

# ABHIVYAKTI

## MANAGEMENT REVIEW

January- March  
2025

Issue Number 11



### Self Expression

Quarterly Magazine,  
Department  
of  
Business  
Administration,  
MJP Rohilkhand  
University Bareilly.

THE NEW CLASS OF  
BILLIONAIRES

HYBRID AND MULTI-  
CLOUD STRATEGIES

ROLE OF  
MERCHANT  
BANKERS IN THE  
DEVELOPMENT OF  
THE INDIAN  
ECONOMY

WAGE BOARD

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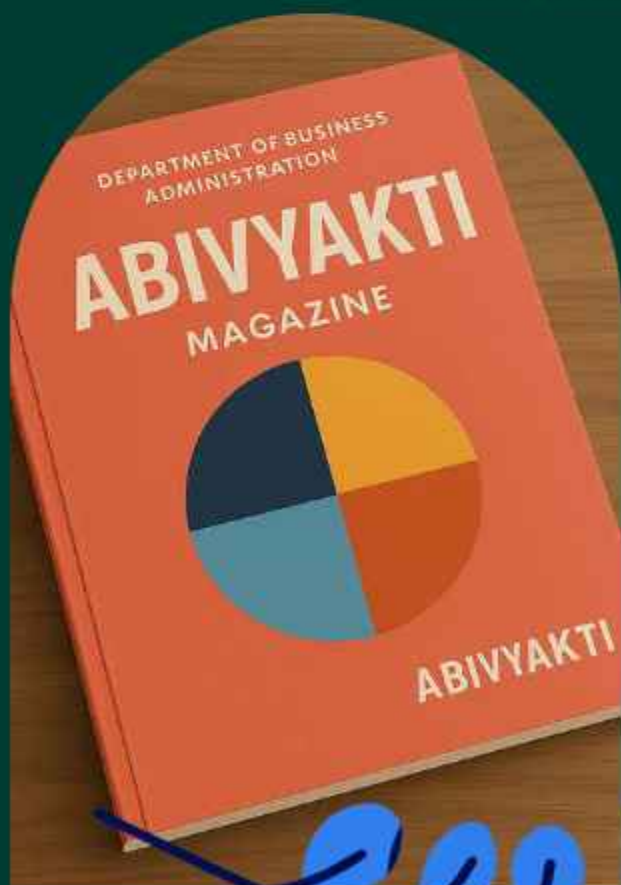
# BMS



# 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

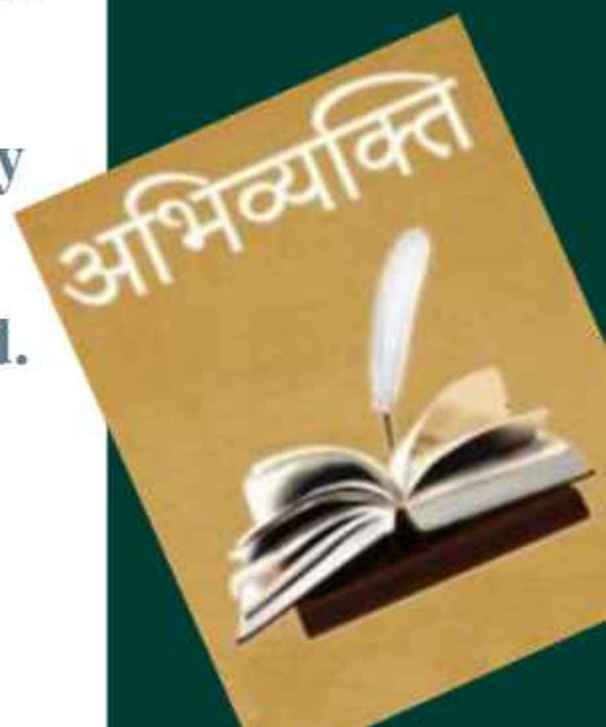


The idea of Abhivayakti wall magazine was conceptualized by Prof. Raj Kamal way back in 2004 which has been upgraded to the digital version in 2022.

