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EXAMINATION ANXIETY

– By Dr. Deependra Sharma, Dean, UWSB

Examination anxiety is a fairly common phenomenon that involves the feelings of tension or uneasiness occurring before, during, or after an examination. Many people experience feelings of anxiety around examinations and find it helpful in some ways, as it can be motivating and create the pressure that is needed to stay focused on one's performance.

Examination nerves, worry, or fear of failure are normal for even the most talented student. However, the stress of formal examination results in such high degrees of anxiety in some students that they are unable to perform at a level that matches the potential they have shown in less stressful classroom situations. Examination stress produces debilitating behavioral, cognitive, and physiological effects no different from those produced by any other stressor. High stress can interfere with the student's preparation, concentration, and performance. Examination stress can cause test anxiety which adversely affects test performance. Persons who are high in test anxiety tend to perceive evaluative situations as personally threatening; in test situations, they are often tense, apprehensive, nervous, and emotionally aroused.

Moreover, the negative self-centred cognitions which they experience distract their attention and interfere with concentration during examinations. High test anxious students respond to examination stress with intense emotional reactions, negative thoughts about themselves, feelings of inadequacy, helplessness, and loss of status and esteem that impair their performance. Generally, the high test anxious person instead of plunging into a task plunges inward, that is, either neglect or misinterprets informational cues that may be readily available to her/him, or experiences attentional blocks. While preparing for examinations, one must spend enough time to study, overview, and weigh one's strengths and weaknesses, discuss difficulties with teachers and classmates, plan a revision timetable, condense notes, space out revision periods, and most importantly on the examination day concentrate on staying calm.

AMUL'S UTTERLY, BUTTERLY RIDE THROUGH COVID-19

– By Aayen Pandey, BBA Sem 6, UWSB

Since childhood I was always fascinated by the ads created by Amul, as a child I always used to look for the small column which featured the Amul Girl (mascot) creatively promoting Amul butter incorporating current news & affairs on a consistent basis.

Now, during the lockdown we all were glued to our screens, no wonder the screen time during that period was at peak, Amul left no stones unturned & grabbed the opportunity to stand out from the competition and leave a mark on the viewers... At the time when every company wanted to grab the attention of the eyeballs, Amul did what no one else thought of.

There was a lot of abuzz about re-running Ramayana & Mahabharata on social media and people were really appreciating it. Amul just took advantage of this exact moment & grabbed the opportunity to run its old ads alongside the reruns of Ramayana and Mahabharata on Doordarshan, Now this was a great move from Amul, because all the people who used to watch Ramayan & Mahabharata were now in their 30's and 40's & they might have been in childhood when those

series first aired, after all who doesn't want to revisit their memories of childhood & that too with the same advertisements, all this together created a great nostalgic feel.

From the concept of running old ads, what I understood was that Amul wanted to position themselves as a brand who are like their customers and want to stand with them during the tough times by entertaining to the maximum extent and ultimately being relatable to them... What could be a better & impactful way to run ads of 1970's & 80' alongside the iconic TV series. After observing the appreciation from people for its old ads, Amul doubled its Ad spend &, started showing ads on popular news channels as well to reach the masses.

The best part? Cost of making ads = 0!

Brands like Bajaj, Cadbury also had their presence in the 70's & 80's and might have had their ads archives, but still no one else thought of running those again, Hence This was undoubtedly a classic example of Amul being contemporary and modern at the same time.



CORPORATE MAHABHARAT

– By Mani Gupta, PGDM Sem II, UWSB

Mahabharata is one of the oldest and greatest epics of Hindu mythology that the world has ever witnessed. The corporate world is one of the best places where the ethics from the epic can easily be applied.

The first committee event of 2021 was conducted by the UWSB Clubs and Committees. The Corporate Interface Committee of UWSB combined the values of Indian mythology with a modern day corporate scenario and came up with a short play

“CORPORATE MAHABHARATA”, wherein the students from different semesters of BBA and PGDM came together to perform and depict different characters from the MAHABHARATA in a corporate setting. The play was a great source of understanding how corporate problems of today can be tackled keeping in mind the leadership and management lessons from our very own epic, Mahabharata. The attached pictures are a few glimpses of the event.



