



REFULGENCE

VOICE OF ASCENDANCY

FROM THE EDITOR'S DESK

The second issue of Refulgence has ushered the burgeoning editorial team at your coasts. Effectual and extremely responsible, the future of Refulgence is certainly intact! An innumerable episode of events has cropped up since our last issue. Dr. D. Y. Patil B-School bagged three awards in a row for being one of the best B-School in India, 2021, could have been only a dream if it weren't under the leadership of the most grandiose Director Dr. Amol Gawande. The Research Cell has glorified its realm by conducting the first-ever International Conference of Dr. D. Y. Patil B-School. Participants from thirty different countries have honored the Conference. We have had an induction session for our new batch at the campus, several copyrights received by our esteemed faculties and students, international faculty joined the research and publication cell, and appreciably more. We know what we want and we are advancing straight towards meeting our vision.

Happy Reading!

Ms. Suman Deokota



Prof. (Dr.) Atul Kumar



(Editors-in-charge)



Prof. (Dr.) Amol Gawande, (Director)

A brawny relationship has begun, we have proudly welcomed our new batch, i.e. Batch 2020-22 at our Campus and a full-fledged Induction programme has been conducted. The students have had interaction sessions with the Industry Experts; they have gotten a

FROM THE DIRECTOR'S DESK

chance to understand the Industry Culture and got a glimpse of how the world of Corporate could seem like. As we are moving ahead with this Pandemic situation, we are carrying out several changes in the processes. We hoped to resume physical classes and arrangements for the same were made intact but because of the second wave of this Covid situation things have been different and we are trying our best to make things normal. Having said that, like they say the show must go on and it is education that we are speaking about here, we shall continue to glide according to the need and sometimes otherwise, if required.

DR. D. Y. PATIL B-SCHOOL JOINS GREEN ARMY OF MAHARASHTRA

Dr. D. Y. Patil B-School has joined the Green Army of Maharashtra on February 29, 21. Under Article 48A of the Directive Principles of State Policy, the Green Army of Maharashtra, declares and obliges the citizens to protect and improve the natural environment including forests, lakes, rivers, and wildlife, have solicitude for living creatures and clasp it as a Fundamental Duty. The State Government of Maharashtra has taken up the 50 crore plantation program intended to increase the forest cover in the state from the current 20% to the nationally mandated 33% of Maharashtra's land area. Insufficient manpower with the Forest Department calls for the initiative of the Green Army.





INTERNATIONAL AMBASSADOR for Peace _____

It is a matter of immense pleasure that Prof. (Dr.) Amol Gawande, Director, Dr. D. Y. Patil B-School, Pune is honored with the title of International Ambassador for Peace by the World Literary Forum for Peace and Human Rights. A much-deserved crown and who other than him could be best suited for such veneration. Team Dr. D.Y. Patil B-School, Pune wishes him many many congratulations on his well-deserved success. Best wishes for his next adventure.

INTERNATIONAL CONFERENCE

opens a new realm for Creativity and Innovation



Under the inspiration of Hon. Dr. Somnath Patil, Secretary, DPU, and Dr. Amol Gawande, Director, Dr. D. Y. Patil B-School, a 3 days International Conference on **“Embracing change and Transformation-Breakthrough Innovation and Creativity”** was organized by Dr. D. Y. Patil B-School in collaboration with **Dr. Soetomo University, Indonesia** and Association of Indian Management Schools (AIMS), India from 23rd, March 2021 to 25th March 2021 along with the partners **CEGR, MTC Global and Skill Edge**. The Inaugural session of the conference commenced under the august presence of dignitaries like **Dr. Abhay E Wagh**, Director of Directorate of Technical Education, Maharashtra State, the chief guest of the event, and other distinguished guests such as Chancellors and Vice-Chancellor of universities in India and abroad as well as representatives from AICTE. The conference provided a common platform to the voracious researchers, industry, practitioners, academicians, research scholars, consultants, technocrats and students with strong research orientation to develop, discuss and present innovative and nascent ideas and the emerging phenomena in digital transformation in the new world which is

