

Department of Management Newsletter 2022-2023



# **THE A.M.A REVIEW**

**ALOYSIAN MANAGEMENT ASSOCIATION**

**St. Aloysius' College (Autonomous),  
Jabalpur**

**Reaccredited "A" by NAAC (CGPA- 3.68/4.00)  
College with Potential for Excellence (CPE) by UGC  
DST-FIST Supported & Star College Scheme by  
DBT**

**Quarterly Newsletter**

**Issue: III**

**2022-23**

**"Business Law Creates Business Model  
for the Economies of Every Society"**

## From the Editor's Desk



**Prateek Khanna**  
**BBA 3<sup>rd</sup> Year**  
**Editor**

**Business Law and the problems faced in purchasing a commercial lease-**

**What is Business?**

The procedure of buying and selling goods, manufacturing of goods and in return providing them the service to make profits is considered as Business.

**It involves:-**

- Deals of goods and services
- Creativity and Innovation
- Risk and Uncertainty involved
- Buying and Selling Activity
- Employment Opportunities

Business law, is also known as commercial law or corporate law. Business law is defined as the body of legislation governing the rights, relationships, and behavior of businesses and individuals engaged in commerce, merchandising trade, and sales. Most importantly the law plays very important role for any successful organization to work smoothly and also it builds a framework while considering the market and the rules and regulation of the government.

It is very crucial to manage various compensations concerns in an organization. Also protecting the shareholder business law is essential and it helps the organization to successfully operate the operations.

A commercial lease is a contract between two parties are involved 1<sup>st</sup> parties grants 2<sup>nd</sup> party in which 2<sup>nd</sup> party exclusively uses the building or place for a specific period of time and in return exchange of rent. It has been seen during the time of purchasing any commercial lease creates problems and challenges and hence here are some of the problems, challenges faced by the individual:-

**individuals:-**

- Includes rules concerning corporate ethics, substantive law, procedural law, the design of the court system, and other associated legislation.
- The taxation structure for various business types is covered under business legislation.
- Antitrust laws and the degree of competition are also factors.
- It also regulates workplace.

Failure to properly handle the lease will lead to years of disagreements, lawsuits, and exorbitant costs.



**Sanya Billa**  
**BBA 2<sup>nd</sup> Year**

**Business law relates to morality in a given society”**

Business law is a body of legislation that governs the work done in an organization and caters to the proper Business law and economics are so interdependent that they cannot be thought of as their individual capacity. They are like the wheels of a bicycle. Business law regulates the working of any organization so that the balance between the personal and societal requirements can be maintained.

For example: The share market, regulated by the Securities and Exchange Board of India (S.E.B.I) requires every company to have proper registrations of monetary transaction is governed by some laws which make the functioning hassle free.

**Why is Business Law required?**

A proper structure is required for maintaining order in a business and for protection of its liberties and rights. A business needs to have healthy relations with other businesses and government bodies. These can be attained through some set of rules that hold equal importance for every organization. Therefore, it can be said that business law creates a business model for economies of every society. Every part of business is governed by specific set of rules, which, if, broken can be punishable. With the establishment of these laws, there's a parameter for the entities within which they have to work.

Hence, for the growth of an economy business law plays a huge role.

Similarly, every type of monetary transaction is governed by some laws which make the functioning hassle free.



**Shweta Chouhan**  
BBA 3<sup>rd</sup> Year

#### Importance of Copyright and Trademark in Business deal and it's role in management

In today's modern-day scenario, as a business owner, it is very crucial for one to understand the importance of the role that intellectual property rights play in conducting smooth business transactions.

#### COPYRIGHTS IN BUSINESS TRANSACTIONS

To put in simple words, the law grants certain rights to originators of every literary, artistic, and musical work, to safeguard their original and creative work from being copied or exploited by any other third party without their due permission. These rights are known as copyright.

