

Abhivvyakti

MANAGEMENT REVIEW

January-March

2026

Issue : 14



SELF EXPRESSION

Quarterly Magazine

Department

of

Business

Administration,

MJP Rohilkhand

University Bareilly.

NAAC A++



BMS



Mahatma Jyotiba Phule Rohilkhand University

महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय

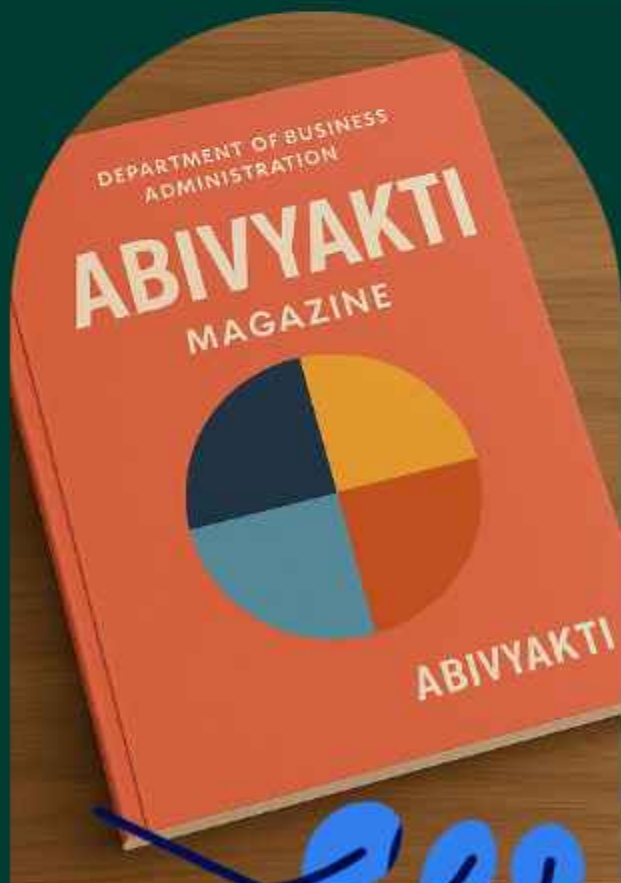
A State Public University-Government of Uttar Pradesh, India; NAAC A++ Accredited; UGC Category-I University



IN THIS MAGAZINE

'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.



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.

Prof. Tulika Saxena



**Wish
you
all
the
best**

FOUNDER OF WALL MAGAZINE

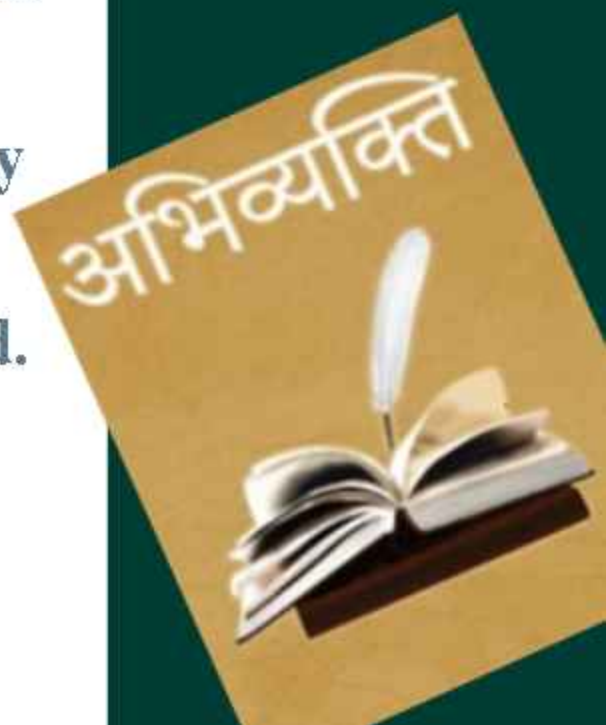


The idea of Abhivayakti wall magazine was conceptualized by Prof. Raj Kamal way back in 2004 which has been upgraded to the digital version in 2022.

