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## FROM THE DEAN'S DESK

– By Dr. Deependra Sharma, Dean, UWSB



Dear All,  
We are recovering from the pandemic and treading towards normalcy but it would be a 'new normal' and not the same that existed before the pandemic. It is going to alter the ways we lived, studied, worked and played. Almost

every aspect of life has been disrupted. Businesses, big or small, not only in India but across the world have been negatively impacted by the catastrophe. MSMEs and small unorganised retailers, thelwallahs, daily wage earners had the harshest hit as few were forced to shut down the businesses, few had to curtail the jobs and output due the slacked demand.

But as the adage goes, every dark cloud has a silver lining, a thin silver lining can also be found amidst the dark clouds of COVID-19. This unprecedented situation has created opportunities which did not exist earlier. Many technology based start-ups in different domains including education are having the potential to make a major contribution in the economic revival. The pandemic has set new trends like work-from-home (WFH) or a mix of online & offline teaching and most probably these trends are going to stay for quite a time or may even sustain permanently.

Amidst all these changes in recent times, there is an urgent need for more robust management education that can lead the business to newer heights. This unprecedented time throws a challenge at the young management students to create new businesses, new products, new concepts, new tools and techniques in the post-pandemic period and ensure that the derailed economy is back on track. These young leaders-of-tomorrow have to think-out-of-the-box and come out with much more resilient business models which will be able to survive any such shock in the future. Management education should ensure that students develop an agile skill set along with a broad outlook. They should be trained to manage such uncertainty by thinking clearly even when under pressure.

We at UWSB fully understand this responsibility and keep modifying our curriculum accordingly. We ensure to deliver impactful management education that integrates holistic and value based learning with a strong focus on research & innovation, strong industry interface and internationalisation. This allows us to nurture our students to be more adaptive to the VUCA environment and emerge as a true leader.

I am confident that my faculty members and staff members will keep pushing themselves to bring the best out of these budding leaders. I am also very confident of the full participation and involvement of my students in any such initiative which is meant for their growth and development even if it requires them to go an extra mile because this is the only way to become an exceptional leader.

So, let us keep working relentlessly to accomplish what we desire!

# ADIEU KU WE WILL MISS YOU KU!

– By Astha Thakur, BBA Alumni Batch 2021, UWSB



KU we thought of you with love today,  
And all we have are memories and those pictures  
in my gallery.  
We will miss you KU!  
We will miss early morning classes to those late  
night events.  
We will miss chilling at anticlock to those evening  
jam sessions at the amphitheatre.  
We will miss those presentation review days for  
those industrial visit trips.  
We will miss bunking the classes and worrying  
about those 75% attendance.  
We will miss evening football matches to those  
peaceful evenings at the ground.  
We will miss our short term crushes to those  
unexpected love tragedies.  
From knowing each other's name to their stories.  
Life has changed a lot in the past 3 years, we have  
changed a lot, everything has changed but these  
memories and every moment in the campus are a  
treasure to us which will never fade and will  
always shed some happy tears.



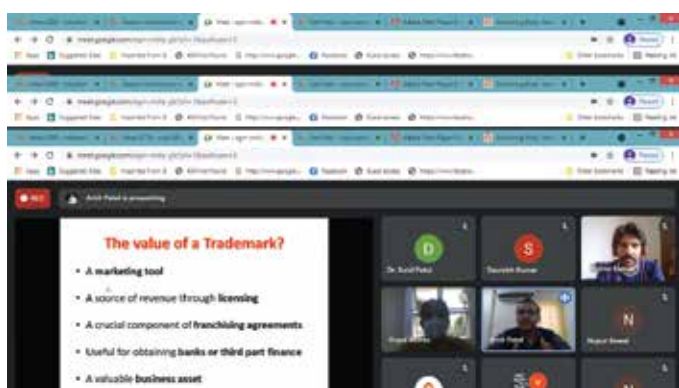
# INTRODUCTION TO IP

Innovation and Education go hand in hand, and our team is no exception to it. Therefore, to understand the nuances of IP Intellectual Property Rights, i.e., Patent, Copyrights, and Trademarks, Karnavati University organized the session titled Introduction to IPs on June 10, 2021. The Guest Speaker and the expert of the day, Mr. Amit Kumar Patel, is the Managing Director of PATactual IP Law Service LLP. He enlightened the Faculty Members to understand the primary difference and utility of IPs for educational institutions.