Importance of copyright are as follows:

1. Only a copyright holder has the right to use the copyrighted work.

#### TRADEMARKS IN BUSINESS TRANSACTIONS

In the business world, a trademark is commonly referred to as a brand name. It includes names, symbols, logos, and taglines that the business owners use, in order to establish an image of their product in the eyes of potential consumers.

Importance of trademark are as follows:

1. Trademark acts as an effective tool of communication for the business.
2. Trademarks make it easy for potential consumers to find business owners.

Also, Trademark plays vital role in identifying a business as the source of a product or services which establishes a loyal clientele and enhance the company's goodwill.

Also not only trademark , trade name also plays important role for any organization to work legally.

#### ROLE OF TRADEMARK AND COPYRIGHT

1. Sets you Apart from the Competition-

Customers do not develop relationships with specific products they tend to build brand loyalty and trust.

2. Improves Brand Recognition-

Your company logo design is one of the critical elements of your brand.

3. Builds Trust in your Marketplace-

The brand building also helps you to build brand trust with your target audience.



**Nandini Shrivastava**  
BBA 3<sup>rd</sup> Year

#### Role of Cooperative societies in formulating business laws

Cooperative societies are voluntary associations of individuals who come together to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.

They operate on the principles of self-help, mutual aid, and democratic decision-making. Cooperative societies have been recognized globally for their contributions to economic and social development, poverty reduction, and job creation. In this article, we will discuss the role of cooperative societies in formulating business laws.

Cooperative societies are a form of social enterprise that operates in various sectors of the economy, such as agriculture, finance, housing, and health care. They are unique in their legal status, which recognizes them as a separate legal entity from their members, with rights and responsibilities that are distinct from those of their individual members. The legal framework for cooperative societies varies from country to country, but most countries have laws that regulate their formation, governance, and operation.

The role of cooperative societies in formulating business laws is significant, as they provide a platform for their members to influence the legislative process and advocate for policies that support their interests. Cooperative societies can participate in the formulation of business laws through their trade associations, federations, or apex bodies. These organizations act as the collective voice of their members and represent their interests before the government, regulators, and other stakeholders. Cooperative societies can play a crucial role in

**Advocacy:** Cooperative societies can advocate for policies and laws that promote their interests and those of their members.

For example, they can lobby for tax incentives, subsidies, or other forms of support that help them to reduce their costs, increase their profits, or improve their competitiveness.

**Consultation:** Cooperative societies can provide feedback to the government on proposed business laws and regulations. This feedback can help the government to identify and address the concerns of cooperative societies and ensure that their interests are adequately represented in the legislative process.

**Capacity building:** Cooperative societies can provide training and support to their members to help them comply with business laws and



**Prajal Singh Rajpoot**  
BBA 3<sup>rd</sup> Year

**Business Law undermining the empowerment of women-**

The connection between women's economic participation and global prosperity is undeniable. Over the past two decades, international organizations and world leaders have increasingly recognized how critical women's economic empowerment and financial inclusion are to economic prosperity and growth.

However, despite growing awareness that women's economic empowerment is critical to women, their families, and broader economic prosperity, many countries still legally undermine women's economic participation and undervalue women's work. Of the 189 economies surveyed in the World Bank's Women, Business and the Law 2018 report, 90 percent have at least one regulation that impedes women's economic

prevent women from working in certain jobs; fifty-nine economies provide no legal recourse to women who experience sexual harassment in the workplace; and in eighteen countries, men can legally prevent their wives from working outside the home.

Also, women's agency and mobility—prevent women from fully participating in the economy. Even in 2018, the legal landscape for women in the economy fails to reflect the value women's participation adds to economic growth. But change is on the horizon.

It is widely accepted that women have no inherent limitations to assuming the same roles as men. However, history, dominant belief systems, and cultural norms have often subjected them to formal and informal constraints that have become enshrined in countries legal frameworks to varying degrees. Since laws can incentivize changes in behaviour, legal reforms supportive of gender equality can help change cultural biases against women and promote gender equality.