expected to emerge in the post-pandemic era and for this it invited research papers within the ambit of major functional areas of management field. The presentations, spread over different parallel running tracks under the specialization of Marketing, Finance, Human Resource, General Management, Business Analytics, and Pharmaceutical Management, and garnered overwhelming response not only from the authors in India and but also from abroad such as Indonesia, Poland, France, Egypt, Greece, Saudi Arabia, Sultanate of Oman, Jordan, any many more. This conference also provided a platform for the inquisitive minds at large and attracted the audience to various parts of the world that not only participated but were active listeners as well. Not only did this International conference become the platform for discussing various arenas in which breakthrough Innovation and creativity is feeling the heat of it in these unprecedented times but also is going to add value to society by filling these gaps with the help of wonderful research articles presented by the researchers of different parts of India and other nation as well.

ECHELON AND RECOGNITIONS

Educational Institute. It is a scrutiny of how the Institute is performing with regards to meeting its Program Outcomes. In the Times B-School Survey of ranking management and business schools in India 2021, Dr. D. Y. Patil B-School has ranked 20th in the Top 100 Indian B-Schools. The survey delineates three major parameters - Desk Research, Factual Survey, and Perceptual Rating Survey and arrives at a list of top business schools.

At Dr. D. Y. Patil B-School, we toil after bestowing high-quality education and achieve high caliber in the field of management education. Through the curriculum designed by subject bravura, the institute wishes to innovatively label the needs of modern India and maintain the global standards at the same time. Dr. Amol Gawande, Director Dr. D.Y. Patil B-School has received the Best Director 2021 Award, we are so proud of you Sir!



Dr. Amol Gawande, Director, Dr. D. Y. Patil B-School, says, "It is an honor to achieve such prestigious recognition for the continuous efforts and dedications that we have put to provide students with quality education despite the challenging conditions we all are going through at this portion of time. I would like to congratulate the entire Dr. D. Y. Patil B-School team for their continuous effort.

Another crown to our cranium, 2021 edition of ranking the best management and business schools in India, The Times B-School Survey proudly announced Dr. D. Y. Patil B-School 8th rank in the top 20 West Zones B-schools and 11th Rank in Top 75 Private Institutes in India. It is an honor to receive recognition for our continuous efforts. The team at Dr. D. Y. Patil B-School has worked tirelessly and with utmost dedication to reach where we are today. Dr. D. Y. Patil B-School has cemented its position as one of the top business a school in India with a vision to emerge as a center of excellence in all facets of management education certainly looks in reach.

COPYRIGHTS



Thrilled and excited to announce that Dr. D. Y. Patil B-School has scrawled copyrights for the internship projects of the students. The below-mentioned titles have been registered and received copyrights from the Registrar of Copyrights, Copyright Office, Department for Promotion of Industry & Internal Trade Ministry of Commerce and Industry. The copyrights have been registered under the able mentorship of **Dr. Rashmi Paranjpye**, Associate Professor, Dr. D. Y. Patil B-School.

- "Impact of GST on FMCG Sector" authored by Ausmita Deb, Shubham Mishra, Ms. Pooja Patil.
- "Study of E-WASTE Management Techniques" authored by Sudhanshu Kadha, Karan Singh, Dr. Sheetal Darekar.
- "A Study on Agritech Industry in India" authored by Suraj Telang, Anima Sharma, Ms. Shilpa Wanjari.
- "Sentiment Analysis of MSE Index" authored by Pooja Verma, Jyoti Upreti, Ms. Parminder Kaur.
- "Marketing Strategy of Relocation Services" authored by Shashi Reddy, Shreyansh Jain, Dr. Amol Gawande

Achievements like such draw a chronicle on how efforts and time pay off well. The research topic above describes the eminence of the Research Cell at Dr. D. Y. Patil B-School. Many many congratulations to Dr. Rashmi Paranjpye, Associate Professor, Dr. D. Y. Patil B-School for her mentorship and all the students and their respective guides for getting registered their copyrights.