The learning included the difference between Research Paper and Patents, Do's and Don'ts to be remembered, The value of the Trademark, to name a few. The session was followed by an interactive round of Question and Answer sessions. The confluence of intellectuals discussed and brainstormed the ideas towards the pragmatic implementation of IPs. Overall the session was fruitful and productive. The main aim of the session was to encourage many educationalists to register patents of their work which can be beneficial to

them. Patents can be registered by all for their work of creativity and not just for design. Management, law, dentistry, mass communication and other fields can benefit a lot if a work is patented at the right time. Various examples were also shared to make it easier for the attendees to gain awareness and work towards it.

The session was effectively moderated by Nupur Rawal, Assistant Professor, UWSB. The Expert Speaker was welcomed by Mr. Jaideep Banerjee. The session was an online session conducted on 10th June 2021, started at noon and concluded at 02:00 pm.



# KU HAI TOH POSSIBLE HAI

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– By Insha Ansari, PGDM

Entering into the zone of "Beta, aage ka kya plan hai...???"

Excited or terrified?? I don't know either. But nostalgic.

How it feels to look back at the journey, which started with nervousness and tension. It feels like yesterday only we took admission here in our second home which is called the college and all these years we kept on sulking about our college. But yes, in the end, we love it is like our home only. The blissful time we have spent here will always be missed.

Above all, it's difficult to leave some bonds that were cherished for years yet we have to continue the journey of life as well. However, this phase turns every immature teen to a responsible and mature adult who is concerned about his/her future. A quality of decision making gets endued in us. Apart from everything else KU made us believe 'Unity in diversity and brotherhood'.

But still I know I have to deal with "Sharma ji ka beta ..."

# ONLINE LEARNING VS ON–CAMPUS LEARNING

– By Arpita Tomer, BBA Sem 3, UWSB

Both Online learning and On-campus learning have pros and cons. Every student journey looks different. Some people like the simplicity and flexibility provided by online learning, and some like the ability to communicate face-to-face with faculty, staff and students. The training options are endless. We research and compare online learning and campus learning in areas that students frequently ask about.

## Flexibility

An important reason why students choose online learning is its flexibility: studying at home anytime, anywhere sounds tempting; however, this usually leads to more distraction and less motivation. Studying on campus means that you can minimize distractions. By your side, the opportunity to participate in the discussion, there are professional industry mentors in front of you.

You will often find that in the short time in class, you can do more than at home to keep yourself motivated. With like-minded people, let them enjoy the energy of others and keep them busy with assigned tasks.

## Experience

Studying online can save your travel time, but compared to college or university experience, we think the train ride is very worthwhile. We do not deny that we all like to go to bed in the morning, but only once. When you wake up, you will find that it can indeed help you develop skills that a laptop cannot learn. The on-campus student experience allows you to immerse yourself in the culture of the college or university. You will make new friends, compare your work with like-minded people, and find out your strengths and weaknesses.

The opportunity to make mistakes and know that if you do your friend will be able to help you up to go again is priceless.

## Communication

Online learning provides people with busy schedules with the opportunity to learn anytime, anywhere. The only problem with this approach is that it eliminates lively classroom discussions with future industrial workers.



On-campus training allows you to spend a few hours a week to build relationships, which is the beginning of your extremely valuable network to promote industry development. Your professional and experienced teachers will continue to be your most valuable assets and VIPs in the future. contact list. You have become a key figure in your field and are ready to help shape your professional future.

### **Lectures**

Of course, it would be helpful to be able to listen to lectures in a car, bus, park, or any other place where you have an hour of free time, but how effective is the learning on the road? How many? Is it really drowned?

