

ABHIVYAKTA

Quarterly Edition, January-March, 2024



Mahatma Jyotiba Phule Rohilkhand University, Bareilly

महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली

A State University - Government of U.P.; NAAC Accredited; ISO 9001:2015 Certified



FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION



www.MJPRU.ac.in

महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली
MAHATMA JYOTIBA PHULE ROHLKHAND UNIVERSITY, BAREILLY

NAAC A++

CONGRATULATIONS

All faculty members, University officials,
University staff members, Students and
all the stakeholders of the University for
NAAC A++ Grade.

Prof. J.P. Singh
Vice-Chancellor



© 2024. All Rights Reserved. Mahatma Jyotiba Phule Rohilkhand University, Bareilly.

अभिव्यक्ति

Self
Expression

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.

ABHIVYAKTI

© **Department of Business
Administration**

A WORD FROM HEAD & DEAN

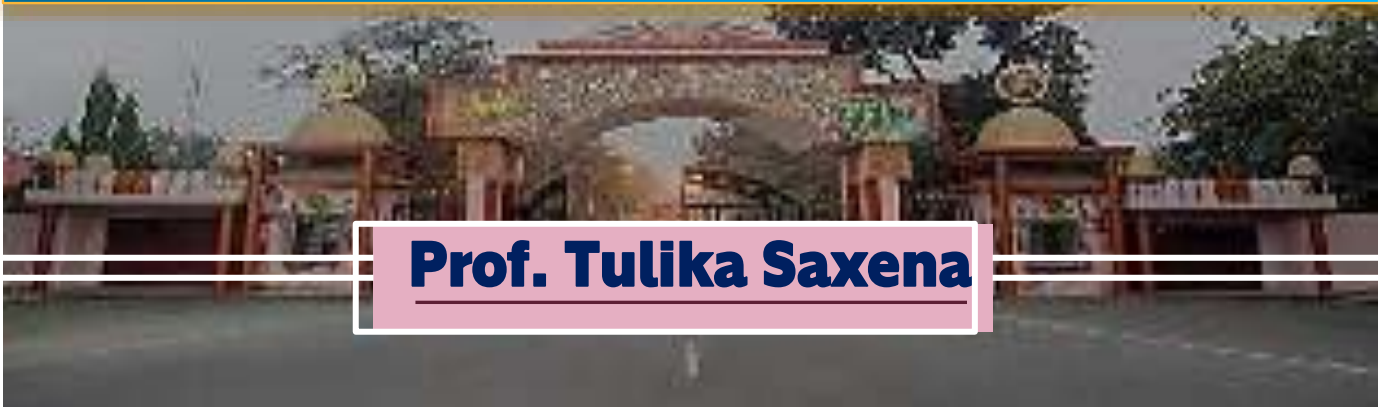


It gives me an immense pleasure to note that the Department of Business Administration, MJPRU, is bringing out the Fourth quarterly issue of the departmental magazine.

” Learning is a continuous process from the minute we are born, until we die.” The department provides a platform for every student to develop his/her learning skills through this magazine.

As you scan through the pages, it will enlighten you with the articles related to burning issues. Besides, our budding talents have expressed their thoughts, ideas , aspiration in a creative way. This magazine should be a good source of guidance for the upcoming batches of students in choosing activities of their choice in their future for building their career. I congratulate Teaching staff, editorial board and students of the Department for bringing this edition of Abhivyakti Magazine.

Wish you all the best.



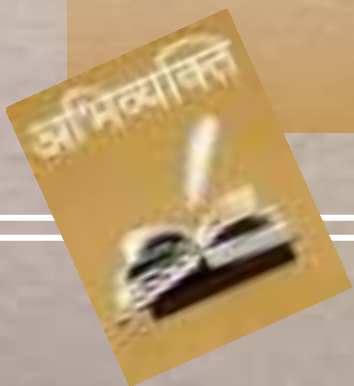
Prof. Tulika Saxena

FOUNDER OF WALL MAGZINE



The idea of Abhivayakti wall magazine was conceptualized by Prof. Raj Kamal way back in 2004 which has been upgraded to the digital version in 2022.

The basic concept was to keep the department and particularly the students abreast of the latest happenings in the business world not only in the domestic market but also around the globe. Abhivayakti is managed totally by a team of students who work enthusiastically to keep it updated.



© Prof. Raj Kamal

EDITORIAL TEAM

Self
Expression

We make a great team together



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.

DEPARTMENT OF BUSINESS ADMINISTRATION

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

MANAGEMENT STUDENTS

Open website,
Directly scan
QR code to
read articles



READ ARTICLES



1

● HOW ARTIFICIAL INTELLIGENCE (AI) IS HELPFUL FOR MARKETERS

- The article is written by Pragati Gokhlani, student of MBA II Semester. Artificial intelligence, or AI, is technology that enables computers and machines to simulate human intelligence and problem-solving capabilities. Artificial intelligence (AI) refers to computer systems capable of performing complex tasks that historically only a human could do, such as reasoning, making -decisions, or solving problems.
- Artificial intelligence is helpful for various field. Pragati talked about the role of Artificial Intelligence in the field of marketing. She discussed that AI is beneficial for marketers in various ways such as promotion management, product design and customer needs, real time price variation and pricing management.

