

APRIL 2022



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DEAN'S MESSAGE

As we approach the end of the current semester, it is time now to get ready for university examinations. The month of March was full of events at Unitedworld School of Business and also at Karnavati University. With the active support and participation from students, faculties and staff members we have successfully completed various events including session on Customer Relationship Management by Mr. Rohit Jain under Global Alumni Lectures Series, workshop on Stocks & Stocks Exchange by Miss. Jyoti Budhia, special session on Women's health and hygiene on the occasion of women's day, lecture on "Sensitization on Cooperative Management" by Mr. G. Suresh, Director, National Institute of Co-operative Management, Chennai, A session on The Art of Podcasting by Jignesh Vasavada, Guest lecture on Sustainability in water: A way forward by Mr. Setu Shah, Guest session on Blockchain and IoT by Dr. Hiren Dand, a workshop on entrepreneurial skills, attitude & behavioral development by Parth Shah, A session on Shift in Marketing Strategies at Arvind from Textile to Technical by Mr. Abhishek Sood, Chief Marketing Manager, South Asia Zone at Arvind Ltd., A webinar on Crypto & NFT by Dr. Aditya Srinivas, session on 'New Age Specialisation' by Utkarsh Sharma, Bio-data Analyst coming from Adani Institute of Technology, Women Entrepreneur Talk Series by with Ms. Purvi Bhavsar, Director of Pahal Financial Service Pvt. Ltd. and Richa Dalwani, Founder of The Heritage Art, Jagruti Shibir – An Awareness Camp on Menstrual Hygiene, Sanitisation Management and Waste Disposal and many more. The month ended with Management Conclave – "Academia-Industry Collaboration: A recipe for society well-being" in the august presence of Mr. Arvind Kankas(Group General Manager ONGC), Mr. Neeraj Tripathi (Director – Human Resources at Jubilant Life Sciences Ltd), Dr. P.K. Rajput, (Se. Vice President Cadila Pharma Ltd), Mr. Vipul Jogi (Vice President Marketing Troikaa), Mr. Ajay Saraswat (Group CEO of Inter India Group), Dr. Bhushan Punani (General Secretary Blind People's Association Ahmedabad).

With such an enriching teaching and learning process in the classroom and outside the classroom, it is now time to focus on reflecting on the learning and examination for the same. Many students from the final semester have also started their journey in the corporate world with active placement assistance from Corporate Resource Center. Students from the second semester need to gear up for their first corporate interaction in the form of summer internship.

All the best.

Dean, UWSB

PERSONALIZATION IN MARKETING

By Aayen Pandey, BBA Alumni, UWSB

Starting with the basic definition of personalization, it consists of tailoring a service or a product to accommodate specific individuals, sometimes tied to groups or segments of individuals. Moving back to the industrial times which was indirectly responsible for the rise of mass communication, it somewhat diminished the whole practice of personalized messaging for the time being.

Okay, Wait! How is personalization and customization different then? Aren't they both the same? Well, people do use these terms interchangeably but they are not. Customization is where the customer is actually the ones who customizes the product & tailor it to their needs Example: Getting your name printed on your iPhone cover. However, it is not exactly the same as personalization. A major part of customization is controlled by the user but in case of personalization it is the company.

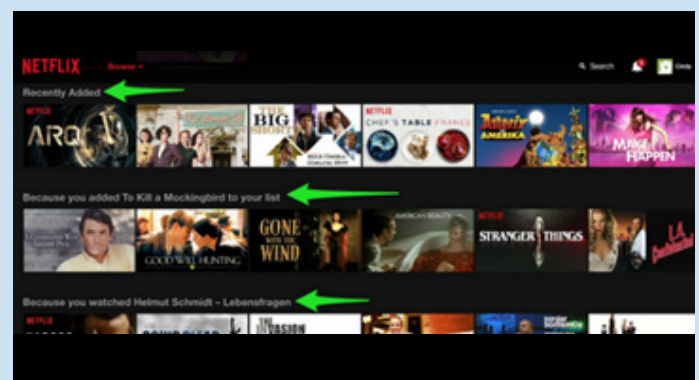
In layman terms, Personalization (in respect to

marketing) is an ability to adjust messaging to individual customers. It strives to deliver personal experiences based on the past actions or say purchases and browsing behaviours. The major goal marketers attempt to achieve through personalization is to engage potential customers to the individual level where it feels more like one-to-one marketing.

