

# Echelon Institute of Technology

## Department of Management Studies

# Newsletter

July - September 2024

### VISION STATEMENT OF ECHELON INSTITUTE OF TECHNOLOGY

Technical and Management leaders engaged in the evolution of life, being at the frontiers of the continuous technological and administrative breakthroughs, inspired by ongoing exploration of self, society, and nature through self-reflective consciousness by building a culture of inspiration, exploration and growth.

### MISSION STATEMENT OF ECHELON INSTITUTE OF TECHNOLOGY

- Having a culture of inspiration, exploration, and invention through effective, experiential teaching-learning giving rise to ever-evolving knowledge and wisdom.
- To have self-inspired students ever engaged in continually working upon and sharpening and deepening computational, creative, innovative, and leadership consciousness.
- Having students established in self-reflective consciousness, committed to personal, social & human integrity, and engaged in deep inquiry and conversation, giving rise to shared, inter-subjective human values and consciousness.

### VISION STATEMENT OF THE DMS

To develop visionary leaders who drive sustainable business and societal progress fostering a culture of inspiration, exploration, and growth to inspire transformative change for organizations and communities.

### MISSION STATEMENTS OF THE DMS

- To foster innovation and experiential learning by equipping students with evolving knowledge of business management principles and practices.
- To develop self-inspired leaders with strategic thinking, creativity, and ethical consciousness to address complex business challenges.
- To instill reflective and collaborative values, enabling students to contribute meaningfully to organizational and societal integrity.



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## Editorial Board

Ms Laxmi Sharma, Assistant Professor

Mr Ajeet Yadav, Assistant Professor

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## Message from the Head of Department, DMS

Dear Students, Faculty, and Colleagues,

I am pleased to present the **July-September 2024 edition** of the **Department of Management Studies (DMS)** newsletter. This quarter has been marked by several notable achievements and initiatives that reflect our department's commitment to academic excellence, innovation, and holistic development.



From successful **industrial visits** and insightful **seminars** to the publication of impactful **research papers** and active participation in **faculty development programs**, our department has continued to grow and excel in various domains. These initiatives not only broaden our students' and faculty members' knowledge but also enhance the overall academic environment at DMS.

As we move forward, I encourage everyone to remain committed to learning, collaboration, and continuous improvement. Together, we will continue to build a dynamic and vibrant academic community that fosters growth, creativity, and success.

I look forward to more achievements and shared milestones in the coming months. Let's keep the momentum going and strive for excellence in all our endeavors.

Best wishes,

**Prof. Irfanullah Khan**

Head of Department

Department of Management Studies

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## DMS Signs MOU with STS Digital Solutions for Digital Marketing Training



We are delighted to announce that on September 16, 2024, the EIT successfully signed a Memorandum of Understanding (MOU) with STS Digital Solutions Pvt. Ltd. to serve as a specialized Training Provider. This strategic partnership will offer invaluable digital marketing training to students from BBA-Digital Marketing (1st, 3rd, and 5th Semesters) as well as BBA-General (3rd and 5th Semesters). Under this collaboration, STS Digital Solutions will deliver expert-led sessions on various key aspects of Digital Marketing, including the latest digital tools, strategies, and industry trends. This initiative aims to enhance students' practical understanding of digital marketing concepts, equipping them with the skills and knowledge essential for today's competitive business landscape.

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## DMS Faculty's Outstanding Performance in PhD Entrance Exam



We are thrilled to share that the faculty of DMS Mr. Mohit Kapil and Mr. Ekansh Thapliyal and have recently excelled in the PhD entrance exam hosted by Shri Vishwakarma Skill University, Palwal. Competing among a highly competitive pool of candidates, both individuals demonstrated exceptional knowledge and skill in their respective field of Management Studies. Their outstanding performance not only highlights their academic excellence but also reflects their dedication and commitment to advancing their knowledge. We are incredibly proud of their achievement and wish them continued success as they pursue their doctoral studies. Once again, congratulations to Mr. Thapliyal and Mr. Kapil for this remarkable accomplishment!