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



LETTER FROM OUR EDITORIAL TEAM

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. Bhawna Saxena

LAYOUT DESIGNER



"Anyone who stops
learning is old,
whether at twenty or
eighty. Anyone who
keeps learning stays
young. The greatest
thing in life is to keep
your mind young." —
Henry Ford



LETTER FROM OUR EDITORIAL TEAM

**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.**

Dr. Nandita Sharma
CONTENT PROVIDER



**“We now accept the
fact that learning is
a lifelong process of
keeping abreast of
change. And the
most pressing task
is to teach people
how to learn.” —
Peter Drucker**



Top MBA Colleges in India 2025: Rankings, Admissions, Fees, Placements & Courses

Management

Top MBA Colleges in India 2025: IIM Ahmedabad, FMS Delhi, IIM Calcutta, IIM Bangalore, IIM Lucknow, and IIM Indore are the list of top-ranked B-schools. Some of the top private MBA colleges in India, like SPJIMR Mumbai, XRI Jamshedpur, MDI Gurgaon, SCMHRD Pune, and NMIMS School of Business Management Mumbai are highly ranked in the top B-schools in India for 2025. MBA became a popular course worldwide over a period of time, and aspiring MBA students are looking out for the top MBA colleges in India for a brighter future. Check the latest list of [Top MBA Ranking](#) ... [Read More](#)

Government Ranking

Private Ranking

Miscellaneous

Best B-Schools (Govt.) - Overall

Best MBA Schools Under State Govt. University

Best MBA Schools Under Central University

Best MBA Schools Under Govt. Deemed University

Top 50 MBA College (Govt.) for Exams/Placements

Uttar Pradesh

Show 100+ entries

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NATIONAL RANK	Name of Deptt./School under State Govt. University	City	State
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रुवि वि के प्रबंधन संकाय को आईआईआरएफ रैंकिंग में 7 वां स्थान मिला बरेली, अमृत विचार : रुहेलखंड विश्वविद्यालय के प्रबंधन संकाय ने भारतीय संस्थागत रैंकिंग फ्रेमवर्क, (आईआईआरएफ) में प्रदेश के शीर्ष प्रबंधन संस्थानों में सातवीं रैंक हासिल की है।

राजभवन के अधिकारियों और रुहेलखंड विश्वविद्यालय के सहयोगियों के कुशल निर्देशन में विश्वविद्यालय ने यह एक और महत्वपूर्ण उपलब्धि हासिल की है। कुलपति प्रो केपी सिंह ने बताया कि यह रैंकिंग विश्वविद्यालय की प्रतिष्ठा को और ऊंचा करेगी। कुलसचिव संजीव सिंह ने भी प्रबंधन संकाय को इस गौरवपूर्ण उपलब्धि पर बधाई दी। इस दौरान प्रो. पीबी सिंह, प्रो. संजय मिश्रा, प्रो तूलिका सक्सेना, प्रो. त्रिलोचन शर्मा, डॉ सौरभ वर्मा मौजूद रहे।

Crowd Computing

Name of Student: Prashant Yadav
Class: MBA General 1st Year



The article is written by Prashant Yadav, a student of MBA General 1st Year. Crowd computing is a system where a large number of people contribute their skill, skills, ideas, or computer resources through the internet to solve problems or complete tasks. It helps organisations collect information, generate innovative ideas, and perform tasks more quickly and efficiently by using the power of a connected crowd.

ADVANTAGES

- Global Talent Pool Access
- Rapid Innovation Cycle
- Resource Efficiency
- Distributed Computing Power