Talking about a few stats from the recent US report of 2018, 71% of consumers prefer personalized ads, 63% of the marketers struggle with personalization, 41% of people switched to rival competitors due to lack of trust and poor personalization and 77% of consumers chose to pay more for brand that provided them personalized experience. Sounds Fascinating right?

Let's say you receive 2 emails, one has your name and the college you are currently studying in and the other has no personalization. Which email would you be more excited to check out? Or let's move on to a broader example, we are all familiar with Netflix and might have seen a section of "Recommended titles" or "Top Picks for XYZ" . This is a classic example of personalization in play, when used correctly product recommendation increases the conversion rates by a whopping 320%. In both of the above examples you as a customer feel really valued and hence everyone would like to stick with a brand that makes their customers feel special...

To conclude, getting a better understanding of your audience is the key to increasing the relevance of the content and ace your personalized marketing efforts. Now is the correct time to speak one-to-one and not to everyone!



A SESSION WITH KAPIL DEV LBW – LEGEND BEYOND WORLD CUP

By Eshika Sood, BBA Sem 2, UWSB

On 18th April 2022, Karnavati University was honoured to host Shri Kapil Dev for a fun and interactive session with students in and as 'Legend Beyond World Cup'. Shri Kapil Dev also known as The Haryana Hurricane is a former Indian cricketer. He was a fast-medium bowler and a hard-hitting middle-order batsman, and was named by Wisden as the Indian Cricketer of the Century in 2002. Shri Kapil Dev captained the Indian Cricket Team that won the 1983 Cricket World Cup, and in the process became the first Indian Captain to win the Cricket World Cup.

The entire session with the full packed auditorium was insightful and fun as he shared his journey with us, taught us how to achieve something in our life and how one must be passionate in his/her field. Also, Shri Kapil Dev spoke about how an educational institution should aim to be.

'One should focus on character building as an Institution or University' – Shri Kapil Dev

He also mentioned, **"Whatever work you do, be 100% committed to it and nobody can beat you at that."**

The Q&A was open for the students and the faculty members in the audience. As humble as he looked, Sir answered every question very calmly and inspired everyone present there. Even though the answers were sweet and short, the learning was very detailed.

Karnavati University is honoured to welcome Shri Kapil Dev as the Brand Ambassador and Member of the Governing Council of Karnavati University.



THE ECONOMIC CRISIS OF SRI- LANKA

By Prachi Agade, BBA Sem 6

Imagine yourself lining up in a long queue to buy daily necessities or just fuelling up your tank or living your life in a 10-hour long electricity black-out. Sounds miserable right? This is not a scenario of any war-stricken country but a place which is a favored destination for most of us. Yes, you might have guessed it by now: Sri Lanka, the place which is considered as a once in a lifetime travel destination for its scenic beauty, is currently in a hefty debt. The country is currently struggling to pay for crucial imports due to more than \$50 billion (€46 billion) external debt and a lack of foreign exchange reserves. This has resulted in significant price hikes for critical items such as rice, petrol, and milk. A recent gasoline shortfall caused a 13-hour power outage across most part of the country.

The country was finally making its mark on the world map a few years ago. Tourism was flourishing, and mega-infrastructure projects were floating its way in the news yet it slipped down in a deep pit. Various reasons that are stated below:

- The pandemic has taken a toll on the tourism industry, which accounts for 10% of the country's GDP. Several nations, including Canada, have lately issued travel warnings to their nationals about visiting the island country owing to the foreign exchange crisis, which will not help the business. Inbound tourism to the island country comes primarily from the United Kingdom, India, and Russia.
- The government's decision to ban chemical fertilisers in order to convert agriculture to 100% organic had a negative economic impact. According to experts, the new rule had a negative impact on

agricultural production because organic farming cuts production by half. The rising cost of basics such as rice and sugar, reportedly as a result of "food mafia" hoarding, has contributed to the hardships.

- A key issue that the government is dealing with is a massive foreign debt burden, with China alone owing the country about \$5 billion. It is repaying Beijing for a \$1 billion loan it took out in 2021. It also owes a significant amount of money to India and Japan. Foreign currency reserves accessible to the country as of November were approximately \$1.58 billion, down from \$7.5 billion when Rajapaksa took office in 2019.

