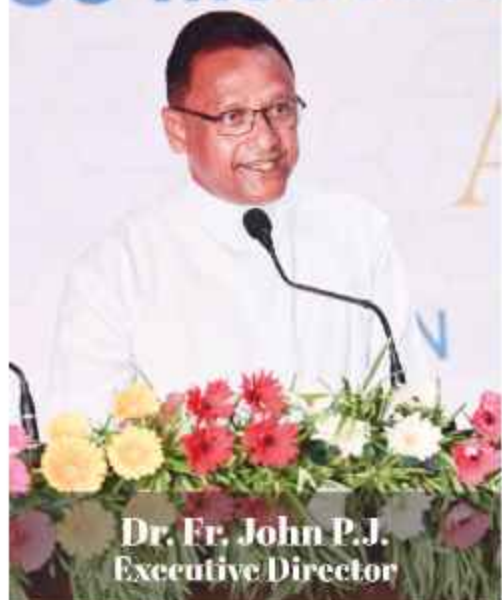




## BSSS Institute



**Dr. Fr. John P.J.**  
Executive Director

### **BSSS- Institute of Advanced Studies adopts curriculum to meet Industry requirements**

BSSS Institute of Advanced Studies instills the strong belief in its motto *Lux Mentis, Lux Orbis* which means *light of the mind, the light of the world*". We constantly strive for excellence in our academic delivery and to be responsible for developing industry-ready managers. In the pursuit to achieve the motto, we are determined to adopt and upgrade our curriculum to meet academic and industry expectations.

To boost research activity, entrepreneurship, innovation and quality in the system of education, we are pleased to sign the MoU with Assumption University, Thailand. At BSSS IAS, we offer unique and innovative programs such as Business Analytics, HR Analytics and NISM courses, bundled with various new courses under the umbrella of Post-Graduate Programme in Managerial Capacity Building (PGP in MCB). The institute is rigorously grooming the budding managers who are prepared to lead the business world and not just to manage it. We are young, agile, forward-looking and an ideal management institute to reckon for. Through the various academic, co-curricular and extracurricular activities, the students are provided with prudent ambience for the overall development to become industry ready.



Ms. Arya Jain receiving "Stellar Award" for meritorious performance

## 'Aura' – The Annual Day Event



Welcoming His Grace - Dr. A. A. S. Durairaj, Archbishop of Bhopal on the occasion of 'Aura' '22'.

The first annual day of the institute was celebrated on 7th May 2022, which was graced by the presence of His Excellency the Archbishop - Most Rev. Dr. Alangaram Arokia Sebastia Durairaj SVD. The Archbishop congratulated the management, staff and students to accomplish the first successful year and motivated everyone to move ahead with the same zeal and enthusiasm. He emphasized on the importance of education & ethical character building among the budding managers, so as to give strong-headed managers to the society. On this occasion, Dr. Fr. John PJ - Executive Director, BSSS IAS highlighted the mission of BSSS IAS for providing quality education. He encouraged the students to be proactive in participating, in the academic and non-academic activities to develop oneself not only as a manager but also as a leader.

Industry experts from Eicher Motors and officials from Maruti Suzuki Limited also addressed the students and motivated them to be abreast with the industry trends and utilize their 2-years with the institute to develop skills to meet industry requirements. Mr. Partha Basu - HR Manager,

Eicher Motors prompted the students about the various types of skills & competencies that an MBA must acquire to be employable.

The celebrations became exciting when the students' achievement awards were announced. The awards included "Stellar Award" for academic excellence and "Pinnacle Award" for achievement in sports and cultural activities. Ms. Arya Jain - MBA Sem I, bagged the "Stellar Award" for her meritorious performance in academics and Mr. Stanley Stephen received the "Pinnacle Award" for his outstanding achievement in the cultural and athletic endeavors for the year 2021-22.