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 Jyotihsagar, 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. Universities
Best MBA Schools Under Central University
Best MBA Schools Under Govt. Deemed University

Top 50 MBA College (Govt.) for BBA/BPGH

Uttar Pradesh

Show 100 entries Search

NATIONAL RANK	Name of Deptt./School under State Govt. University	City	State
1	University of Lucknow - Institute of Management Sciences, Lucknow	Lucknow	Uttar Pradesh
2	Hansraj Butler Technical University - School of Entrepreneurship & Management, Kanpur	Kanpur	Uttar Pradesh
3	Chandra Shekhar Azad University of Agriculture & Technology - College of Agriculture (Agri Business Management), Kanpur	Kanpur	Uttar Pradesh
4	Dr. B.R. Ambedkar University - SPJ Institute of Commerce, Business Management & Economics, Agra	Agra	Uttar Pradesh
5	Chaudhary Charan Singh University - Institute of Business Studies, Meerut	Meerut	Uttar Pradesh
6	Chhatrapati Shahu Ji Maharaj University - School of Business Management, Kanpur	Kanpur	Uttar Pradesh
7	Mahatma Jyotiba Phule Bahlihand University - Faculty of Management, Bareilly	Bareilly	Uttar Pradesh
8	Dr. A.P.J. Abdul Kalam Technical University - A Faculty of Management Studies, Lucknow	Lucknow	Uttar Pradesh

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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।



# TOP INVESTING COMPANIES



Name of Student: Aditi Saxena

Class: MBA II Semester

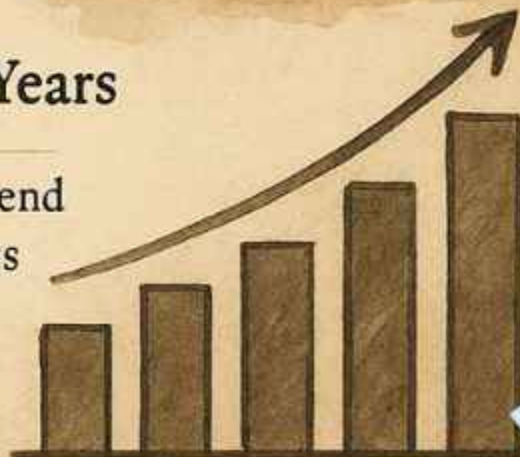
*The article is written by Aditi Saxena, a Student of MBA II Semester.*

Foreign direct investment (FDI) is a party's investment into a business or corporation in another country to establish a lasting interest. Lasting interest differentiates FDI from foreign portfolio investments, where investors passively hold securities from a foreign country.

A foreign direct investment can be made by obtaining a lasting interest or by expanding one's business into a foreign country.

## Changes in FDI Over 5 Years

The article, evareseth he the trend with the trends an developments in FDI over past 5 years.





# A RENAISSANCE IN DIGITAL JOURNALISM

## AI'S REVOLUTION IN NEWSROOMS

How Artificial Intelligence is Reshaping the Future of News — Opportunities, Ethics, and Innovation



**INSIDE:** The Rise of AI-Powered Newsrooms — Ethics in Digital Reporting: Challenges and Solutions — Future Trends



**PRAGATI GOKHLANI, MBA IV SEMESTER**

**AI is rapidly changing the landscape of journalism, offering new opportunities for news production, verification, and audience engagement. However, it's crucial to address the ethical concerns and implement AI responsibly to ensure its use enhances, rather than undermines, the values of trustworthy journalism.**

**This article has emphasized the role of AI in journalism and Pragati has also discussed about the future of AI in Newsrooms.**



# HOW AI IS CHANGING HUMAN RESOURCE

By Prachi Prajapati  
MBA II Semester



The article is written by Prachi Prajapati, a student of MBA II Semester. In the modern business world, AI has become an essential part of human resource management. As companies strive to remain competitive and efficient, they are turning to AI-driven solutions to streamline their processes and maximize resources. From automated recruitment systems that identify top talent to sophisticated training programs that deliver personalized content, AI is revolutionizing HR departments around the globe. In this article, Prachi has discussed the role of AI in hiring and recruitment, training and growth, performance, and productivity. She has also emphasized the challenges of AI in human resources in the current scenario.



## The Hiring Revolution Has Begun

The world of work is transforming—an lead longer is a college degree the final word on your capul.

No longer is, a college degree the final word on you copuraires Sculs-based hiring, where you abilitates sucancl (ij)wer.

Exdpryes no the era or *Skills-based Hiring*:

## What is Skills-Based Hiring

skills based hiring s-bes the spotire from resumes and degrees to practical competencies.