Research shows that students who rely on video lectures learn more shallowly (remember concepts and patterns), while live lectures are more effective for deep learning (understanding and linking concepts). Therefore, if you really want to explore and understand your chosen industry, live lectures will provide you with a better opportunity to achieve your goals and apply the lessons learned to your future career. Not to mention that you have professionals in this area in your room. If you don't fully understand or want to clarify something, just ask.

### **Examination Online vs On-Campus**

I think everyone will agree with me when I say 2020 has been quite the tumultuous year. It took away many of our plans, but one thing that did not halt was university. I truly loved the time before and after examinations, but not in between. All of this changed when lockdown started. Now, I love the examination week. I feel relaxed sitting in my room. The only problem is that one day, I might fall asleep while giving my examination due to the comfort of my room. On the other hand, the hostile environment of the examination hall intimidates the intelligence out of me and by the end, I wrote things that make no sense, not only to the teacher but to me as well.

Offline exams are not just on paper. When evaluating the advantages and disadvantages of offline exams compared to other online exam systems, you can choose offline exams instead of online exams.

# WHY COMPANIES GO FOR PRODUCT ADAPTATION WHILE GOING GLOBAL?

– By Prof. Nupur Rawal, Asst. Prof., UWSB

Successful Brands like The Walt Disney Company, Coca Cola, Starbucks, KFC'S, McDonald's, Dove, Red Bull, and many more adapt different marketing strategies to attract consumers and influence consumer buying decisions. Have you ever thought, why companies go for product adaptation?

Product adaptation is the process of modifying an existing product so it is suitable for different customers or markets. An adaptation strategy is particularly important for companies that export their products because it ensures that the product meets local cultural and regulatory requirements. For example, the Mc Donald's Burger which you will get in the United Kingdom will not be the same at INDIA. Mc Donald's came with totally different ingredients especially for Indian market to attract the consumers and capture the Indian Market. Starbucks coffee might taste different in different countries, its logo differs in Gulf Countries than in other countries. The way the Red Bull is sold in China and North America is totally different. The label of the Red Bull is red and silver which is being sold in North America whereas in China the label is in red and gold.

These were a few examples from successful brands, which have gone for product adaptation in order to meet their consumers taste and preferences. Customers are considered of prime importance by every company. They try their best in order to fulfil their preferences for which Companies go for proper research by doing PESTEL Analysis and identifies the consumers preferences and market trends in that particular country where they are planning to enter.

There are various Big MNC's who entered the international market with a standardization strategy but failed. Product adaptation allows companies to expand their reach and enter new markets – the above different examples show exactly how it works. Organizations worldwide use this approach for marketing purposes and legal compliance.

**There are various factors which influence Product Adaptation, they are:**

- Customer characteristics
- Per capita income and living standards
- Climate and geography
- Quality and safety standards
- Commercial infrastructure
- Product usage conditions
- Product positioning
- Cultural considerations
- Supply and demand
- Permits and licenses
- Tax regulations
- Discriminatory restrictions
- Operational restrictions

Did you remember when Starbucks entered Gujarat Market in India? They used Gujarati Slogans in order to attract people to make them feel familiar with the products. This is the reason why companies go for Product Adaptation in order to meet consumers' taste and preferences, to capture the market, and to make consumers familiar with the product.

Product adaptation is essential for a company that plans to expand their operations globally. With this approach, you don't need to create new products or services, but to slightly change or improve the ones you already have. Your offering needs to meet the technical and regulatory standards of the host country while matching customer behavior, preferences and culture.

# Think Global Act Local

Product Adaptation

Hong Kong Love Rice Burgers

In India people don't eat beef

Chicken  
Maharaja Mac™

In Canada they love Mclobster

In Germany they drink beer

McDonald's Hellas



INDIA

UNITED KINGDOM

McSpicy Paneer

Bacon Roll

# INTERNATIONAL PAPER PRESENTATION

– By Dr. Sunil Patel, Professor, UWSB

Professor at UWSB, Dr. Sunil Patel along-with his research scholar Mr. Bhavesh Patel have participated and presented the paper in the 1st International Conference on Infrastructure Development (ICID): Theory, Practice and Policy on the theme 'Sustainability and Resilience' organized by Adani Institute of Infrastructure Management (AIIM) on 29-30 April 2021. The paper is titled "Impact of Renewable Energy on Indian Economy: A Review". We at UWSB, would like to congratulate Dr. Sunil Patel and his scholar for such a wonderful achievement and wish him many more accomplishments in the future.