- The supply of foreign exchange was harmed when forex reserves fell from over \$7.5 billion in 2019 to roughly \$2.8 billion in July 2021, increasing the amount of money Sri Lankans had to pay to buy the foreign exchange needed to import products. As a result, the Sri Lankan rupee has plummeted in value.

- The COVID-19 pandemic, which provided the pretext for the current crisis, drained the island nation's heavy reliance on tourism and foreign remittances. Tourism, which accounts for over 10% of Sri Lanka's GDP, has suffered as a result of the loss of visitors from three main countries: India, Russia, and the United Kingdom.

In short the current economic crisis in Sri Lanka is due to the imbalances in economic structure. As of now, the Sri Lankan government decided to suspend repayment for all debts for an interim period till it has an orderly and consensual debt restructuring programme supported by the IMF. Hope that the decisions taken at this crucial moment will benefit the country's current position. What can you do as an individual in this situation for the neighboring country? Encourage tourism, do not hesitate to give an extra tip when you are eating out at Sri Lankan restaurants. Find out NGOs who are helping fund women and children welfare in Sri Lanka and contribute there. A pizza worth of money may be helpful in numerous ways for them. And lastly, keep them all in your prayers and be thankful to the wonderful you have.

GAME OF PERCEPTIONS

By Sristi Kamboj, BBA Sem 4, UWSB

"Make it simple. Make it memorable. Make it inviting to look at." – Leo Burnett.

A brand is something that helps people to identify a company, product, or person. A good brand leaves a remarkable impression on you, and a bad one leaves a horrendous impression. According to a survey done in 2021, 5 companies got the title of "best of the best."

1. The LEGO Group
2. Microsoft
3. Patagonia
4. Walt Disney
5. Amazon

And companies that got the worst reputation at the start of 2021 are:

1. Philip Morris
2. Sears
3. Comcast
4. Facebook
5. Goldman Sachs

How do you decide whether a brand is good or bad?

Here are a few things that are considered in the decision process.

1. Corporate Culture
2. Social Responsibility
3. Marketing Strategy
4. Financial Performance
5. Customer Sentiment
6. Products and Services





Let's take the Case study of DETTOL.

This brand holds a good reputation among its customers for its product.

During the recent pandemic, Dettol has become an inseparable part of our life. Their sanitizers, soaps, liquids, and handwashes have become a part of households.

Let's look at the brand that continued to keep itself in the market for such a long time and is continuing to deliver a high value.

Birth

In the early 1930s, the world was suffering from deadly diseases, and mothers and children were dealing with their lives. There was a dire need for a potent disinfect.

That's when Dettol was born in 1933, from Reckitt (then known as Reckitt Benckiser). Dettol brought the disease down by 50%.

Brand identity

"Be 100% Sure"

"Families that use Dettol regularly fall ill less often."

This tagline helped in building a healthy connection with the audience.

It also exhibited that communicating a clear identity goes a long way in making any brand successful.

Advertising strategies and campaigns

Dettol used an uncomplicated and lucid form of advertising technique to convey its message of it being a trustworthy and best available brand.

It also focused on creating healthy habits, like washing hands before having food, washing oneself after play, etc.

Every brand has its own story that conjures the emotions of the public.

Dettol built a connection with its audience. and gave the customers what it promised. It also helped them to distinguish it from others

STUDENT ACHIEVEMENT- APRIL 2022

By Eshika Sood (Sem 2), Samridhi Priya
(Sem 6, UWSB)



Q Which team was your toughest competitor?
A I think that our toughest competitor team was the Staff team. All players defended great and they had nice attackers too.

Q What strategies did you and your team adapt before going onto the field?
A In each match the strategy was different. It depends on the opposing team. If the opposing team had good raiders on their team, then our strategy was to beat the raiders so we can win. So in every match, strategies were different.

Q How did you cope up with the hardships your team faced?

A Frankly, you can't cope up with the hardships alone, you need the cooperation and coordination of your whole team. For instance, in the semi-finals, when three of the main players of our team couldn't play because of their jobs and we had to manage to play with less attackers and defenders, our substitute players displayed a great performance too. Additionally, when one of our players got brutally injured during an important match, he still managed to play very well. Although every player was injured, no one gave up and displayed great sportsmanship.