While these gains—rightfully celebrated—show that progress is possible, proposals to eliminate the critical barriers that limit women's economic potential remain absent from mainstream discussions on international and national economic policy, and barriers to female economic enfranchisement persist in every region of the

More than one hundred economies still prevent women from working in certain jobs; fifty-nine economies provide no legal recourse to women who experience sexual harassment in the workplace; and in eighteen countries, men can legally prevent their wives from working outside the home. An array of other legal barriers—from limitations on access to finance to laws restricting women's agency and mobility—prevent women from fully participating and allow everyone involvement.

Investing in women's economic empowerment sets a direct path towards gender equality, poverty eradication and inclusive economic growth. Women make enormous contributions to economies, whether in businesses, on farms, as entrepreneurs or employees, or by doing unpaid care work at home.

Particularly marginalized groups include rural women, domestic workers, some migrants and low-skilled women. Our aims are higher incomes, better access to and control over resources, and greater security, including protection from violence.

# ACTIVITIES CONDUCTED BY THE DEPARTMENT



- Presentation Day
- Meraki Fest
- Resume Building Workshop
- Inspection Day
- Skit Competition
- Educational Trip
- Lectures to Juniors By Seniors

**ST ALOYSIUS' COLLEGE**  
AUTONOMOUS, BANGALURU

**MERAKI FEST**  
KNOWLEDGE  
2024

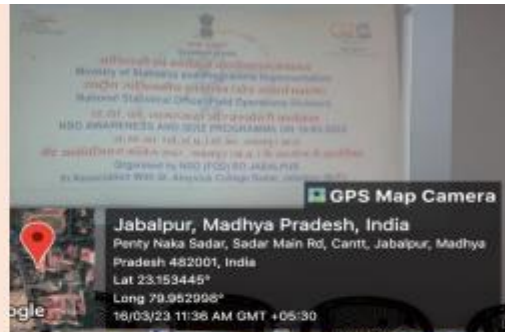
COMPLETION DAY  
100th ANNIVERSARY  
SATURDAY, 24th MAY 2024  
10 AM ONWARDS

TIME 4:00 PM ONWARDS

"FUN MARKET"		EVENTS		"FOOD STALLS"	
S.NO.	ACTIVITY	ORGANIZER	PERIOD	S.NO.	ACTIVITY
1	WELCOMING	STUDENT COUNCIL	10:00 AM	1	WELCOMING
2	ENTRANCE	STUDENT COUNCIL	10:00 AM	2	ENTRANCE
3	ENTRANCE	STUDENT COUNCIL	10:00 AM	3	ENTRANCE
4	ENTRANCE	STUDENT COUNCIL	10:00 AM	4	ENTRANCE
5	ENTRANCE	STUDENT COUNCIL	10:00 AM	5	ENTRANCE
6	ENTRANCE	STUDENT COUNCIL	10:00 AM	6	ENTRANCE
7	ENTRANCE	STUDENT COUNCIL	10:00 AM	7	ENTRANCE
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11	ENTRANCE	STUDENT COUNCIL	10:00 AM	11	ENTRANCE
12	ENTRANCE	STUDENT COUNCIL	10:00 AM	12	ENTRANCE
13	ENTRANCE	STUDENT COUNCIL	10:00 AM	13	ENTRANCE
14	ENTRANCE	STUDENT COUNCIL	10:00 AM	14	ENTRANCE



- Session on “Building a Strong Profile” by T.I.M.E Institute
- Awareness Workshop on The Surveys conducted by NSO and its importance in Policy Making and Planning
- Industrial Visit
- Poster Making Competition on Bal Gangadhar Tilak
- Quiz Competition



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# THE A.M.A INSIDER

Aloysian Management Association  
St. Aloysius College (Autonomous) Jabalpur

Newsletter 2023

## FROM THE EDITOR'S DESK



*ADITI BARI*  
BBA III Year  
Editor

### Industry 4.0 : Robots Come to Job Search

Industry 4.0 is a big buzz word that is flying around at the moment. The fourth industrial revolution is characterised by the incorporation of cutting-edge technology such as artificial intelligence, the Internet of Things (IoT), and robotics into manufacturing and industrial operations. It intends to build smart factories wherein machines interact among themselves in order to optimise output, minimize waste, and potentially increase efficiency.