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This is to certify that **Dr. Sunil Patel** from **Karnavati University** presented a paper titled **Impact of Renewable Energy on Indian Economy: A Review** in the 1st International Conference on Infrastructure Development (ICID): Theory, Practice and Policy on the theme 'Sustainability and Resilience' organized by Adani Institute of Infrastructure Management (AIIM) on 29-30 April 2021.

  
**Dr. Rachna Gangwar**  
Convener, ICID

  
**Dr. Astha Agrawalla**  
Co-Convener, ICID

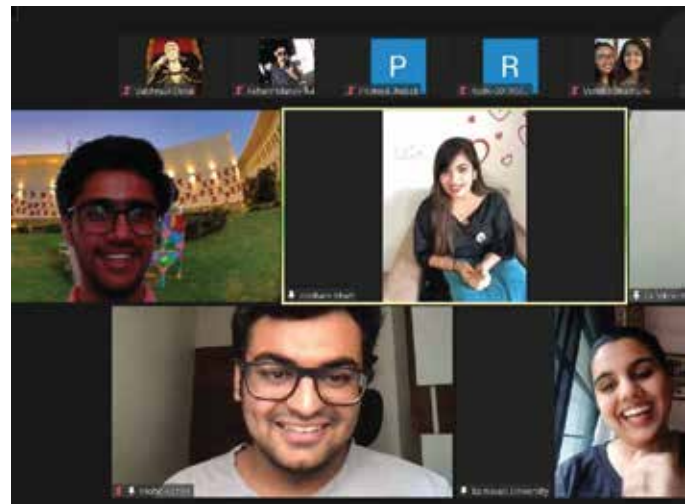
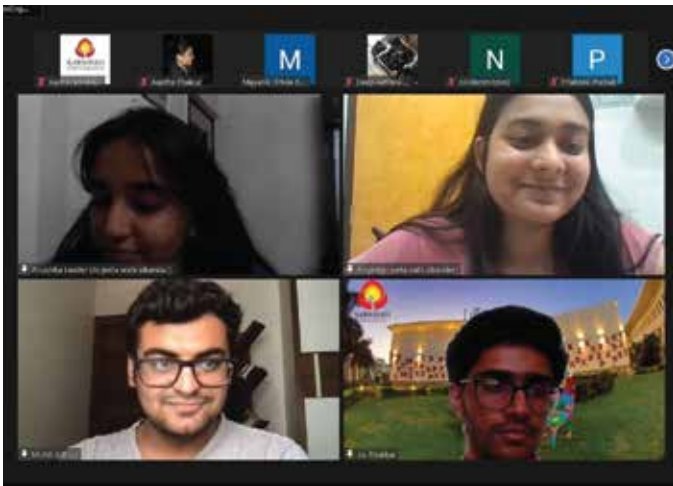
  
**Dr. A. V. Thomas**  
Director, AIIM

# BOLLYWOOD CALLING

– By Samriddhi Priya, BBA Sem 5, UWSB

It is almost inevitable to escape the impact of Bollywood and Cinema in our daily lives. Heer toh badi sad thi until the Bollywood quiz came along one fine April morning. A lack of balance between work and leisure would make you a mere dull boy like Jack. To lift up the spirits of the students, UWSB organised a fun quiz on Bollywood with Ridhima Bhatt, who chimed in as a special guest for the event. The actress, well-known for her bit in Chello Divas and many other projects, talked about various opportunities in the Gujarati film industry and interacted with the students on the exposure this film gave her and the experiences it drove her to.

Even though the event was arranged online, it was full of zeal, the students actively participated in each round. The final winners were the BBA Semester 6 students team who bragged the majority points. Towards the end the teachers also played a few rounds and tested their Bollywood gyaan. Overall it was so much of a fun filled experience for all present and it certainly acted as a breather or let's say a mid-week filler for the students before the final assignment/project submissions and exams.