On this occasion, the academic and research contribution of the faculties was also announced. The management books published by eminent BSSSIAS professors included - Dr. Jessy John, Dr. Pooja Gupta, Dr. Ketki Kulkarni & Dr. Atul Dubey. These management books were unveiled by the Archbishop, Executive Director, Registrar and other dignitaries present in the event.



Unveiling the faculty book publication



# guru mantra

## Sustainable Tourism



The tourism industry is one of the most innovative and dynamic in the world. The management of sustainable tourism development must maintain a high level of customer satisfaction, ensure that customers have a significant experience, raise their awareness of sustainability concerns, and spread sustainable tourism practices among them. Tourism has a significant influence on the economy, the

environment, and society in the modern world. As per the records published by Statista 2022, the tourism industry witnessed a robust rise in GDP contribution from \$172.19 billion in 2013 to \$247.37 billions by the end of 2018, however there has been a dip in the GDP contribution for two years, i.e., for 2019 and 2020 where the contribution stood as 191.3 and 121.9 respectively. However, the industry gained momentum in 2021 with the GDP contribution being \$178 billions. The growth of this industry is connected to all three of the aforementioned sustainable aspects.

In order to achieve sustainable growth of tourism, it is important to analyze new and unique types of business that are now present in the global economy, social development, and technical processes. The advancements are anticipated to lead breakthroughs on a global scale, which might affect how businesses operate under more efficient organizational forms that generalize concepts, provide them with a competitive edge, and also offer new opportunities in tourism. As a result, problems with sustainable tourism growth are intimately related to competitiveness due to rising innovation in all fields crucial to corporate operations. Additionally, tourism is said to be a business that stands out for its wide variety, honesty, and multi-pronged strategy. The exact interdependence of structural elements influencing the tourism industry gives rise to expectations that businesses offering tourism services will collaborate to adopt innovations.

**J. Gomathi Sankar**

Faculty, BSSS IAS, Bhopal

## Environmental Accounting: Future of Sustainable Development



Environmental Accounting is essential for conceptualizing the role of natural resources in economic growth. Environmental accounting is an invaluable tool for implementing the concept of sustainable development and is required to measure environmental conservation and/or environmental impacts to improve business performance. Environmental Accounting's primary objective is to

assist businesses in understanding and managing the potential trade-offs between traditional economic goals and environmental goals. Environmental information and socially responsible business practices must be included in the official reports of industrial organizations, as well as incorporated into business plans. Businesses and households are required to develop a concrete environmental policy, implement pollution control measures, comply with relevant rules and regulations, and provide sufficient information regarding environmental aspects in their annual reports. Sustainable development requires a well-defined environmental policy, as well as proper implementation and accounting procedures. It is necessary to issue an accounting system that reflects income, expenses, assets, and sources of environmental capital.

Environmental accounting necessitates a framework that can provide guidelines on issues including environmental costs, environmental liabilities, environmental assets, and the capitalization of such costs and liabilities. Environmental accounting and reporting are not mandatory, but rather voluntary. In such circumstances, organizations tend to emphasize their strengths rather than their weaknesses. A clear environmental policy, as well as proper implementation and accounting procedures, are essential for sustainable development. It is expected that Environmental accounting will become a practice and reality for all companies with a greater awareness of the subject in the future.

**Neelakshi Arora**

Faculty, BSSS College, Bhopal

## List of Faculty Publications / Journal Publications

1. John, Jessy (2022), published a paper on "The Psychological Impact of Social Isolation Due to Covid-19 Pandemic on the Emotional Wellbeing of Adolescents in Rajasthan, India" Shodhasamhita Vol. No.IX, Issue- I (VI) January – June 2022, (UGC Care Group 1).
2. Malay Ghosh, (2022), "Changing dynamics of HR practices in the age of Corona Pandemic", International Academy of Sciences, Engineering & Technology 11(1), 41-46.
3. Arokiaraj David (2022), "Influence of Perceived Attributes over Purchase Intention of Smartphones", Empirical Economics Letters, 21 (4), 81-94. (ABDC & WoS).
4. Malay Ghosh, (2022), "Green marketing & its scope", International Journal of Social Science & Management 8(1), 1-9.
5. Arokiaraj David (2022), "Impact of The First and Second Wave of COVID-19 on Indian Economic Growth", Empirical Economics Letters, 21 (4), 202-210. (ABDC & WoS).