But nevertheless, Industry 4.0 poses a plethora of challenges. For example, widespread use of such technologies demands substantial expenditures in hardware and software, while also requiring worker training and retraining. There have also been concerns pertaining data security and privacy, as well as the potential impact on employment as robotics and algorithms replace human labour in certain areas of work.

The ability of employers and representatives to match qualified applicants to vacancies determines the efficiency of the recruitment industry. With the average hire taking up to six

weeks and costing upwards of \$4,000, improved matching can clearly lead to less waste of time and resources, in addition to an impact on a company's bottom line.

It may appear far-fetched, but given the potential for machines driven by intelligent, cognitive, learning algorithms to steadily generate better matches, there's no reason it should be any worse transformative when it pertains to filling job vacancies.

Of course, the idea and notion of robots identifying the work we are best suited for and assigning us roles based on their analysis of us may set off a few alarm bells. And it's not something to be taken lightly. Bias in data collection could result in concerning situations such as misleading correlations between sexual identity, race, or any other grouping a computer might indeed apply while classifying you.

In theory, as more data from more sources becomes available, inaccurate or biased data sets become obsolete and are no longer used, and are replaced by accurate, representative ones. One challenge will be convincing enough people to trust this technology in order to generate the "critical mass" of data required for unbiased and effective analytics.

So, we can expect to be accustomed to job interviews for the foreseeable future. But nonetheless, it is clear that AI already has the potential to minimize waste, boost efficiency, and streamline the process of pairing the people businesses need with jobs that enable them to grow and thrive.





**MAHEK MINOCHA**  
BBA II Year

### The Emerging Trends in Marketing

Marketing is everywhere. It is embedded in everything we do—from clothes we wear to websites we click on, to the ads we see. Good marketing has become an increasingly vital ingredient for business success.

As one looks at the Indian market, through the prism of time the coming years will bring full of high return marketing opportunities. By closely looking at the hottest trends a marketer can make smart choices that will help him step ahead of his slower-moving competitors. In these terms, marketers nationwide are setting their plans for future by adopting new ways of marketing. Thus an entrepreneur can use some of these tactics to reach its customers in the coming years.

The new term "Green Marketing" which is the marketing of products that are presumed to be environmentally safe is introduced in the series of marketing trends. Green Marketing has continued to gain adherents, particularly in the light of growing Global concerns about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts. Like Nike's "move to zero" initiative is the company's response to climate challenges.

Another Trend is of Personalisation. Today's technology allows digital marketing teams to dig deep into the data to identify the things that keep customers up at night and identify what messages will solve those problems and give them a good night's sleep. It is much more than inserting the customer name into the same email that goes to all the customers. It's about reaching the right person, with the right message at the right moment with the right suggestions and give experiences that feel unique to each customer.

Another marketing tactic that is gaining

stunning popularity is Influencer Marketing. Brands use influencers for their marketing campaigns through social media platforms like Instagram. Influencers also specialise in a particular niche and have followers with certain types of interest and for marketers this means more of targeted advertising, which helps reduce ad spend.

Metaverse Marketing is one of the major marketing trends in 2022 and it is going to be here for a long time. The metaverse allows the companies to create their own world that represents their brand. Through this the marketers want to target and keep millennials and GenZ up-to-date and engaged with their products and technologies. And from the engagement brands are getting, its clear this marketing strategy is working, and is here to stay. Brands like Gucci, Nike, Hyundai, Coca-Cola have already entered the world of metaverse marketing.

