

# अभिव्यक्ति

Quarterly Edition, January- March 2023

Self  
Expression

ABHIVYAKTI

Department of Business Administration



महात्मा ज्योतिबा फुले  
रुहेलखण्ड विश्वविद्यालय, बरेली

**Mahatma Jyotiba Phule Rohilkhand University, Bareilly**  
**महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली**

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# MAGAZINE-Abhivyakti

‘Abhivakti’ is the quarterly magazine of Department of Business Administration, MJP Rohilkhand university Bareilly. The departmental magazine is a platform for the students to express their creative pursuit which develops in them, originality of thought and expression. The contents of the magazine reflect the creativity and imagination of our students. Academic excellence along with co-curricular and extra co-curricular activities completes the process of education.

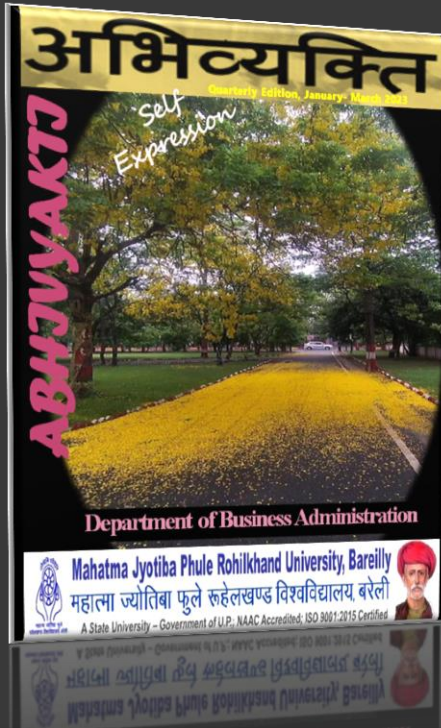
The magazine highlights a glimpse of growth of the department on many fronts. The Department of Business administration has been simply unstoppable in its progress as it has been actively involved in various activities that have brought to light the hidden talents of students. The highly qualified and dedicated members of staff have always carried out their duties with a high level of commitment. This magazine has recorded contributions such as short stories, poems, articles and art work of students.



SELF-EXPRESSION  
&  
CREATIVITY

**Department of Business  
Administration**

# A WORD FROM HEAD & DEAN



I'm proud to be a part of Department of Business Administration, MJP Rohilkhand university Bareilly. DBA is always a leader in implementing new ideas which benefits its students & faculty. "Abhivyakti" is another milestone in this context. This departmental e—magazine is initiated by keeping in mind the contribution of students & the faculty members of the department. This e— magazine is a step taken to provide all necessary and important information to the concerned pupils. I would like to thank all the faculty members and Students who took initiative to launch this magazine.

• **Prof. Sanjay Mishra**



# EDITORIAL TEAM



**Dr. Bhawna Saxena**  
Layout Designer

**Presenting you the E-magazine 'Abhivyakti'. I thank all the writers of our department who contributed to this issue of the magazine. Please go through the magazine & send us your feedback and suggestions. We look forward for your continued support to the magazine**



**Dr. Nandita Sharma**  
Content Provider

**I thank the support of our team members & support from our management, faculty and students for article contribution. Please take a moment and read articles . I hope you enjoy reading the magazine.**

**We make a great team together**

# MANAGEMENT STUDENTS

**Hey Guys, Let's  
check new issue  
of Wall  
Magazine.**

FACULTY OF MANAGEMENT  
DEPARTMENT OF BUSINESS ADMINISTRATION

**Open website,  
Directly scan  
QR code to  
read articles**





# Read Articles



1

## Auto Expo 2023

**The Auto Expo is a biennial automotive show held in Greater Noida, Uttar Pradesh. It is Asia's largest and world's second largest motor show. It is organized jointly by the Automotive Component Manufacturers Association (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturer (SIAM).**

*The article is written by Sanskar Rawat, MBA I Semester. He talked about the objective of Auto Expo 2023. He mentioned that in this year all the automotive companies are focusing on Electric Vehicles (EV). Tata and Maruti have launched electric cars in Auto Expo. The main purpose of Auto Expo is to make aware about the new technology and recent updates in car industry.*

• **Sanskar Rawat**



# Read Articles



2

## The Adani Hindenburg Saga

Stocks of Adani Group tumbled recently after Hindenburg Research has highlighted financial irregularities in the company. Hindenburg Research is an investment research firm that focuses on analyzing accounting irregularities, undisclosed transactions, illegal business or financial reporting practices among others.