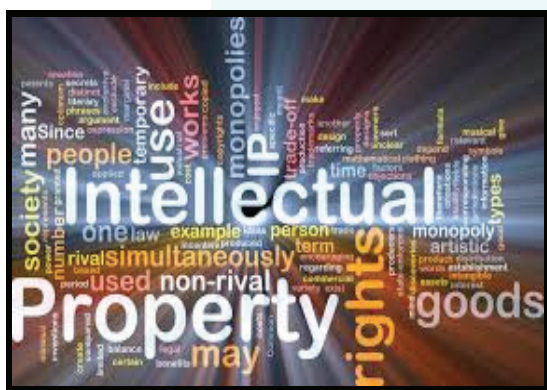
PROF. (DR.) AMINULLAH ASSAGAF

joins Research and
Publication Cell



Dr. D. Y. Patil School has always encouraged Research & Development and firmly believes that the way to effective learning is through “Research” and “Innovation” because an “Inquisitive” mind wanders and leads to “Discovery.” To ditto and facilitate the same, we are proud to announce that

Prof. (Dr.) Aminullah Assagaf, Head, Doctoral Management Department, **Dr. Soetomo University**, Indonesia has joined the Research and Publication Cell of Dr. D. Y. Patil B-School, Pune.



INTELLECTUAL PROPERTY RIGHTS

Research Cell of Dr. D. Y. Patil B-School dashed off Six **Intellectual Property Rights (IPR)**. The mentioned below titles have been registered as an IPR with the Registrar of Copyrights, Copyright Office, Department for Promotion of Industry & Internal Trade Ministry of Commerce and Industry.

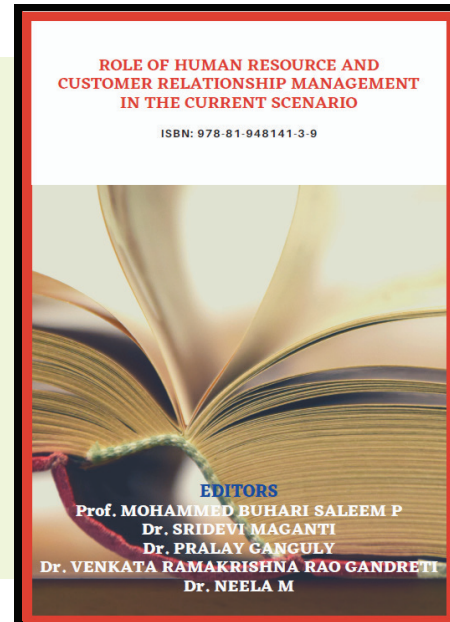
- Customer interaction using predicted transaction value
- Customer relationship management system based on remote locations
- Deep insight representation using recurring revenue management system
- Multiple Classification using similarity matching of products
- System and method for managing and monitoring customer behaviour
- System and method for selling project based service application software

Team B-School wishes much more success like this to **Research Cell** in near future.

BOOK CHAPTERS

Pleased to announce that our faculty has written chapters in the Book titled "Role of Human Resource and Customer Relationship Management in the Current Scenario" (ISBN: 978-81-948141-3-9) published by the Association of Global Academician and Researchers, Tamil Nadu, India. The details of the chapters and authors are as follows:

- Strategic Challenges in the Application of Customer Relationship Management (CRM) authored by Dr. Atul Kumar and Ms. Geetika
 - Relationship Marketing and CRM Implementation for Client-Oriented Agency authored by Prof. (Dr.) Atul Kumar and Prof. (Dr.) Amol Gawande
 - (2021). Study on Customer Relationship Management in Banking Sector authored by Prof. (Dr.) Amol Gawande, Prof. (Dr.) Atul Kumar and Dr. Rashmi Paranjpye
 - Studies on E-Commerce Business Model Innovation authored by Prof. (Dr.) Amol Gawande, Prof. (Dr.) Atul Kumar and Dr. Sheetal Darekar
 - Analyzing the Role of E-Customer Relationship Management authored by Prof. (Dr.) Atul Kumar, Prof. (Dr.) Amol Gawande and Prof. (Dr.) Sonali Saha
- Kudos to all the authors and research team for their commendable job.