### Book Chapters

1. Malay Ghosh, (2022), Marketing Cases- Book, ISBN:978-93-90996-14-8, 1st Edition, pp. 1-150.
2. Arokiaraj David (2023). Digital Information Management in Agriculture—Empirical Analysis. In: Goyal, D., Kumar, A., Piuri, V., Paprzycki, M. (eds) Proceedings of the Third International Conference on Information Management and Machine Intelligence. Algorithms for Intelligent Systems. Springer, Singapore.

### Paper Presented

1. Mahak Singh "Social media- Empowering Women Entrepreneurs" was presented at the National Conference on "Resurging Indian Economy by 2030: Transcending Management Practices" held on 28th – 29th July 2022.
2. Arokiaraj David "Effect of Higher Education facilities emotional and performance intelligence on learner's academic performance", presented in National conference on "Resurging Indian Economy by 2030: Transcending Management Practices" held on 28th – 29th July 2022.

### Consultancy Project @BSSS IAS

- Consultancy project of the Hindustan Latex Limited Evaluation study to "Analyse the level of awareness, acceptance, usage and other behaviour practices related to M Cup among women with special reference to women in Kerala, was successfully completed under the coordination of Dr. Jessy John, Professor, BSSS IAS.
- Consultancy project of the Hindustan Latex Limited to "Conduct a pre-post analysis of changes in the behavioural practices related to M Cup among women in Kerala with special reference coastal areas", is on-going under the coordination of Dr. Jessy John, Professor, BSSS IAS.

## Newly Joined Faculties



**Dr. Arokiaraj David**, is a seasoned professional with a wide repository of knowledge. He has qualified the Junior/Senior Research Fellowship (SRF/JRF) under the National Eligibility Test (NET) of the UGC. He has an exuberant experience of more than a decade in his areas of interest, as an academician, researcher and trainer. He has completed his Doctorate in Philosophy (Ph. D) from Pondicherry Central University of Puducherry. With his wide inclination in research, he has authored several academic books, as sole author as well as co-author, under various national and international reputed publishers. He has more than 40 research papers to his credit, out of which nearly 22 have been placed in the ABCD/Scopus/Web of Science, etc., and others are published in the peer-reviewed national and international journals. He has joined BSSS IAS as Assistant Professor in HRM & General Management.

**Ms. Mahak Singh** is an academician and professional trainer, which has made her gain significant experience in the training and placement industry for more than 9 years now. She secured her training certification from the Talk to Win Institute in Bangalore. As an MBA HR she also vests keen interest in research and is presently pursuing her Ph. D from Barkatullah University, Bhopal. She has been the part of the Unnat Bharat Abhiyan (MHRD project), in the capacity of institute coordinator. As a growing researcher, she has contributed research articles and papers in several national and international publications. She has joined BSSS IAS as Assistant Professor in HRM & Soft-Skills.



**Dr. J. Gomathi Sankar** possesses an academic experience of more than 9 years with specialization in Marketing Management. With his keen interest in teaching, he has been extensively involved in content designing for the PG programmes in marketing management, service marketing, advertising & sales promotion, sales management and consumer behavior courses. His broader research interests include internal marketing, service quality, information diffusion, ICT, and MOOCs. His research work has been published in the UGC care-listed journals and Scopus indexed journals. He has completed his Ph. D from Pondicherry University, Master of Business Administration from Anna University, and a Bachelor of Electronics and Communication Engineering from Anna University. He is UGC-NET qualified and has joined BSSS IAS as Assistant Professor in Marketing Management & MIS.