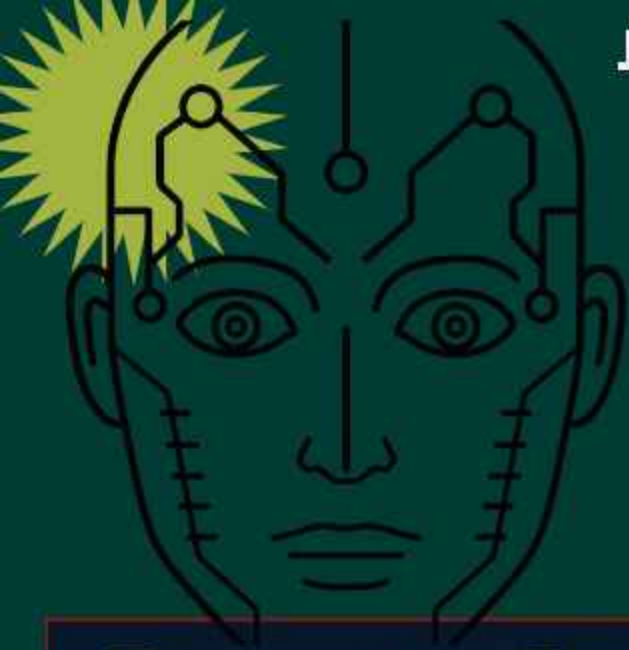


DISADVANTAGES

- Coordination Complexity
- Data Security Concerns
- Varying Quality Levels
- Computerability
- Digital Divide Barriers



In this article, Prashant discussed about the advantages and disadvantages of crowd computing.



Beauty Gets Smart: Powered by AI

Written by Astha Mishra, a student of MBA General 1st Year, this article explores the transformative role of Artificial Intelligence in the beauty world.



Author: Astha Mishra,
MBA General 1st Year





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Machine Learning: Transforming the Future of Technology



Student Author: Arjun Sharma,
MBA General 1st Year

Machine learning is changing the future of technology by helping computers learn and make decisions from data. It improves efficiency in many fields such as healthcare, education, and business, making technology smarter and more useful in everyday life.

Arjun explained the role of machine learning in shaping future through his article.

Machine learning is changing the future of technology by helping computers learn and make decisions from data. It improves efficiency in many fields such as healthcare, education, and business, making technology smarter and more useful in everyday life.





THE FUTURE OF ARTIFICIAL INTELLIGENCE IN EDUCATION

Name of Student: Harsh Maheshwari
Class: MBA Marketing 1st Year



As we all know, artificial intelligence is playing a key role in every phase of our lives. So Harsh Maheshwari, Marketing 1st Year, has discussed that Artificial Intelligence is transforming the education sector by making smarter, faster, and more personalised. AI helps students access online learning, receive instant feedback, and according to their individual needs and abilities. It also assists in preparing lessons, evaluating performance, and improving the overall learning experience.

AI helps students learn according to their individual needs and abilities. It also assists teachers in preparing lessons, evaluating performance, and improving the overall learning experience.





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Arshi Shrimali

HOW AI IS TRANSFORMING THE MANUFACTURING INDUSTRY

Name of Student: Arshi Shrimali
Class: MBA General 1st Year



Artificial Intelligence is transforming the manufacturing industry by improving efficiency, productivity, and quality. AI-powered machines and systems analyze large amounts of data, predict equipment failures, reduce production errors, and automate repetitive tasks. It also helps manufacturers manage supply chains, monitor product quality, and make faster decisions.



Arshi has emphasized on the role of artificial intelligence. With the use of AI, industries can save time, lower costs, and increase overall performance, making manufacturing smarter and more advanced.

This article is written by Arshi Shrimali, a student of MBA General 1st Year.

Arshi has emphasized (the system can artificial intelligence With reasoning products and industries making manufacturing industry).





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Aditya Bharti

MARKETING 2.0 (THE ROLE OF ARTIFICIAL INTELLIGENCE IN MODERN MARKETING)

Name of Student: Aditya Bharti
Class: MBA Marketing 1st year



The Role of Artificial Intelligence in Modern Marketing.