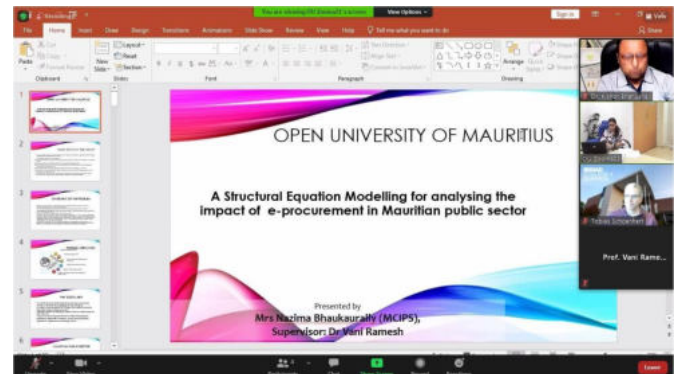
Dr. Kishor Bhanushali invited by Zee TV for Pre-Budget Discussion



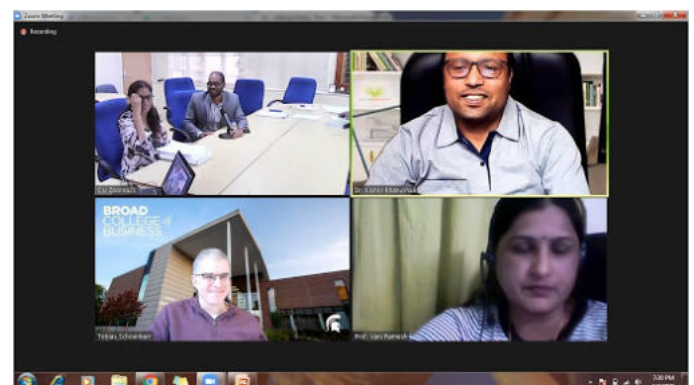
Dr. Kishor Bhanushali, Director Academic Administration, UWSB was invited by Zee television for pre-budget discussion before the presentation of annual budget for the year 2021-22 by Hon'ble Deputy Chief Minister Shri Nitinbhai Patel in Gujarat Assembly. Main focus of the discussion was on expectations from the budget, focus on the budget in the situation of Covid and post Covid economic recovery. Dr. Bhanushali proposed focusing on health and education for long term economic growth of the state. It is very important for the government to manage fiscal affairs to control fiscal deficit. Budget should focus more on generation of opportunities for employment and self employment along with support to small scale industries and agriculture.



International Assignment: Open University of Mauritius



Dr. Kishor Bhanushali, Director Academic Administration was invited by Open University of Mauritius for conducting online PhD Examination along with Prof. Tobias Choenherr from Broad College of Business, Michigan State University and Prof. V Veerabudren, Deputy Registrar, Open University of Mauritius, Prof. Vani Ramesh from School of Commerce, Reva University.



PEARSON PUBLICATION ACADEMIC BOOT CAMP 2021

– By Kunj Ganatra, Faculty, UWSB

The students of UWSB received a chance to be a part of a wonderful academic boot camp organized by The University of Queensland business school, Australia and Pearson Publications.

Day 1- Change Makers- "Global Goals, Individual Purpose"

Dr. Cle-Anne Gabriel from UQ business school communicated various global goals to all participants based on the current trends. She firmly listed a few more important and sustainable goals that everyone should have globally such as a world with no poverty, no hunger, good health and quality education for all, gender equality that supports the economy globally, clean water and sanitation for all, affordable and clean energy, decent work and economic growth, industry innovation and infrastructure in hands reach for the youth in every country, reduced inequality for all people across the globe, sustainable cities and communities for people from all strata, responsible con-

sumption and production as well as climate action for a healthier environment, not just for us but for life below water and life on land. The professor gave the students two introspective activities where the students need to ask themselves questions like what are the things we are good at, things we enjoy, things we can be paid to do, things the world needs and ponder over it. Answering these questions can help us declutter our minds on what we should have as part of our goals. Students asked questions based on entrepreneurship opportunities in the field of sustainable environment to improve communication to brighten global goals. The session ended with a very motivating message that nothing will change overnight, we need to start working on our goals like the way we sow seeds to grow a plant, we need to nurture our skills and stay focused just the way we need to nurture the plant to help it grow into a strong lush tree to reap its benefits for the future.