Employers now evaluate talent using

- Real-world assessments
- Project-based tasks
- Portfolio reviews
- Skill demonstrations

This method notsy identifies ahjend diverse workforce—opening doors for candilates from non-traditional backgrounds.

## Real Talent. Real Opportunity.

Consider this: a self-taught programine

online learning platforms (like Coursera, edX, and Udemy).— in-house training and development proms Certification-based learning tracks as investments by employers.

## Numbers That Speak Volumes

- 72 % of recruiters now prioritiz skills over formal education
- 61% of workers enrolled in upskilling programs in 3024
- Roles in AI, data analysis, cloud computing, and digital marketing top the skills demand chart.

### Real Talent, Real Opportunity

Consider this, a self-taught programese, wil no formal degree—aced a coding challenge and secures a high-paying job—

## Final Thoughts from the Author

As a student preparing to enter thridge between education and employment, I believe Skilis-based in is the bridge—and education, and educaloying eerom.

### About the Author

Pragnii-Gokhani is, an MBA IV Semester student with a keen interest in HR trends, employability, and education rebrm. She is passionate about writing, learning, and leading change in the modern workforce



PRAGATI GOKHLANI, MBA IV SEMESTER

**Skills-based hiring focuses on a candidate's demonstrated abilities and competencies rather than solely relying on traditional qualifications like degrees or previous job titles. It involves assessing a candidate's skills through assessments, project-based tasks, or portfolio reviews to determine their practical competence.**

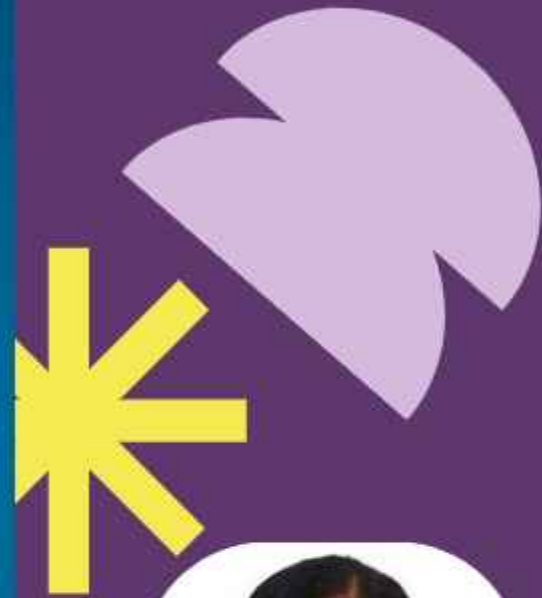


# Impact of AI Driven Personalization on Consumer Buying Behaviour

How Artificial Intelligence is reshaping the way consumers shop



By Nikita Roy,  
MBA IV Semester



**Artificial Intelligence (AI)** is a field of computer science that aims to create machines capable of performing tasks that typically require human intelligence, like learning, reasoning, and problem-solving. It involves developing algorithms and models that can analyze data, identify patterns, and make predictions or decisions. Artificial intelligence is very helpful for various fields such as marketing, human resource management, finance etc.



# Hybrid and Multi-Cloud Strategies



Name of Student: Pragati Gokhlani  
Class: MBA IV Semester

The article is written by Pragati Gokhlani, the student of MBA IV Semester. Hybrid and multi-cloud strategies involve different approaches to deploying and managing IT infrastructure.



Multi-cloud and hybrid cloud are two concepts that have become increasingly popular in the world of cloud computing. A multi-cloud strategy involves using multiple cloud computing services from different cloud providers, rather than relying on a single

provider for all services.

On the other hand, a hybrid cloud strategy involves using a combination of both on-premises and cloud-based infrastructure to support business operations.