*The Adani Group has been facing a crisis of confidence as the stocks of most of its companies have been on the fall. The article 'The Adani Hindenburg Saga' is written by Aryan Shukla, BMS I Semester. The article is about the report of investor research firm Hindenburg and the announcement of Adani Group.*

**Aryan Shukla**



# Read Articles



Let's Start!

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## Impact of Russian Ukraine War on India

Today everybody knows about the war between Russia and Ukraine. The war in Ukraine was a massive and historic energy shock to the market. The shock of the war was one of the main factors that had slowed economic growth in 2022 and 2023.

*The article 'Impact of Russian Ukraine War on India' is written by Hritika Jasoria, MBA III Semester. In this article she has explained the impact of war on all over country such as oil price rise, inflation pressure, impact on stock market etc.*

**Hritika Jasoria**





# Read Articles



Let's Start!

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## Republic Day 2023 (Made In India)

Republic Day is the day when India marks and celebrates the date on which the Constitution of India came into effect on 26 January, 1950. Every year, the celebrations marking the day feature spectacular military and cultural pageantry.

The celebrations, inaugurated with a grand parade, are held in the capital, New Delhi, from Raisina Hill near the Rashtrapati Bhavan along the Kartavya Path, past India Gate and onto the historic Red fort.

*The article “Republic Day 2023 (Made In India)” is written by Vinay Singh Bisht, MBA I Semester. He talked about the special events which were celebrated in the 74<sup>th</sup> Republic Day of India. He said that this year, only Made in India weapon system showcased at the Republic Day Parade keeping with the theme of ‘Atmanirbhar Bharat’ and for this many women were participated in the program.*

• **Vinay Singh Bisht**



# Read Articles



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## Ethics Helps in Business

The main aim of business is to earn maximum profits. Profits can not be achieved in the long period without ethical values. So business ethics involve a guiding standard for values, behavior and decision making. It tells us the right and wrong conduct.

*The article “Ethics Helps in Business” is written by Priya, MBA I semester. In this article she has mentioned the role of ethics in business and how it is helpful to achieve profitability in business. According to her ethical behavior has a strong effect on company stakeholders. It is helpful to retain employees and maintain credibility in the market.*

• **Priya**





# Read Articles



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## G-20

The 2023 G20 New Delhi summit is the upcoming eighteenth meeting of Group of Twenty, a summit scheduled to take place in International Exhibition-Convention Centre, Pragati Maidan, New Delhi in 2023. It is the first ever summit to be hosted in India and also in South Asia.

*The article G20 is written by Pragya Tiwari, BMS. She talked about the major issues which are discussed in G20 and discussed important facts of G20 since 1999.*

**Pragya Tiwari**



# Read Articles



Let's Start!

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## How Ethics Are Helpful for Any Business

Ethics is based on well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness or specific virtues. Corporations establish business ethics to promote integrity among their employees and gain trust from key stakeholders.

*The article 'How Ethics Are Helpful for Any Business' is written by Garima Gangwar, MBA I Semester. She has discussed the importance of ethics in business. According to her a business organization that embraces ethical ways of conducting its business ethics is more likely to achieve employees commitment, loyalty and satisfaction which in turn lead to quality of work and increased performance than unethical one.*

**Garima Gangwar**





# Read Articles



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## Importance of Ethics in Business

Business ethics refers to moral principles and social values that business should adopt in its code of conduct. Today every company has a business ethics program. Business requires high integrity and honesty to achieve their objectives efficiently. For that business should inculcate ethical values in the organization.