National Conference Inaugural ceremony on 26-29th July '22



Cultural activities during the Annual Day celebration



Celebrating "Azadi Ka Amrit Mahotsav" on Independence Day



Managerial competency building exercises

## Academic Appetizers

### Technology Making Us Less Human

No one can deny the fact that technology is everywhere and it plays such a crucial role in our day-to-day life that we can hardly imagine our life without it. But I genuinely feel that technology should be used in a moderated way because depending on something beyond an extent is very dangerous and this is exactly what human beings are doing nowadays. Humans are increasingly dependent on technological devices to guide them. For example, we are setting up alarms for remembering important dates and times., likewise, instead of using our intelligence we are overly dependent on Google for the answers. Thinking, analyzing, and remembering are the essential qualities of humans and it is like we are just outsourcing these essential activities to technology. This has affected our decision-making skills as we are now asking the solutions to the search engines for every single problem. This has affected our cognitive skills, which is an important quality of humans. The over reliance on internet information to make decisions, even in the workplace, is an alarming situation to the human capacity to apply the inbuilt cognitive powers in overcoming normal as well as critical situations.

The ability to communicate with each other, which is the basic necessity of humans, is declining. Nowadays, people are more comfortable spending time with their laptops, gadgets, etc. rather than socializing. Such excessive use of technology and overly engrossment in gadgets are resulting in severe medical distortions among the younger generations. Earlier when there was no such advanced technology, people had a good social life. But nowadays, with various technological gadgets in hand, the urge for speaking with each other is declining, which has resulted in decline in family values, rise in the number of divorce cases, rise in the number of cyber crimes, and criminal mindsets. At times it is also witnessed that people enter into unethical and inhumane practices to gain internet popularity, where people prefer video-shooting or photographing a disastrous situation instead of extending assistance or support. We need to stop and think that we are becoming ROBOTS as a result of this!

By Mansi Verma, Student  
MBA SEM-III (MARKETING)



Flag hoisting at the campus on the occasion of Independence Day

### Independence Day Celebration

BSSS Institute of Advanced Studies, celebrated 75<sup>th</sup> Independence day, Azadi Ka Amrit Mahotsav, at the campus with full vigor and patriotism. The students performed colorful cultural activities which included the dance performances of popular dance forms of the various states in India. Poetry and patriotic songs' presentation mesmerized the audiences and filled their heart with the feeling of nation's love and patriotism.

The flag hoisting by Rev. Dr. Fr. John PJ-Executive Director, BSSS IAS was followed by his inspirational speech, in which he highlighted the concern over the economic and political challenges faced by the neighboring country and its impact on our nation. He emphasized on the significance of the sacrifices made by our country's liberation warriors in order to achieve independence and encouraged the audiences to be part of celebrating the "Azadi ka Amrit Mahotsav".

### First digital ocean of the world

The French society Mercator Ocean International at Toulouse has been elected by Europe to create the first digital ocean in the world. The objective of this twin oceanic is to understand the simulations in order to better understand the consequences of the activities of the human being in the marine environment.

With the latest developments in 3D virtualization technologies, it becomes possible to create supercomputers, a world parallel to ours, which would be as faithful as the original. These digital doubles make it possible to study the evolution of environmental disorders which are amplified under the pressure

of human activities. Data of ocean observations, from satellites or from sensors at sea, collected and analyzed by Mercator Ocean International, now offers the possibility of creating the world's first digital ocean. With the need to access digital ocean information, the objective of this computer simulation of reality is to anticipate the consequences of global warming on marine environments and to understand the preponderant role of the ocean in climate regulation.