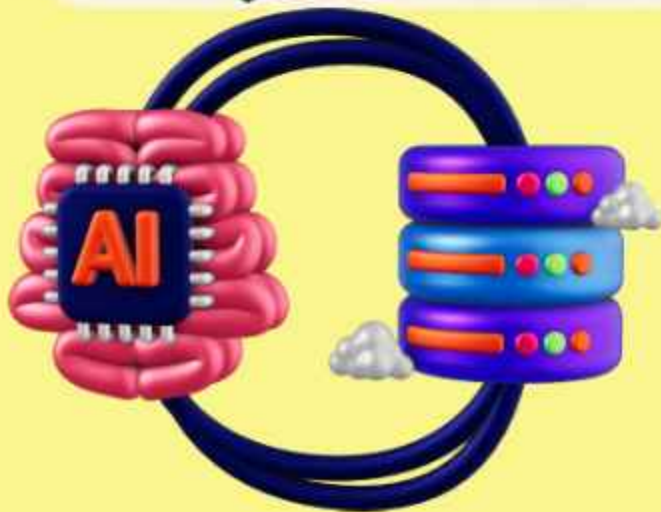
As defined by Aditya Bharti, MBA 1st Year: Marketing 2.0 is a modern, customer-centric approach using digital technology. Transitioning from traditional methods, it leverages social media and online platforms for direct engagement. AI is a core enabler, helping companies build deeper relationships and provide highly personalized products.



Efficiency and Effectiveness.

Aditya Bharti details how AI saves costs and time while boosting overall performance. AI-driven segmentation and optimization are key to success.

AI and Personalization at Scale: AI analyzes complex data to craft personalized customer journeys.





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 **Abhivyakti Magazine**

 **Student Features**



Raj Pratap Singh

THE ROLE OF ARTIFICIAL INTELLIGENCE IN MODERN LIFE

Name of Student: Raj Pratap Singh
Class: MBA Marketing 1st year



Artificial Intelligence plays an important role in modern life by making daily activities easier, faster, and more efficient. AI is used in smartphones, online shopping, healthcare, education, banking, and transportation to provide smart solutions and improve services. It helps people save time, automate tasks, and make better decisions through data analysis and intelligent systems.

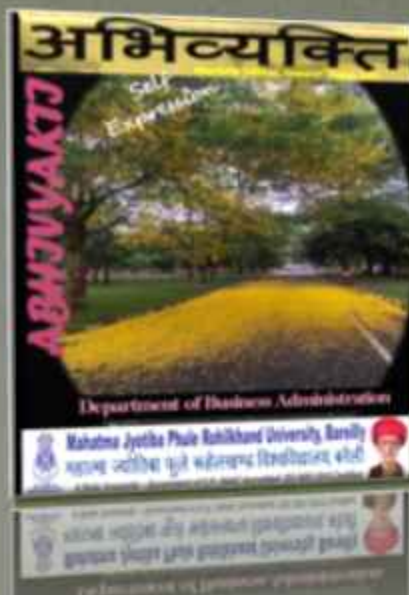


As technology continues to grow, AI is becoming an essential part of everyday life. In the article Raj Pratap Singh emphasized the role of Artificial Intelligence in modern life.

Automation & Precision: AI analyzes complex data to craft personalized customer journeys.



DIGITAL ISSUE RELEASED



OCTOBER- DECEMBER, 2022 JANUARY- MARCH, 2023 APRIL-JUNE, 2023



July- Sep, 2023



OCT-DEC, 2023



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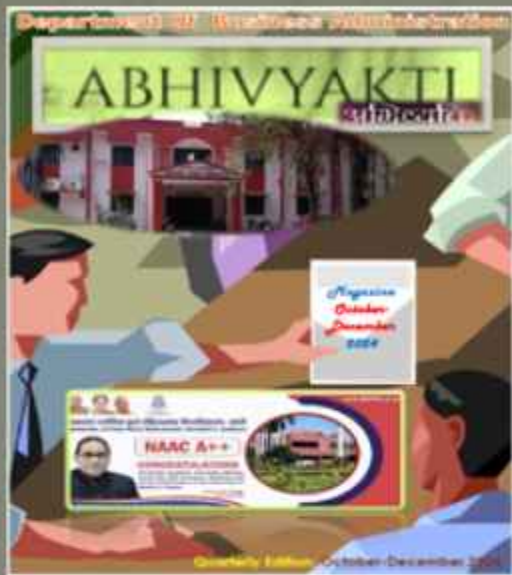
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2025**



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महात्मा ज्योतिबा फुले रोहिलखण्ड विश्वविद्यालय, बरेली
MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY



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CONGRATULATIONS

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

- Prof. K.P. Singh
Vice Chancellor



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