## Completion of PhD by Ms. Madhuri Yadav, Asst Prof

We are delighted to announce that Ms. Madhuri Yadav, Assistant Professor at the Department of Management Studies (DMS), has successfully completed her PhD. Her PhD viva voce was conducted on September 10, 2024. The PhD was supervised by Prof. S. K. Baral, Professor in



the Department of Commerce and Dean, Faculty of Commerce & Management, at Indira Gandhi National Tribal University (IGNTU), Amarkantak, Madhya Pradesh. This accomplishment marks a significant milestone in Ms. Yadav's academic journey, and we extend our heartfelt congratulations to her for this remarkable achievement. We are confident that her expertise will

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further enrich the academic excellence at DMS. Warmest congratulations to Ms. Yadav on this outstanding success!

## Induction Programme for First-Year BBA, BBA-DM, and MBA Students

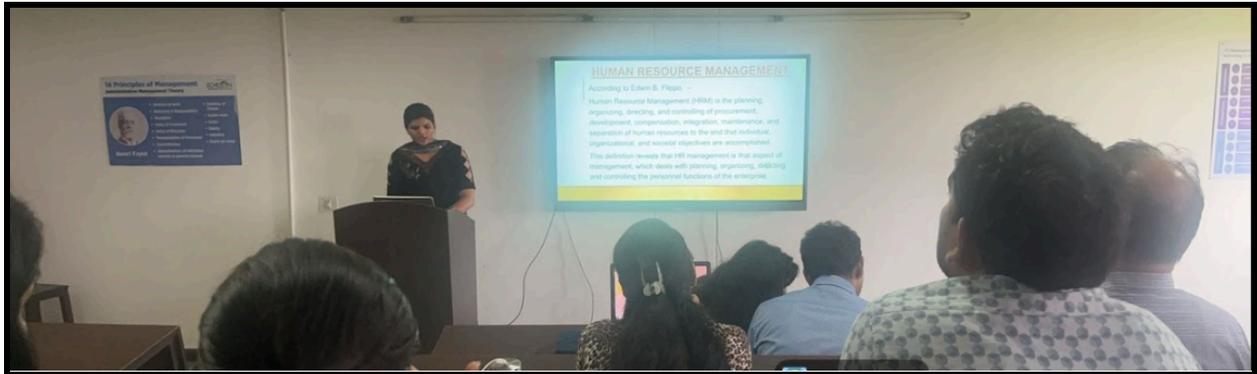


The Department of Management Studies (DMS) successfully organized an Induction Programme for the new batches of BBA, BBA-Digital Marketing (DM), and MBA students on August 27, 2024. The programme was led by Prof. Mitu Matta and saw the active participation of both MBA final-year students and DMS faculty members. The event aimed to welcome and orient the incoming students, providing them with an overview of the academic curriculum, extracurricular opportunities, and the department's vision. Dr. Mitu Matta shared valuable insights on what to expect from their academic journey, while senior MBA students contributed by sharing their experiences and offering guidance to the newcomers. The involvement of DMS

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faculty and final-year students created a collaborative and inspiring environment, setting the stage for the first-year students to embark on their academic journey with confidence and enthusiasm. We extend a warm welcome to all the new students and wish them the best in their studies!

## Faculty Induction Programme



The Department of Management Studies (DMS) successfully organized a Faculty Induction Programme on July 24, 2024, aimed at welcoming and orienting new faculty members to the department's academic framework and culture. The programme provided an overview of teaching methodologies, lesson plans, and student engagement strategies. It also highlighted the department's commitment to academic excellence, professional development, and collaborative learning. New faculty members had the opportunity to interact with senior professors, share their perspectives, and learn about the department's mission and vision. The induction programme fostered a sense of belonging among the new faculty and prepared them to contribute effectively to the educational goals of DMS. The event concluded with a commitment to uphold the standards of teaching, research, and mentorship that DMS is known for. We extend our best wishes to the new faculty members as they embark on their journey with the department!