So, if business leaders want to thrive in today's cluttered, competitive, commoditizing marketplace, they need to unleash the powerful potential of marketing.



**TOSHIT M PHILIP**  
BBA III Year

### The Fourth Industrial Revolution

Industry 4.0, also known as the fourth industrial revolution, refers to the integration of digital technologies in manufacturing and production processes. It involves the use of advanced technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), robotics, and big data analytics to improve efficiency, productivity, and flexibility in manufacturing processes. The concept of Industry 4.0 is based on the idea that the integration of physical systems and digital technologies will enable the creation of smart factories that can operate autonomously with minimal human intervention.

One of the key benefits of Industry 4.0 is increased productivity. Smart factories can leverage data from IoT devices, sensors, and other connected systems to optimize production processes, identify areas for improvement, and make real-time adjustments to improve efficiency. For example, a factory may use AI algorithms to predict equipment failure and schedule maintenance before it causes downtime. This not only saves time and money but also ensures that production runs smoothly and efficiently.

Industry 4.0 also enables greater flexibility in manufacturing. By connecting all aspects of the production process, manufacturers can quickly adapt to changes in demand or supply chain disruptions. This can be achieved through the use of smart sensors and other IoT devices that can track inventory levels, monitor product quality, and adjust production schedules in real-time.

Another key benefit of Industry 4.0 is improved quality control. By leveraging advanced analytics and AI algorithms, manufacturers can identify and address quality issues before they become major problems. For example, a manufacturer may use machine learning algorithms to detect patterns in production data that indicate potential defects in products. This allows manufacturers to take corrective action before defective products reach customers, reducing waste and improving customer satisfaction.

Industry 4.0 also has the potential to create new business models and revenue streams. For example, manufacturers can use data from connected devices to offer new services such as predictive maintenance or remote monitoring. This not only creates new revenue streams but also strengthens relationships with customers by providing them with valuable insights and services.

However, implementing Industry 4.0 technologies requires significant investment in both hardware and software. It also requires a skilled workforce that is capable of managing and maintaining complex systems. Therefore,

businesses must carefully consider the costs and benefits of implementing Industry 4.0 technologies before making a decision.

In conclusion, Industry 4.0 represents a significant shift in the way manufacturing and production processes are conducted. By leveraging advanced technologies such as IoT, AI, and big data analytics, manufacturers can improve efficiency, productivity, and quality control. While there are costs associated with implementing Industry 4.0 technologies, the potential benefits are significant and can create new business models and revenue streams.



**SARASWATI KANOJIYA**  
BBA II Year

### Emerging Career Opportunities in Industry 4.0

"The fourth industrial revolution is still in its nascent state. But with the swift pace of change disruption to business and society, the time to join is in now."

-Gary Coleman of Deloitte Consulting

The term Industry 4.0 is like the name of an obscure sci-fi movie, which may appear confusing to those who are new to the manufacturing sector. However, the term Industry 4.0 actually refers to the fourth industrial revolution, a phase in the evolution of mankind's manufacturing process. Industry 4.0 really started to take shape in the 2010's, as computers became more powerful and the Internet became more interconnected than ever before.

Industry 4.0 is an umbrella term given to different recent technologies that have thronged corporate spaces in the past few years. These include analytics, data science, artificial intelligence, machine learning,

the Internet of Things and other designated digital finance and marketing sector.

The main idea of Industry 4.0 is to create a well-rounded and holistic ecosystem for manufacturing processes, technology and applications. The idea of smart manufacturing will revolutionise how products are developed, and lead to more automation and less routine manual labour. The new fact of the industrial revolution looks to fill the gaps and loopholes made by the last technical advances.