## HYBRID AND MULTI-CLOUD STRATEGIES

**PRAGATI GOKHLANI, MBA IV SEMESTER**



# HR Tech and Digital Transformation

Harsh Yadav

MBA Marketing IV Semester



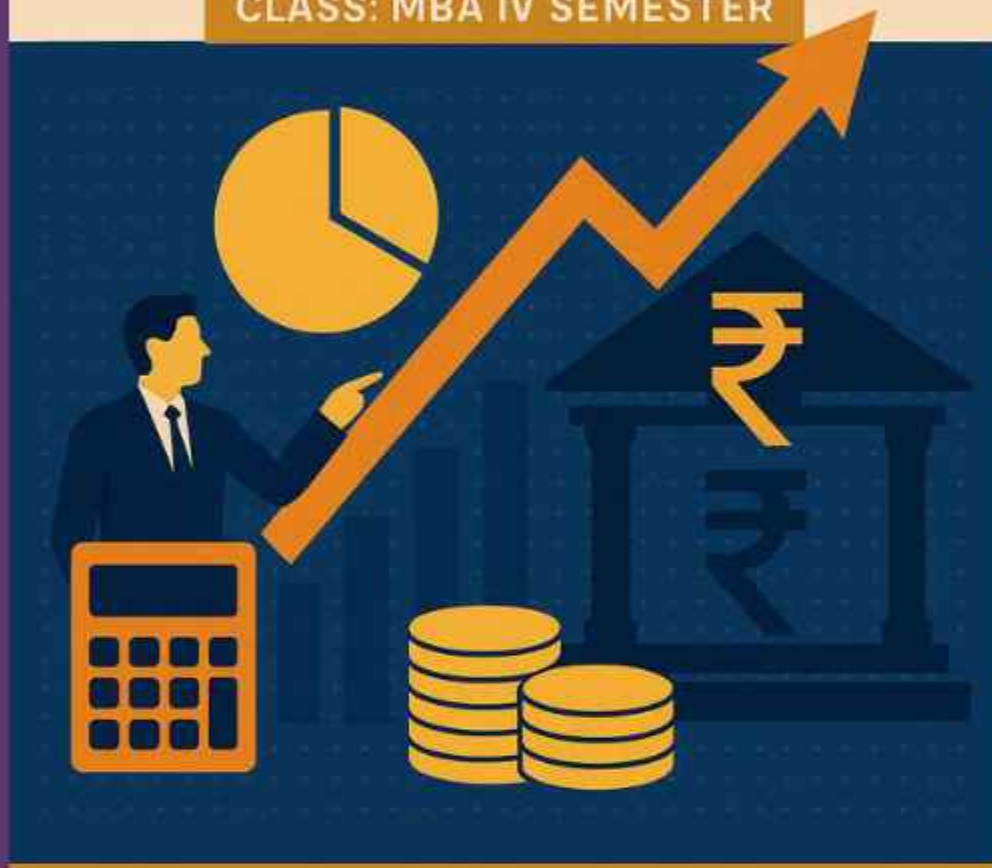
**Harsh Yadav, MBA  
Marketing IV Sem**

**HR digital transformation is the strategic use of technology to revolutionize and enhance the human resources function, making it more data-driven, agile, and employee-centric. It involves adopting digital tools and practices to automate tasks, improve processes, and enhance the overall employee experience.**



# ROLE OF MERCHANT BANKERS IN THE DEVELOPMENT OF THE INDIAN ECONOMY

NIKITA ROY  
CLASS: MBA IV SEMESTER



**A merchant banker is a professional or institution that facilitates complex financial transactions for businesses and high-net-worth individuals. They specialize in activities like raising capital, advising on mergers and acquisitions, and managing portfolios, essentially acting as a broker between companies and investors. Merchant bankers play a crucial role in India's economic development by facilitating capital formation, assisting businesses in raising funds, and providing advisory services for various financial needs. They help companies access capital markets, manage risks, and navigate complex financial transactions, ultimately contributing to business growth and overall economic stability.**



# RECENT TRADE AGREEMENTS IN INDIA

By Khan Zubi  
MBA IV Semester



**Khan Zubi**  
**MBA IV Sem**

**Trade agreement is a negotiation between two or more countries regarding the terms of trade between them—tariffs, quotas, restrictions on imports and exports, and provisions, such as trade facilitation, intellectual property rights, and investment protection. For cross-border ecommerce retailers, trade agreements can provide greater access to markets in partner countries, allowing them to expand their customer base and increase their sales.**





**DEEPAK PRAKASH**  
**MBA IV Sem**

**A wage board is a tripartite body, composed of representatives from labor, management, and the government, that determines wages in specific industries, aiming to improve industrial relations and align wage structures with economic and social policies. The board's recommendations are typically based on factors like minimum living wages, industry capacity to pay, productivity, and prevailing wages.**

**Deepak emphasized on the various aspects of wage board such as objectives and functions, role and significance of wage board.**





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MAHATMA JYOTIBA PHULE ROHILKHAND 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. K.P. Singh  
Vice Chancellor



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*Thank you*



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