# A COURT OF THORNS AND ROSES

– By Sristi Kamboj, BBA Sem III, UWSB

" Don't feel bad for one moment about doing what brings you joy"

ACOTAR

Tale as Old as Time...

Set in a world where humans were once slaves to faeries until all rose against it and were later cast out from the magical land of Prythian. A peace treaty was made to separate both worlds (which goes by the name THE WALL). But something disturbing takes place beyond the wall against the humans that is affecting the peace treaty.

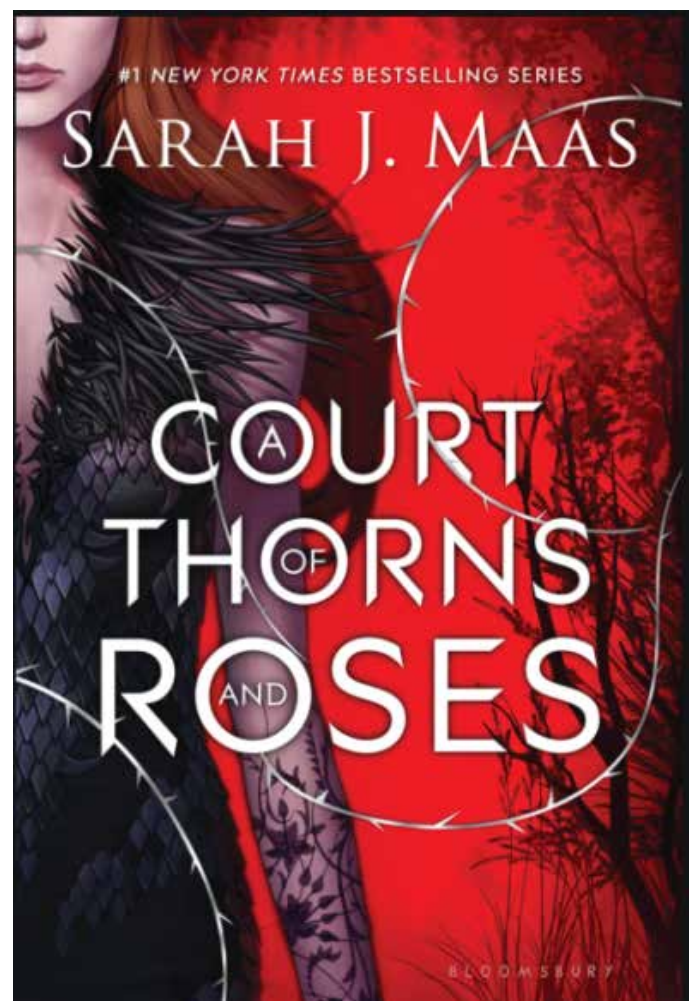
The story takes place in the cold forest near the border where our heroine Feyre Archeron is hunting to keep her family's starving bellies full. Being a mortal and the youngest child of three sisters, she was carrying the weight of her family on her shoulders. Every day she goes deeper into the dark forest and risks her life for food. Little did she knew that her hunger had blinded her and, she killed a wolf faerie with an ash arrow. Not long after that, a wolf faerie comes demanding payment for the murdered wolf, a life for a life as stated in the treaty. Feyre chooses to go to Prythian with that wolf. After reaching Prythian, she learns that a plight in the land is affecting magic. All the seven powerful courts were affected by it. They all are seeking a cure for it and were afraid that it might someday spread to the mortal lands.

Feyre is a mortal and she is worried about her family who lives across the wall. She cannot trust anyone on the land and was bound to promise she made to her dying mother. On her journey, she encounters some deadliest creatures in the forest that made her nightmares come true. She overhears more and more conversations about her. She was the reason for the plight. She was cunning and a vicious devil that even the most powerful high lords were afraid of her. I keep thinking it doesn't get better than this and the author proves

me wrong as soon as I flip the pages! there's an adventure, court politics, romance, and such a turn of events that they leave you astounded. Suggest all readers to pick up this book if such themes interest you as well.