Pragati Gokhlani
MBA II Semester



READ ARTICLES



2

○ BALANCE OF PAYMENT AND BALANCE OF TRADE

- The article is written by Vaishnavi Mishra, student of MBA II Semester. The balance of payments (BOP), also known as the balance of international payments, is a statement of all transactions made between entities in one country and the rest of the world over a defined period, such as a quarter or a year. It summarizes all transactions that a country's individuals, companies, and government bodies complete with individuals, companies, and government bodies outside the country.
- Vaishnavi has emphasized on the balance of trade condition of India during 2022 and 2023 also the balance of payment condition of India during 2023-2024.

Vaishnavi Mishra
MBA II Semester



READ ARTICLES



3

NPCI LAUNCHES INITIATIVE TO HIRE WOMEN RETURNING FROM CAREER BREAK

- The article is written by Pragati Gokhlani, student of MBA II Semester. Getting back to work after a career break is no joke. Whatever the reason maybe - raising a family, travelling, ailment, or any other preferred sabbatical - not many employers are willing to overlook the gap outlined in your resume.
- The willingness to hire someone despite a career gap might be diminishing. As the business world is beginning to recognize that women with career gaps have a lot to offer to an employer but struggle to get back into the workplace.
- Pragati has emphasized that National Payments Corporation of India has launched a programme to hire women who wants to return after a career break. This is a nice initiation which companies can use to motivate those women who have taken career break.

Pragati Gokhlani
MBA II Semester



READ ARTICLES



4

RECENT AND EMERGING TRENDS OF INTERNATIONAL BUSINESS

- This article is written by Shubhra Prakash, student of MBA II Semester. In current business environment where business become global, it is very difficult to survive because of high competition, latest and emerging technology etc. It is very important for businessman to use updated trends and methods to sustain in the market.
- Shubhra has pointed out the recent and emerging trends of International Business such as end to end digitalization, investment in India, sustainable development, customized AI platform and 5G adoption.

Shubhra Prakash
MBA II Semester





5

HOW AI HELPS MARKETERS?

- This article is written by Shubhra Prakash, student of MBA II Semester. AI is utilised to automate tasks such as lead generation, lead scoring, and customer retention. By leveraging AI, marketers can identify potential customers and engage with them at the optimal time when they are most likely to respond positively to marketing messages.
- Shubhra has pointed out the role of Artificial Intelligence in the field of marketing. She also has discussed about the various applications of Artificial Intelligence such as Chat GPT, customer service chatbots etc.

Shubhra Prakash
MBA II Semester



READ ARTICLES



6

◉ ADVERTISEMENT DANGEROUS FOR YOUTH

- ◉ The article is written by Pragati Gokhlani, student of MBA II Semester. An advertisement, otherwise known as an advert or ad, is generally considered a public communication that promotes a product, service, brand or event. Adverts are everywhere. No one can really avoid them in the modern world. While there are some positives, and we'll get to that, I want to highlight the negative effects that advertising has on society.
- ◉ It is what is driving consumerism and what is making people update their phones every year even though they don't need to. Advertisers are master manipulators. They play with your mind and take advantage of your vulnerability to make money. They can convince nearly anyone without realizing they have managed to brainwash the world. Pragati has discussed the negative effects of advertisement.

Pragati Gokhlani



READ ARTICLES



7

○ RECENT AND EMERGING TRENDS OF INTERNATIONAL BUSINESS

- The article is written by Pragati Gokhlani, student of MBA II Semester. International business refers to the trade of Goods and service goods, services, technology, capital and/or knowledge across national borders and at a global or transnational scale. It involves cross-border transactions of goods and services between two or more countries.
- Pragati has discussed about the recent trends of international business such as environment friendly technologies, digital transformation, rise of gig economy, E-commerce expansion etc.

Pragati Gokhlani
MBA II Semester





PHOTO STUDIO



अभिव्यक्ति

Wall Magazine

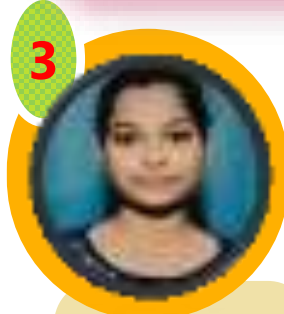


OUR CREATIVE STUDENTS TEAM

अभिव्यक्ति



Aditya
Narayan
Singh, BMS



Riddhi
Saxena, BM
S



Kritika,
MBA III
sem,
General



Pragya
Tiwari, BMS



Aryan
Sukla,
BMS ,



Shreya
Tiwari,
MBA III
sem,
Marketing



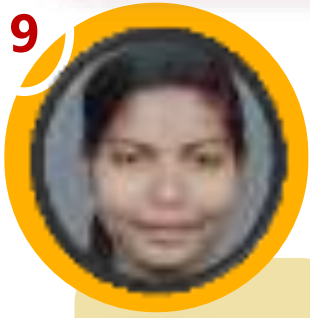
OUR CREATIVE STUDENTS TEAM

अभिव्यक्ति



7

Hera Fatima
MBA, General



9

Hira MBA
General



11

Kartik
Saxena
MBA General



8

Samarth
Agarwal
MBA General



10

Sanskar
Rawat
MBA General

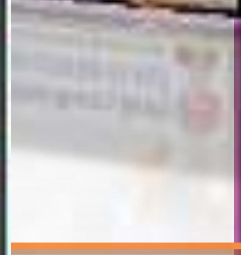


JANUARY- MARCH, 2023

DIGITAL ISSUE RELEASED

**January-
March,
2024**

OCTOBER- DECEMBER, 2022



OCT-DEC, 2023



APRIL-JUNE, 2023



Expression

**SIX Digital Issue
Released**

अभिव्यक्ति

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

Thank
you

DEPARTMENT OF BUSINESS
ADMINISTRATION