*The article 'Importance of Ethics in Business' is written by Kartik Saxena, MBA I Semester. He pointed out the ethical values adopted by a renowned company Adidas. As per the article Adidas is the company which is focusing on making themselves a green company.*

**Kartik saxena**



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Let's Start!

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## How Business Ethics Helpful for Businessmen

Business ethics is basically the moral values, principles and standard of behavior adopted by business concern to achieve its objectives. In current scenario ethics plays an important role to create good will in the market. Profit is not only the ultimate objective of business concern. Business should more focus on ethical values now.

*The article 'How Business Ethics Helpful for Businessmen' is written by Hira, MBA I Semester. She has discussed about the importance of ethics in making credibility in the market. She has mentioned that Infosys is one of the most ethical company in the year 2022. According to article it does not discriminate on the basis of cast, colour, religion etc.*

**Hira**





# Read Articles



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## Employee Retention Strategies

Employee retention is defined as an organization's ability to prevent employee turnover, or the number of people who leave their job in a certain period, who leave their job in a certain period. In current scenario it is important to retain talented workforce by proving monetary and non-monetary benefits to employees.

*The article 'Employee Retention Strategies' is written by Pragya Tiwari, BMS I year. In this article she has mentioned various strategies which are helpful to retain talented employees in an organization such as hiring for cultural fit, hybrid workplace, Employees Stock Option Plan and monetary benefits etc.*

**Pragya Tiwari**



# Read Articles



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## How ethics is important in Business?

Ethics refers to implementing appropriate business policies and practices to achieve profitability in business. Some issues that come up in a discussion of ethics include corporate governance, insider trading, bribery, discrimination, social responsibility and fiduciary responsibility.

*The article 'How ethics is important is Business?' is written by Shubra Dubey, MBA I Semester. This article explained the influence of ethics on various stakeholders who are related with the business such as consumers, customers etc.*