ROTARACT CLUB Of DPU Installation Ceremony



"Achievements come from ordinary abilities applied with extraordinary persistence". After showing a long-time virtual presence we finally came together in our third physical installation ceremony of our club RCDPU on 21st March 2021, Sunday and marked as a significant Milestone for Rotaract Club of DPU.

The program began on the sweet notes of the hosts for the ceremony who rendered the Welcome Note. The ceremony became a sublime festivity in the presence of our Guest of Honour Dr. Shraddha Lamkhede, President of our Parent Rotary Club - Rotarian Manojjeet Singh, AZR. Mriti Agarwal, DCMD Rtr. Adv. Sattyajeet Karale Patil, Club Director - Rtn. Vishal Wadajkar and our club advisor Ms. Mahak Khurana.

The dignitaries were welcomed with flowers. A new team

was installed by the auspicious hands of our honorable guest Dr. Shraddha Lamkhede & Rtn. Manojjeet Singh Sir. The club also got special recognition for the work in the year 2020-21. The speech by the guest had the essence of their hard work and learning that also motivated us and encouraged us for bringing more ideas for the betterment of society as the object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster. DCMD also announced the district insurance project that is happening for the first time in the history of rotary and counts as one of the achievements so far. The beauty of the evening was embraced by the happiness on the faces of new team members and cheerfulness amongst them for their new roles and responsibilities.



DYPBSians exhibit their uncharted Talent

After all the rigorous training, brainstorming, and corporate talks, it was finally the time for some merriment. An event most awaited was finally conducted on 26th February 2021; Show your Talent. To everyone's surprise, it happened inside the college campus rather than the new normal online mode. The

core of the event was to make the batch know what their peers bring to the table in the form of - singing, dancing, poetry, or any other activity that can be considered a talent. The whole place jazzed up when the fashion show started which was the main event and needless to say, it was a grand success, all under the leadership of Mr. Shubham Singh (Batch 2019-2021). Towards the end of the show Director, Dr. Amol Gawande blessed us all with a soothing song and some words of wisdom. He encouraged all the students to have a positive mindset in these hard and challenging times.

FACULTY CORNER



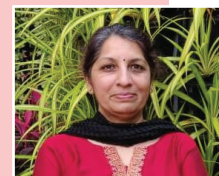
Prof. (Dr.) Sonali Saha has published a prosperous article titled **“Developing a growth mindset in youth using Grit - the power of passion and perseverance”** at Unicorn India, delineating the contrasts between a growing and a fixed mindset. She closely elucidates the significance of Grit and how we can have different mindsets in different situations. Further reads on this article can be availed from <https://indiaunicorn.com/prof-dr-sonali-saha-developing-growth-mindset-using-grit/>

Our professor, Dr. Atul Kumar has published an article titled **“Changing Dynamics of Management Education”** at Marketspro describing the key impact factor that will drive change in the future in management education. The article seemingly sets out the different elements of change and how technology (Artificial Intelligence and Data Analytics), Soft Skill, Communication, International Exposure, and Entrepreneurship are going to be high on-demand. The article is further unearthed from <https://marketspro.in/inspirepro/2021/01/28/changing-dynamics-of-management-education/#comment-107>



Dr. Atul Kumar, Dr. Amol Gawande, and Ms. Geetika have presented a paper titled **“Online Education System - The Future Education Delivery Model in New Normal”**, at a national conference on “Indian Economic Recovery Post COVID: Technology and Management Opportunities and Challenges”, organized by Dr. D. Y. Patil Institute of Management & Research, Pune, Maharashtra on March 18 & 19, 2021.

Dr. Atul Kumar, Dr. Amol Gawande, Ms. Geetika, Dr. Rashmi Paranjpye have presented a paper titled **“Predictive Analytics Using Machine Learning in XLSTAT”**, at the 1st International Business Analytics Conference on “Future of Business Analytics: Trends in 2020 and Beyond”, organized by K J Somaiya Institute of Management, Mumbai, India (March 26 & 27, 2021).



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