

Monthly Newsletter

FEBRUARY, 2025

ACADEMIC & STUDENTS

February 14 & 15: SAMVAD 2025 - 2nd International Conference



On 14 - 15 February, 2025, IIIM hosted **Samvad 2025 - 2nd International Conference on "Future - Ready Organizations and Sustainability."** The conference opened with a thought-provoking keynote address by **Prof. Anna Zarkada (Professor, Cyprus University of Technology - Cyprus)**, emphasizing "Future Management for Sustainable Prosperity," urging organizations to prioritize ethical leadership, circular economy principles, and collective responsibility for long-term success. The first plenary session by **Prof. Sachithra Lokuge (Professor, University of Southern Queensland - Australia)**, highlighted the transformative power of data in driving innovation, while **Prof. Muhammad Kashif Saeed (Professor, Nust Business School)** in the second plenary session, stressed the urgent need to integrate social sustainability into management practices. Across two dynamic days, **46 research papers were presented** in four tracks including *Marketing, Organizational Behavior & Human Resource, Finance, and Analytics*. It featured contributions from **18 international delegates** and diverse participants, including global insights from Cyprus. Samvad 2025 successfully provided a vibrant platform for interdisciplinary exchange, reinforcing IIIM's commitment to nurture innovation and sustainability for the organizations of tomorrow. **(Faculty Coordinators: Dr. Geeta Marmat; Dr. Jaimin Trivedi & Ms. Khushboo Bhatt)**

STUDENT & FACULTY ACHIEVEMENTS



Ms. Hineri Desai (22BBAB007), Ms. Dharti Patel and Dr. Reshma Sable received **“BEST PAPER AWARD”** for the paper titled **"A Research Study on the Relationship Between Personality Traits and Student Engagement in Traditional vs Modern Teaching Methods"** presented at Samvad 2025.

Mr. Prem Sharma (23DRMBA009), Ms. Nilam Parmar and Dr. Jaimin Trivedi received **“BEST PAPER AWARD”** for the paper titled **"Impact of Technology Acceptance, Trust, and Risk on Gen Z's Satisfaction With E-Banking Services"** presented at Samvad 2025.



Dr. Gopal Shah and Dr. Mehul Shah received **“BEST PAPER AWARD”** for the paper titled **"To Study the Association Rules Mining Using the Non-Linear Regression Model by Measures"** presented at Samvad 2025.



Ms. Archna Garasiya (24DRFMS004) and Dr. Archana Sarkar received **“BEST PAPER AWARD”** for the paper titled **"The Role of Awareness and Perceived Value in Green Energy Switching Intention: A Vam-Based Study"** presented at Samvad 2025.



Ms. Mayuri Dwivedi (23DRMBA005) and Dr. Reshma Sable received **“BEST PAPER AWARD”** for the paper titled **"Ego States and Psychological Wellbeing: An Analysis for High Profile Individuals"** presented at Samvad 2025.

STUDENT & FACULTY ACHIEVEMENTS

Ms. Subhashree S received **“BEST PAPER AWARD”** for the paper titled **"The Role of Augmented and Virtual Reality in Shaping Perceived Ease of Use and Consumer Behaviour Towards Cosmetic Purchases: A Systematic Review"** presented at Samvad 2025.



Dr. Vijay Makwana received **“BEST PAPER AWARD”** for the paper titled **"The Discourse of Sustainability: A Qualitative Analysis of Sustainability Communication Among Leading Indian FMCG Brands"** presented at Samvad 2025.

Dr. Ruma Pal received **“BEST PAPER AWARD”** for the paper titled **"Blockchain Based Solution for Trust and Transparency in Supply Chain Management"** presented at International Conference organized by Manipal Academy of Higher Education, Dubai Campus; Rushford Business School, Switzerland; Confab 360 Degree; and the European Global Institute of Innovation and Technology, Malta on "Innovating for Impact: Digital technologies for public administration, engineering application, environmental protection, sustainable business operations and healthcare" During 19th-20th February 2025.



Ms. Priyanka Patel received **“RESEARCH AMBASSADOR FELICITATION AWARD”** for the paper titled **"The Idea of Indianness in Indian Literature: An Analysis of Social and Cultural Themes in the Short Stories of Rabindranath Tagore, Mulk Raj Anand, and R.K. Narayan"**, Presented at an International conference on "Sustainable Development Goals 2030: Bridging Gaps, Building Futures for Viksit Bharat@2047" organized by Team Vedant Knowledge Systems Pvt. Ltd. during 18-22 February, 2025.