In the latest instalment of the technological revolution, Industry 4.0 provides a plethora of growth and successful prepositions for able applicants. Today, there are several career options for new and emerging data engineers to choose from. For instance, In 'Analytics' the job of 'Data Architect', 'Data and Analytics Manager', 'Data Scientist', etc. In 'Data Science', the job of 'Data Analyst', 'Business Intelligence Analyst', 'Quantitative Analyst' etc., In case of 'Artificial Intelligence', the job of Research Scientist, Algorithm Engineer, Computer Vision Engineer etc., In case of 'Machine Learning', the job of 'Analytics Director', 'Principal Scientist', Statistician etc. and In case of 'IoT', the job of 'Cloud Engineer', 'Materials Specialist', 'Data Scientist', etc. are some of the most rewarding and lucrative careers.

"What is the calculus of innovation? The calculus of innovation is really quite simple: Knowledge drives Innovation, Innovation drives Productivity, and Productivity drives Economic Growth."

The quote mentioned by William Broody sheds light over the need and crux of innovation and its interlinking with several other factors. Innovation and evolution requires an idea, a spark that generates a series of events and takes the normal world forward.

The same goes for the recent Industrial Revolution in terms of technological advancement. Therefore, Industry 4.0 offers the best jobs in Analytics, career in Data Science and other respective fields.

## GLIMPSES OF MERAKI

Organized by The Department of Management

In January 2023, the Department of Management hosted the 'MERAKI' knowledge fest. It was sponsored by a number of local brands. The event spotlighted a variety of intellectual activities such as quizzes, case studies, ad craziness show, shark tank, debate, mock press conference, creative writing, and so on. More than 250 students from various schools and institutions actively participated. There were food kiosks for everyone to enjoy with their friends.

The icing on the cake were several Fun Games and activities. Eventually the event was a huge hit.



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# THE A.M.A REVIEW

Aloysian Management Association  
St. Aloysius College (Autonomous) Jabalpur  
Quarterly Newsletter

Issue: III Quarter 2021-2022

## From the Editor's Desk



**Sana Akhtar**  
BBA II year  
Editor

## Inside the world of BLACKHAT!

### What Exactly Is Blackhat Marketing?

Blackhat marketing is the use of tools, strategies, and basically anything that violates Google's or any other website's or App's guidelines/TOS in order to enhance a website's ranking or get an advantage over competitors, and frequently to generate online income.

### A History of Blackhat

When Google was founded in 1998, the method they used to rank sites was rather simple: the more connections to a site, the higher it showed in search results. A site with 100 other sites linked to it will outrank a site with just 50 other sites linking to it. Google now ranks websites based on over 200 parameters, and when it comes to links, quality always trumps quantity. Indeed, many website owners who paid 'SEO companies' to rank their website discovered that they had just paid for thousands of spam comments on blogs and had their site hit with a Google Manual Webspam action, which means their site has no chance of ranking and may have even been removed from Google search results completely!

### An exploration of the tiny, very profitable, and always on the verge of legality world of Blackhat Internet Marketing.

It is not uncommon for a Blackhat marketer to earn \$1,000, \$2,000, or even \$10,000 every DAY online!

The advent of social media has had a significant influence on blackhat internet marketing. Why strive to rank a website when you can reach millions of people in minutes via social media (Facebook, Instagram, Snapchat, and YouTube)? As you are surely aware from HubPages, visits = money. The more people that visit your site/offer/affiliate link, the more money you will make.

A large portion of BlackHat marketing is based on fake/mis-sold material. For example, links to free downloads of commercial software, free movies, games, game hacks/cheats, and so on. The BlackHatter will offer you anything for free if you click this link, download his App, or sign up for something. 99.99 % of the time, you will receive nothing and he/she will make a few dollars; increase that by a few hundred or thousand and you can see how they are making megabucks.

The market for computer games/app-based games is HUGE and many of these games allow/require you to pay real money to advance through the game faster. So people look for 'hacks/cheats/cracks' for these games to help them move quicker, and the number of fake 'hacks/cheats/cracks' for games is immense! There will be thousands of videos offering that by performing any of the above, you can receive something you normally have to pay for for free. You will not receive a virus or anything nasty on your computer by clicking those links; there is significantly more money in BlackHat marketing than in malware installation!