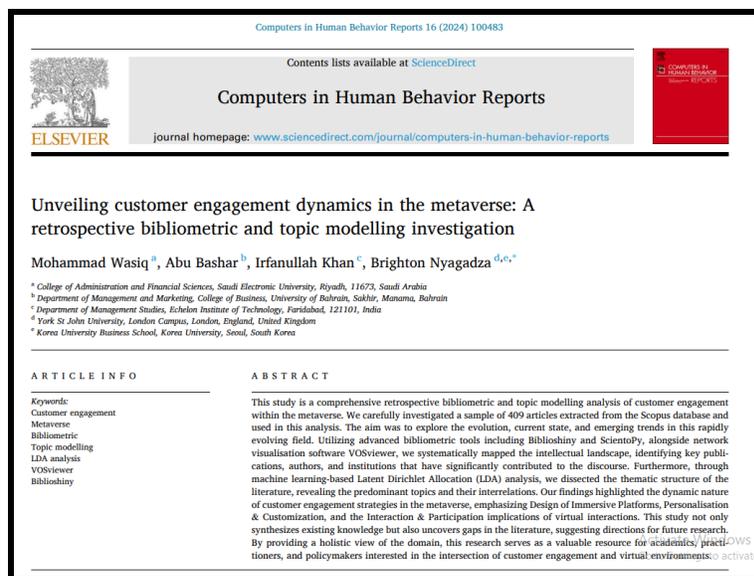
## Mr. Mohit Kapil Participates in International FDP on "Outcome Based Education"



We are pleased to announce that Mr. Mohit Kapil, Assistant Professor of the Department of Management Studies (DMS), has successfully participated in a five-day International Faculty Development Programme (FDP) on "Outcome Based Education". The FDP was organized by the Department of Management Studies at Velammal College of Engineering & Technology, Madurai, in collaboration with Allana Institute of Management Sciences, Pune, from July 1 to July 5, 2024. The programme focused on equipping educators with the knowledge and tools to implement Outcome Based Education (OBE) effectively, enhancing student learning outcomes and academic success. Mr. Kapil's participation reflects his commitment to adopting modern teaching approaches and contributing to the department's academic excellence. We congratulate Mr. Mohit Kapil for his active participation and for receiving the certificate of

participation in this prestigious international FDP. His dedication to professional development will further enrich the learning experience at DMS.

## Prof. Irfanullah Khan's Research Paper Published in ESCI-Indexed Journal



We are proud to announce that Prof. Irfanullah Khan of the Department of Management Studies (DMS) has successfully published a research paper titled "Unveiling Customer Engagement Dynamics in the Metaverse: A Retrospective Bibliometric and Topic Modelling Investigation" in the prestigious ESCI-indexed journal, Computers in Human Behavior Reports. Prof. Khan's paper offers a comprehensive

analysis of customer engagement within the evolving landscape of the metaverse, utilizing bibliometric and topic modeling techniques to uncover key trends and insights. This cutting-edge research is a significant contribution to understanding how businesses can navigate and leverage the metaverse for enhanced customer engagement. We extend our heartfelt congratulations to Prof. Irfanullah Khan on this remarkable achievement, which not only brings honor to DMS but also reinforces our commitment to fostering impactful research in emerging fields. We wish him continued success in his future academic endeavors!

## Industrial Visit to Yakult Danone India Pvt. Ltd.

The Department of Management Studies (DMS) organized a successful industrial visit for students of BBA (General) and BBA (Digital Marketing) 3rd Semester, along with students from the 7th Semester of Mechanical Engineering and Civil Engineering, to Yakult Danone India Pvt.

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Ltd., Sonipat, Haryana on September 12, 2024. The visit provided students with a valuable opportunity to witness the operations of a globally renowned company specializing in probiotic



products. The students gained insights into various aspects of production, quality control, marketing strategies, and the operational processes at Yakult. They were also introduced to the company's sustainability practices and commitment to innovation. This hands-on learning experience enriched the students' understanding of real-world industry dynamics, enhancing their academic knowledge and preparing them for future professional challenges. We extend our thanks to Yakult Danone India Pvt. Ltd. for hosting our students and making this visit an insightful and educational experience.