**Shubra Dubey**

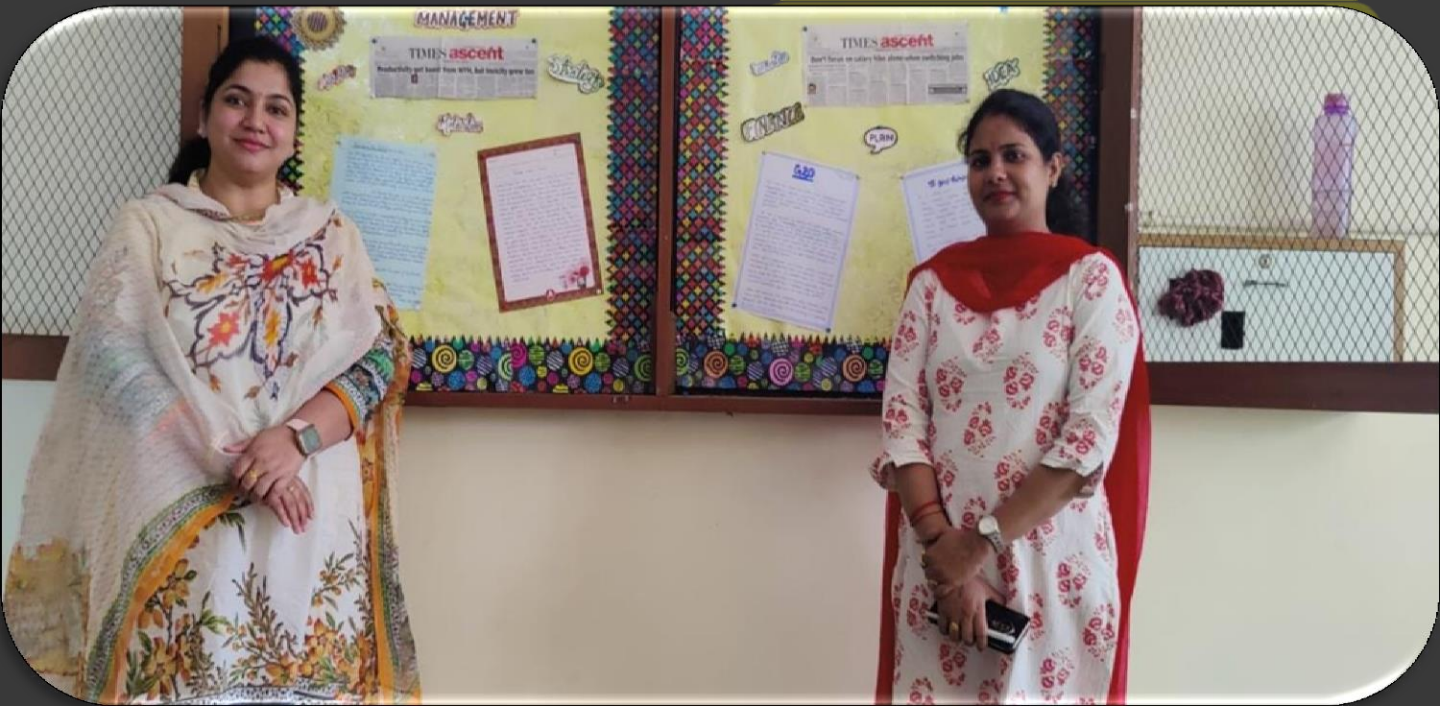




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PHOTO  
STUDIO



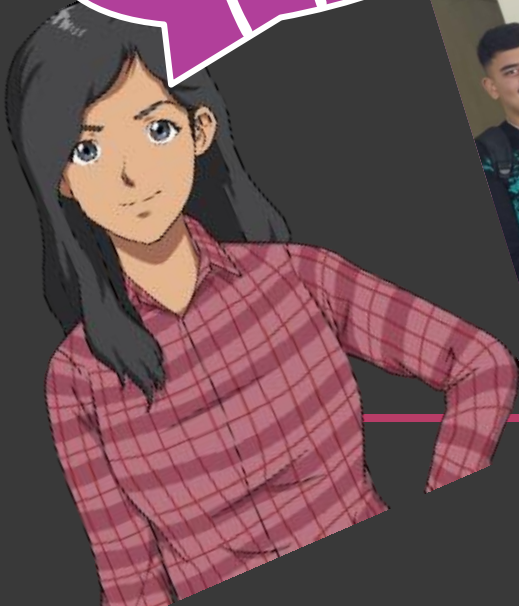


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Wall  
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# OUR CREATIVE STUDENTS TEAM