By Vineet Kumar, Student  
MBA SEM-III (MARKETING)

### Management Terminology

1. **SPL – Fifth-party logistics**, a system where an organization (a client) outsources all its supply chains to a logistics service provider. The SPL company engages in planning, organizing and implementing the clients' logistics solutions. Through the various supply chain processes, SPL employs the services of third party logistics (3PL) and fourth party logistics (4PL) at the same time, it manages all the networks in the supply chain.
2. **Skill taxonomy** is the measurement of workforce skills. They are quantifiable, tangible, and traceable; they are a person's granular ability to perform a task. Skills are where we place value, and we do this at both a staff and business level.
3. **Gig economy**: A labor market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs. "Working in the gig economy means constantly being subjected to last-minute scheduling". Gig workers are independent contractors, online platform workers, contract firm workers, on-call workers and temporary workers.
4. **Doughnut economics** is a visual framework for sustainable development – shaped like a doughnut or lifebelt – combining the concept of doughnuts.

### One-Week Executive Development Programme on 'Self-Actualisation and Performance Enhancement'

A one-week Executive Development Programme on 'Self-Actualisation and Performance Enhancement' was organized from 5th-11th July 2022. Mr. Danayak Atul (Former Chief Secretary and Deputy Director of Education, MP Government), Mr. Rajeev Agarwal (Director of Association of All Industries, Mandideep), Mr. Pramanik (Associate Director at Centre Zone, World Vision), Prof. I. C. Gupta (Official UGC Subject Matter Expert Govt. of India and Professor at Oriental University, Indore), graced the occasion with their benign presence and expert sessions.

Rev. Dr. Fr. John PJ-Executive Director, BSSS IAS in his inaugural speech explained the relevance of EDP and how it affects our personality. The introductory session of the EDP was delivered by Dr. Rajeev Agarwal, an eminent motivator and public speaker. Dr. Rajeev Agarwal deliberated on the importance of time, and professional skills, and also highlighted the techniques for stress management. EDP was focused on explaining the pedagogy for effective teaching and learning. The methods such as Case Studies, Simulations, Role Plays, Closed Group Analyses and Applied Learning Projects were discussed. Participants from industry & academics attended the EDP.



Expert session during EDP programme



# Institute Bonanza

## Foundation Day Celebration 2022



Most. Rev. Dr A.A.S. Durairaj, Archbishop of Bhopal, Chairman, BSSS IAS congratulated the Executive Director and all others on the academic and other achievements made by the Institute in the maiden year of inception. He laid the roadmap with a specific timeframe of 5 years and called upon the BSSS IAS community to continue to work better and take the Institute to greater heights.



Mr. Girish Agarwal  
Promoter Director,  
Bank Bhaskar Group

Dr. Fr. John P.J, Executive Director, BSSS IAS presented the annual report in which he sketched out the details of the laurels achieved by the institute within a year of its inception. He reiterated that faculty members of the institute have contributed to the academic field by publishing books and research papers. The institute was able to carry out research and consultancy projects from industries and other organizations which made a way for industry-institute interactive relationships. The other big achievement of the institute in the last year was the MoU with Assumption University, Thailand to initiate its flagship MS in Management programme in order to practice the concept of "Global" by offering an international programme for the fresh MBAs and also for the industry executives.

The occasion marked the attraction of the BEST PAPER AWARDS announcement, for the contribution of research papers in the National Conference on Resurging Indian Economy by 2030: Transcending Traditional Management Practices which was held on 28th and 29th July 2022.

## Two-Days National Conference on "Resurging Indian Economy by 2030: Transcending Management Practices"

The 2-days National Conference on "Resurging Indian Economy by 2030: Transcending Management Practices" was organized on 28th & 29th July 2022. The conference started with the inaugural speech by the Executive Director, BSSS IAS - Dr. Fr. John P.J emphasized about the challenging trends of businesses and how India's economy can transcend by 2030. Mr. Hemant Kumar Soni - General Manager, Reserve Bank of India, Bhopal, was the Chief Guest for the inaugural program. He elaborated on the significance of financial inclusion by reflecting on the bouquet of financial services offered in India.