Khel Kabaddi 2022 wrapped up gloriously on 21st April 2022 and KU team- THE REBELS secured the Runner's up position. The tournament began in March with a total of 6 teams where the KU team remained unbeaten throughout the league. THE REBELS went on to win the semi-finals, but fell short of 4 points in the finals against the staff team. We had a word with the captain of THE REBELS, Krishna Patel.

Q What according to you, were the strong and weak points of your rival team(s)?

A According to me, the strong points of the rival team(s) was that they all were pretty good at defending. On the other hand, their weaknesses lay in the fact that they lacked communication, they would easily get frustrated on small things, they lacked raiders, also most of the players were new to kabaddi so they lacked experience.

Q How do you feel about becoming the "Player of the tournament"?

A Feels amazing. Being the best player in your favorite game surely instills a heapload of confidence in you. But being the best player on a sports team also brings a lot of responsibility and helping and leading your team through tough times. I have learned a lot in these past few days. I feel honored to be "The player of the tournament".



Anuj Bhalodiya also had a huge contribution in the match. Being a member of the team, he was also the coach of the team. Although he had a leg injury, he managed to play very well. At one point his injury worsened in between the game, but he still continued to play.

We, at UWSB, are very proud of all our students who did very well in the tournament. Wishing you all many more victories in the future.



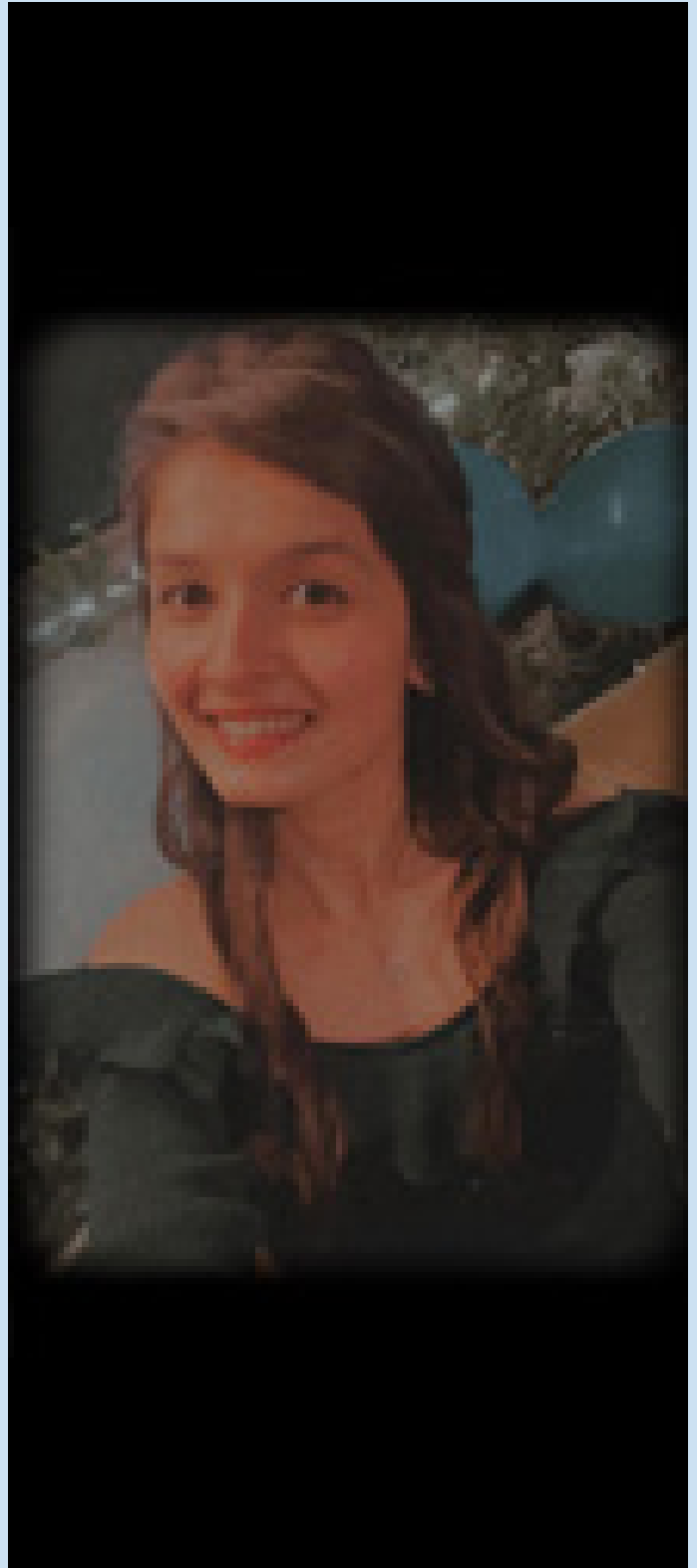
Krishna Patel (Sem 6)
Anuj Bhalodiya (Sem 6)
Satyanarayan Sadh (Sem 6)
Sayyedamaanali (Sem 6)
Pardeep Luhana (Sem 2)
Deep Amlani (Sem 4)
Laxman Rajpurohit (Sem 4)
Chirayu Dubhashi (Sem 4)
Mihir Gajera (Sem 4)
Rajeev Shukla (Sem 4)
Vinil Parekh (Sem 4)