Introduction: *Who am I?*

- **Senior Lecturer & Director for United Nations PRME**, UQ Business School
- Former Program Manager, European Commission
- Former Executive Advisor, IMPACT2030 Council of Australia
- (Social) Enterprise (failed and successful)
 - Consulted for Australian Aid, Japan Ministry for Environment, New Zealand Ministry for Business, Innovation and Entrepreneurship, World Bank...
 - Policy Advisor: Otago region, Christchurch (post-earthquake), Trinidad and Tobago, various European regions and cities
- Born in **Trinidad and Tobago, West Indies**



Three Things you need to know to Start a Business:
The session on day 2 was very interactive with various participants discussing reasons why business fails even after various researches have been done by the starters. Some times newly graduate students have followed the bookish process and elements of kick starting their own startups but majority of these fail in the very first year itself. The entire webinar focused on what are those few common mistakes that new entrepreneurs make, more because they are focused on bookish trends, process and buzz trends in the market instead of using their own vision. The interaction with various speakers helped the students learn more about not following the current trend but to foresee the futuristic trends, successful startups fail because there is too much competition, either one has to collaborate or purchase the competition depending on how much seed money they have or rely on future trends and their vision to grab the best opportunity and sustain through the clouds of competition in the initial few years. Moving further, the professor decoded the step by step method of climbing the ladder to a successful start up which includes,

having a vision or an idea to begin with, validating it with research and creating a first few prototypes that can be circulated among users/consumers for honest feedbacks before launching it in the markets. This helps give the entrepreneur a small window of time to make amendments before launching it for all. The review process was also well explained.

All participating students received certificates from Pearson and The University of Queensland as part of the boot camp.



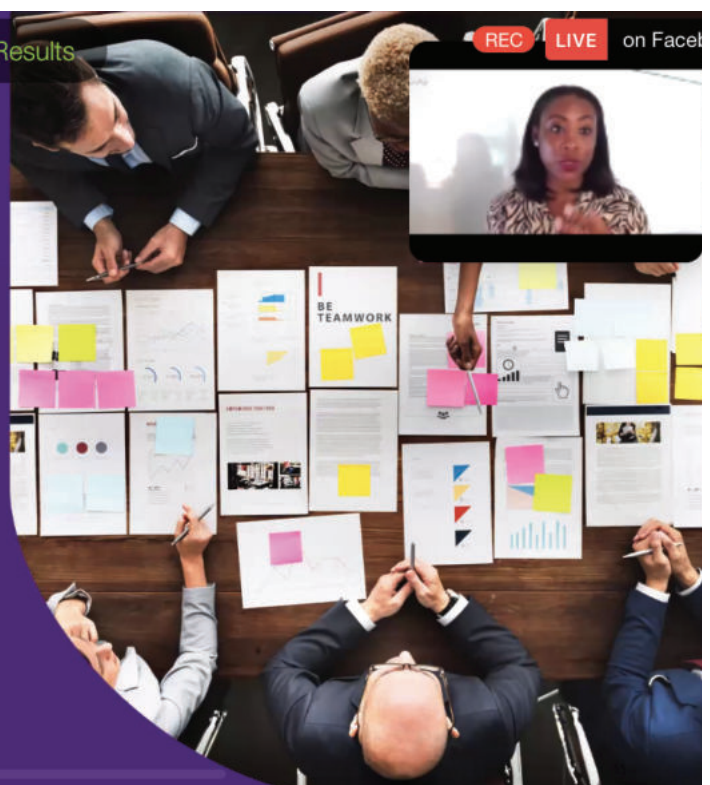
ACTIVITY 1

(15 minutes)

Things we learned about ourselves...

1. Things we are good at
2. Things we enjoy
3. Things we can be paid to do
4. Things the world needs (Global Goals)

Poll Results



Anne Gabriel 's screen



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