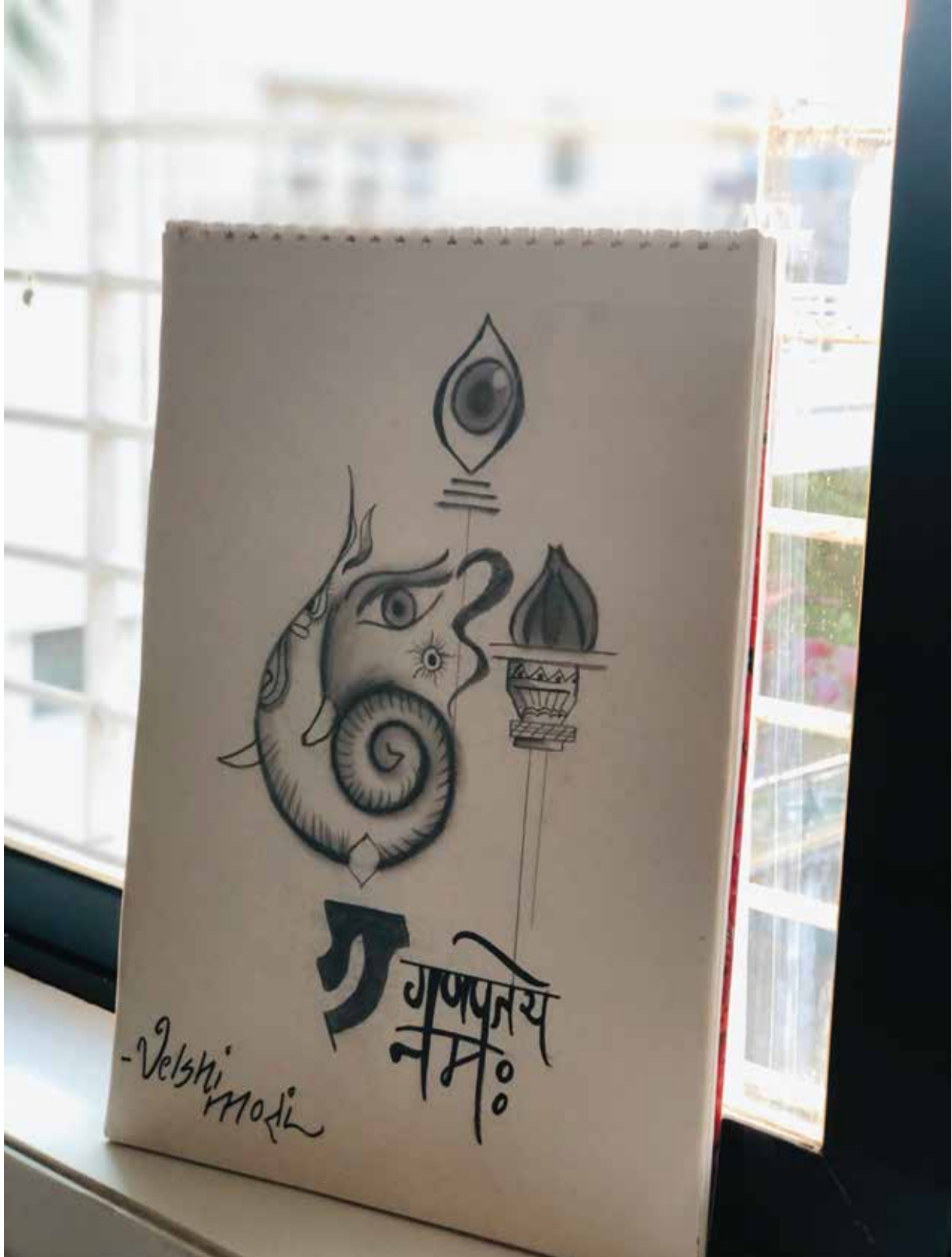
Written by Sarah J. Maas, the book was published on 1 May 2018 and is one of the most marvelous books I encountered in my life.

Each character in the book is described excellently in its own way. Many times you may have crossed yourself with some book titles which didn't match the storyline, but this book title out here is absolutely appropriate to the story.



# ARTWORK

– By Velshi Modi\_BBA Sem3, UWSB





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