1



**Aditya  
Narayan  
Singh, BMS  
1st Year**

3



**Riddhi  
Saxena, BMS  
1st year**

5



**Kritika, MBA  
III sem,  
General**

6



**Shreya  
Tiwari, MBA  
III sem,  
Marketing**

4



**Aryan Sukla,  
BMS ,  
1stYear**

2



**Pragya  
Tiwari, BMS  
1st year**

“



**TEAMWORK  
MAKES THE  
DREAM WORK**



# OUR CREATIVE STUDENTS TEAM

7



**Hera Fatima**  
MBA 1st year  
year ,General

9



**Hira MBA 1<sup>st</sup>**  
year, General

11



**Kartik Saxena**  
MBA 1<sup>st</sup> year,  
General

8



**Samarth**  
**Agarwal MBA**  
1<sup>st</sup> year,  
General

10



**Sanskar**  
**Rawat MBA**  
1<sup>st</sup> year,  
General

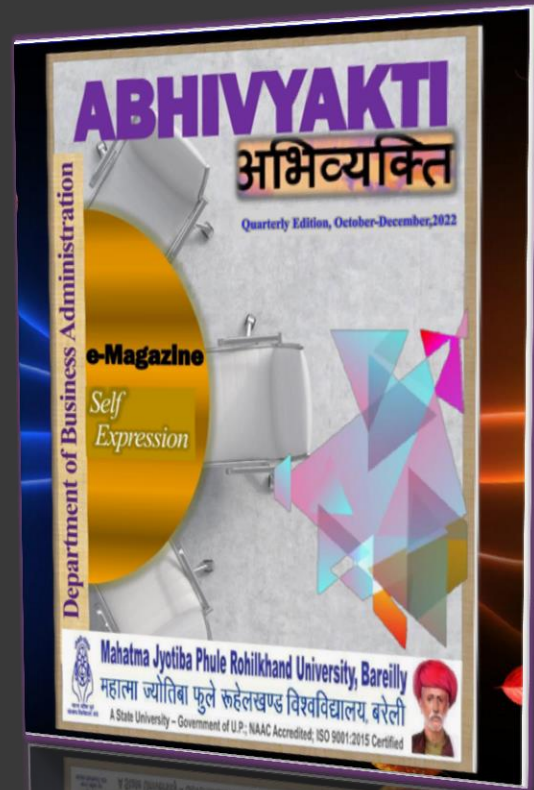
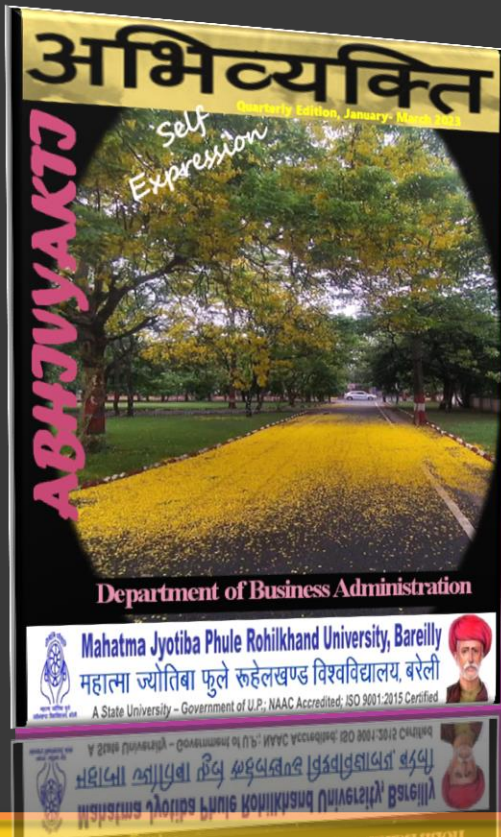




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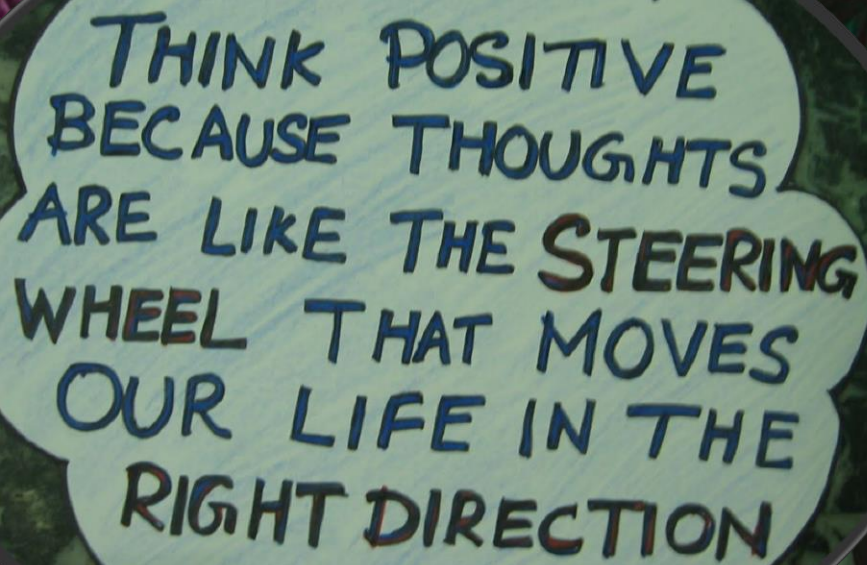
JANUARY- MARCH, 2023

OCTOBER- DECEMBER, 2022



Two Digital Issue  
Released





THINK POSITIVE  
BECAUSE THOUGHTS  
ARE LIKE THE STEERING  
WHEEL THAT MOVES  
OUR LIFE IN THE  
RIGHT DIRECTION



thank  
you

• DEPARTMENT OF BUSINESS  
ADMINISTRATION