In the valedictory function, the Chief Guest Dr. C.S Verma - Regional Officer, AICTE highlighted the importance of research in the institutions of higher education and how innovative teaching pedagogy can help shape a student's career. The conference tracks were - Marketing, HR, Business Analytics, Finance, Sustainability and Environment. The experts from industry and academics shared their knowledge in respective domains. Eminent Professors like Dr. Suprava Patnaik - Principal Advisor, Atal Bihari Vajpayee Institute of Good Governance and Policy Analysis, Dr. Amitabh Pandey - Professor, IIPM, Dr. Kanchan Bhatia - HoD, Makhanaal Chaturvedi Vishwavidyalaya were Chairpersons.

## International Academic Collaboration

### BSSS IAS signs MoU with Assumption University, Thailand

On July 7, 2022 the BSSS Institute of Advanced Studies, signed an MoU with the Graduate School of Business and Advanced Technology Management, Assumption University of Thailand. The collaboration is set as a commitment to further the cause of education for the future leaders of management and technology in Thailand and in India through holistic education, emphasizing on three E's, namely, English, Ethics, and Entrepreneurial Spirit.



### MANAGEMENT DEVELOPMENT PROGRAMME CALENDAR 2022 – 2023

S.No	Topic	Program Director(s)	No. of Days	Date (From-To)
1.	MDP on "Decision Making Tools"	Dr. Ketki Kulkarni & Dr. J. G. Sankar	3 days	03/11/2022 to 05/11/2022
2.	HR Conclave	Dr. Jessy John	2 days	25/11/2022 & 26/11/2022
3.	Workshop on "Social Science Research: Fundamentals of Research Methods"	Dr. Arokiaraj David & Dr. J. G. Sankar	3 days	15/12/2022 to 17/12/2022
4.	MDP on "Changes in the Business Ecosystem"	Dr. Amit Kumar Nag, Dr. Atul Dubey, & Dr. Malay Ghosh	7 days	19/12/2022 to 24/12/2022
5.	MDP on "Application of Analytical tools for Business Research"	Dr. Ketki Kulkarni & Dr. J. G. Sankar	5 days	02/01/2023 to 06/01/2023
6.	MDP on "Digi - Entrepreneur 360-Degree Approach"	Dr. Pooja Gupta & Dr. Arokiaraj David	3 days	23/02/2023 to 25/02/2023
7.	MDP on "HR Analytical tools and its application for enhancing organizational development"	Dr. Jessy John	3 days	23/03/2023 to 25/03/2023
8.	International Conference on "Resurgence of Economy Post Covid"	Dr. Amit Kumar Nag	1 day	27/03/2023
9.	MDP on "Redesigning the Managerial Aptitude and Attitude in you"	Ms. Mahak Singh & Dr. Pooja Gupta	3 days	07/04/2023 to 09/04/2023
10.	MDP on "Developing Leadership for Organisational Excellence"	Dr. Jessy John & Dr. J. G. Sankar	3 days	18/05/2023 to 20/05/2023
11.	MDP on "NEP"	Dr. Atul Dubey, Dr. Malay Ghosh & Ms. Mahak Singh	3 days	25/05/2023 to 27/05/2023

For further details, please contact : Officer (MDP)

BSSS Institute of Advanced Studies

Asha Niketan Campus, E-6, Arera Colony, Bhopal 462016 Email : edp@bsssiias.ac.in

Ph: +91 9940177371, +91 (0755) 2921781+91 (0) 7223035813

### Editorial Board

#### Chief Patron

Rev. Dr. Fr. John P.J  
Executive Director, BSSS IAS

#### Advisors

Mr. Kuriakose E      Dr. Jessy John

#### Editorial Members

Dr. Pooja Gupta      Dr. Arokiaraj David  
Dr. J. Gomathi Sankar      Ms. Mahak Singh

#### Student Members

Ms. Diksha Singhal      Ms. Garima Tiwari  
Ms. Chetna Singh      Mr. Adwaidya Nair

#### Feedback and Suggestions

Kindly share your feedback and suggestions to: [publications@bsssiias.ac.in](mailto:publications@bsssiias.ac.in)

PUBLISHED AND PRINTED BY THE PUBLICATION CELL, BSSS IAS