Congratulations team UWSB for your victory and hard work.



STAY BEAUTIFUL

By Srushti Parmar, BBA Sem IV, UWSB



The one who admires you,
The one who adores you,
Stays within your own self,
Only you can identify and dignify yourself,
Take a step,
Hold your breath,
And bloom yourself as a fire!

RAY OF LIGHT IN MY LIFE

By Madhav Vayeda, BBA Sem IV UWSB



Ray of light in disguise, searching for the meaning of
my life.

Scared was the night, scared was the demon, scared
was the little bird of my imagination.

Darkness was deep, God was asleep, no replies were
there to my scared eyes.

Hands were shaking teeth and a crushing new wave of
darkness was flooding my mind.

Thinking in the darkness of various new thoughts;
"stop" I screamed but no one fought.

There were no rights, there were no wrongs, only things
true were my own old thoughts.

Running a race at my own pace I reached a level hard
to escape.

No second chances, no second thoughts, all I knew
was how to run off.

Smile on my face was wide and fake, every tooth in
it was dark and fake, every step I took was wrong to
take.

There came a Ray which was white and bright, nothing
ever seen by the dark filled mind.

God woke up; light came alive. darkness fled away,
waking my mind.

Everything good, everything fine there was new hope in
my lost mind.

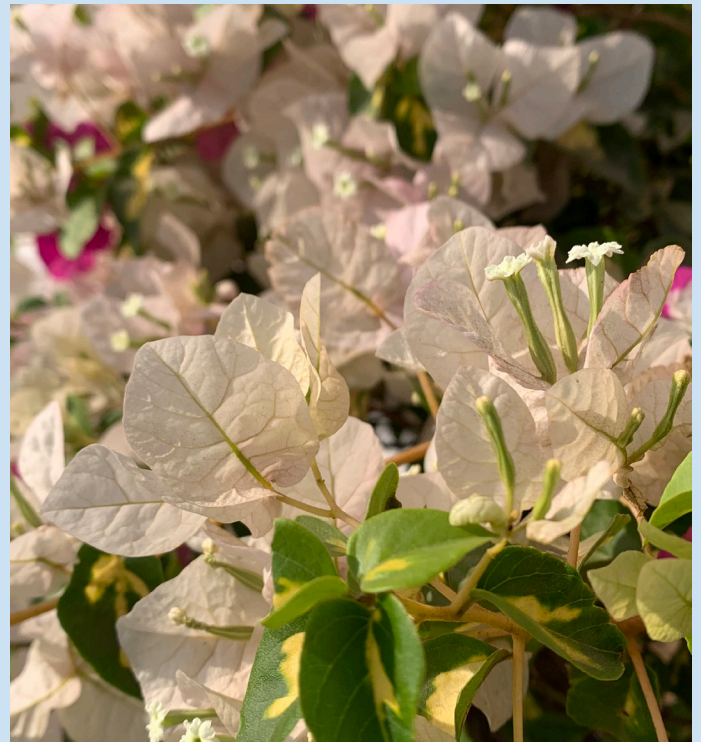
Something was true to the divine, something took over
my insolent mind.

Happy as crazy took over my mind, I hoped it to be true
and to be mine.

New was this joy, new was this light, my mind was
taken over by a white Ray of Light.

LANDSCAPES

By Jankhana Sondarva, BBA Sem II





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