field cases authored by faculty,
  - the number of live cases that students take up with industry,
  - the number of open management development programs (MDPs) conducted,
  - the number of consulting projects taken up by faculty and
  - the revenue generated from them, and
  - the frequency of revamping the curriculum and its relevance.

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Platforms for Industry Institute Interface

- **Visiting Lectures**
- **Chief Guests**
- **Key note speakers**
- **Seminar/Summit..**
- **Teachers and Students industry visits**
- **Internships**
- **Placement activities**
- **Governing Body members**
- **Syllabus Advisory Panel**
- **NISP**
- **Industry Sponsored Projects**
- **CEO Series**

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INDUSTRY INSTITUTE INTERFACE

- **Benefits to the Students**

1. Provides a gateway ensuring the future success of students
2. Helps establish a deeper understanding of the corporate world
3. Enables the students to realize the day-to-day operations they will have to perform
4. Prepares the learners for coping with real-time challenges

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INDUSTRY INSTITUTE INTERFACE

Faculty – Industry Connect

- All faculty members must be active in at least one of the activities
- that connect them to industry which is
  - consultancy,
  - research projects and
  - training.
- The institute should aspire to have at least half of its revenue from these activities.

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INDUSTRY INSTITUTE INTERFACE

Faculty – Industry Connect

- Industry Interaction helps in building up of useful case studies for improving the quality of future teaching.
- It provides an ability to identify research programs of industrial importance.

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INDUSTRY INSTITUTE INTERFACE

- **CEO series**
- Will contribute to increase learning of student
- Effort to bridge the identified Curriculum Gap

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Measures for INDUSTRY INSTITUTE INTERFACE

1. Number of industry and professional organization training programs attended by teachers and students
2. Number of industry personnel attending institute seminars
3. Amount of research sponsorship&consultancy received
4. Number of students doing summer and winter projects in industry .
   1. Number of jobs got as a result of such projects
5. Improved number and quality of placements
6. Institute rating as noticed through B-school surveys

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