CAMPUS PLACEMENT OPPORTUNITIES

We are proud to announce that our students have got the placement opportunities in the following industries:

Date	Name of the Company
February 05	Ziptrrip
February 18	Bhanzu
February 19	Kotak Mahindra Life Insurance
February 24	Acorn Universal Consultancy

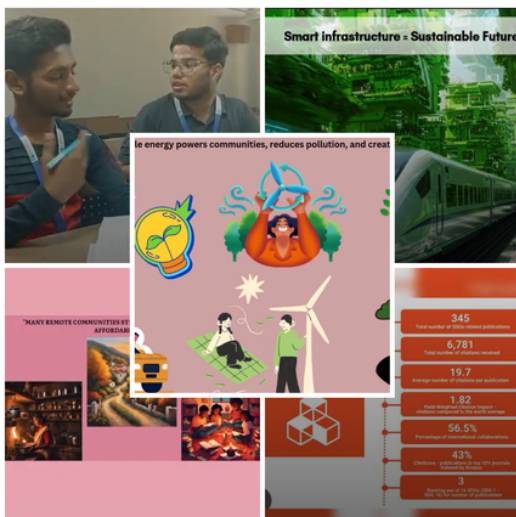
HAPPENINGS @ IIIM

February 21: Story Narration Competition



The **Story Narration Competition**, organized by IIIM and FoH under the theme of **Indian Knowledge System (IKS)**, witnessed enthusiastic participation from across the university. A total of **17 participants** showcased their storytelling prowess, presenting diverse narratives that captivated the audience. Each story engaged listeners with compelling narration. The event served as a platform to celebrate the art of storytelling, leaving the audience mesmerized by the participants' creativity, expression, and ability to bring stories to life. **(Faculty Coordinator: Dr. Kinjal Bhatia)**

February 21: SDG Goal 9 Industry, Innovation & Infrastructure Activity



The SDG Club at IIIM conducted a creative activity focused on **SDG Goal 9: Industry, Innovation, and Infrastructure**, encouraging students to address social challenges through visual storytelling. **Participants created Instagram Reels or YouTube Shorts (up to 60 seconds)**, presenting innovative solutions. The event received enthusiastic participation, with students showcasing original and impactful ideas. The activity concluded on February 21, 2025, and the top 50 entries were featured on IIIM's official social media. This initiative nurtured creativity, engagement, and discussions on innovation, infrastructure, and sustainable development. **(Faculty Coordinator: Dr. Hardi Raval)**

HAPPENINGS @ IIIM

February 27: Zumba Workshop for SDG Goal 3 – Good Health & Well-being

The SDG Club at IIIM hosted an energizing **Zumba Workshop** to promote **SDG Goal 3: Good Health and Well-being**. Led by a professional instructor, **Mr. Jatin Patel**. The session inspired students to embrace fitness and movement as part of a healthy lifestyle. Held on Thursday, February 27, from 9:30 AM to 10:30 AM at Central Square, IIIM, the workshop saw active participation from students, making it a dynamic and engaging experience. The event highlighted the importance of physical well-being and encouraged students to integrate regular exercise into their daily routines. **(Faculty Coordinator: Dr. Hardi Raval)**



February 28: Homestay with GramJan



On February 28, IIIM organized **Homestay with GramJan** event on for **experiential learning** by engaging students in hands-on activities, to promote social responsibility and community engagement, helping students develop empathy and appreciation for rural development initiatives. The event was organized in **five different villages** namely **Piplav, Nar, Dantali, Dabhau and Dharmaj**, wherein **346 students** of BBA and MBA programmes have participated. Throughout the day, students engaged in various activities, including **community surveys, skits** at schools and public places on topics like **consumer awareness, cyber security, de-addiction, and social media addiction**. They also played games and **fun activities** with school children. Additionally, they participated in a **discussion forum with local Sakhi Mandals**, nurturing meaningful community engagement. **(Faculty coordinators: Dr. Poonam Amrutia & Mr. Brijesh Patel)**

PROFESSORS' CORNER

LEGAL PERSPECTIVE: DIGITAL ARREST

Ms. Ojisha Bharadwaj

Assistant Professor,
IIIM | CHARUSAT



Gali Gali mai Firta hai.....Tu Kyn Ban kay...Banjara...!!!!!!

The digital age has brought unprecedented connectivity, but it has also introduced a new frontier for law enforcement: Digital Arrest...!

Picture this: You are frantically finishing your daily tasks when unexpectedly a call from a unfamiliar person comes in. Identifying himself as a senior police officer, the caller blames you for participating in a financial laundering operation. Though you first refuse the charges, the caller links you with some instances which make you believe that you might have been involved in this supposed case. Later, the caller asks you to present your room and then lock yourself away from other people until the investigation is done. By the end of the calls, you locate yourself sending big sums of money to the bank account information given by the caller to erase your name from the files.

Is this a screenplay for a crime thriller? Tragically, this is the reality experienced by many people who fell prey to the "digital arrest" scam, whereby criminals pretending to be higherups stole big sums of money. Indeed, Indians lost Rs 1,777 crore to cyber fraud in just the first four months of 2024, according to cyber cell information. Rs 120 crore of this total was lost to digital arrest scam. Even more shockingly, inquiries found that 46% of these scams were perpetrated from sites including Myanmar, Laos, and Cambodia.

Now, you are mistaken if you think that only those unfamiliar with technology will fall for these scams. Particularly the digital arrest con, these digital frauds are aiming at people in all fields—from working professionals to senior citizens. In fact, a few weeks ago on Aaj Tak, senior assistant editor Richa Mishra shared her experience of becoming a target of a cyber-arrest scam. She disclosed that it all began with a phone from a courier service incorrectly stating her Aadhaar number was connected to a package of drugs.

So once you think someone is doing all this to you.... Stay Calm...!!! Take recording...! Take Screen Shots...!! And Call the Police.!!!

Editor

Ms. Khushboo Bhatt & Dr. Kaushik Trivedi