### There are even negative SEO services available!

If your website is in No.2 position on Google and your competitor is holding that golden No. 1 spot, you could try and get them demoted or even de-indexed. Or you could just pay someone to spam your competitor's site with thousands of spammy links, making Google think that site is trying to game the system and BOOM, you're in pole position!

**Big Brand Buying Fake Social Media Followers**  
For years, influencers and corporations have purchased phoney followers.

Instagram is a massive app with enormous potential for selling a product or service, particularly in the fashion/food/health/tech niches. Accounts with a large number of followers appear credible. However, gaining followers without good content is difficult. However, purchasing a few thousand followers (mainly from bot-created accounts) is easy - Instafame! And it's not only BlackHatters; the huge household name brands do it as well!

*"The best way to avoid falling victim to a scam is to know how the scam works".*

-Mr. A. Fraudster, London.

Here's what they do:

1. Buying followers
2. Posting the exact same content across networks
3. Automation
4. Spamming social networks
5. Stuffing keywords
6. Hidden text
7. Buying or exchanging links
8. Cloning
9. Article spinning
10. Using Doorway pages

There aren't any genuine benefits, anyhow. Your phony followers will go quickly. They aren't even real. Also, those that are interested in your services or products. Forget about impressing people with exaggerated viewership statistics that don't provide actual value.

Have You Ever Gone To the 'Darkside'?

## When Social Media is Your Market



**Sami Nisar Sheikh**

**BBA II year**

Various modes of communication have evolved and influenced daily life over time. Social media has become the technique of expression in the twenty-first century, allowing us to communicate our beliefs, thoughts, and manner in an entirely new way. This mode of communication has also had a significant impact on corporations, where businesses have realised that without a proper plan and social media strategy, they have no hope of standing out in the continuously changing marketplace. Modifying digital liberty companies must take many steps to ensure an effective social

media presence and keep marketing theories into account in order to improve their brand in various ways, if this can be done collectively.

The brilliant development of local area sites, like Twitter, Facebook and LinkedIn, have ushered the world into another time of virtual entertainment. The worldwide reach is absolutely magnificent, to such an extent that if Facebook were a country, it would be third biggest, close to China and India. Some even say that this is the greatest shift since the modern upheaval, and that implies that the world has a fresh out of the plastic new playing knoll at its middle, online entertainment is any sort of web-based media that invigorates support, transparency's discussion, connectors and feeling of local area. The virtual entertainment peculiarity has a significant effect. Virtual entertainment has changed research techniques. This permits brands to discuss better with their purchasers, and escalate their relationship with them. The publicising scene has not been saved from web-based entertainment impact. Organisations are currently more cautious with publicising; primarily in expectation of customer reaction and keeping away from unforeseen goofs to forestall a viral buyer reaction in organising destinations. Online entertainment assumes a cross breed part in the advancement blend. It permits organisations to converse with their customer base and, simultaneously, it permits regulars to converse with each other. Forming clients' conversations to guarantee they are adjusted to the association's objectives is the association's best significance. Organisations have begun given that their customers with systems administration stages, and have involved them during websites and other virtual entertainment devices. Social media is seen by Marketers today as an incredible chance to support piece of the pie figures. Advertisers are quite cheerful to see the social web as another arrangement of channels through which to advertise their labour and products. Online entertainment advertising is an intriguing issue for organisations. It permits organisations to lay out a correspondence channel with its clients, market their items, develop brand value, and lift customer base faithfulness. However, as it is a two-way channel, it requires exertion and mind to deal with this correspondence. Disappointed clients can dissent without holding back, accomplishing numerous different clients effectively and harming the brand's picture. To stay away from the gamble of harming the brand's picture instead of further developing it, the organisation ought to adjust their online entertainment showcasing with the worldwide advertising system of the organisation. To do this, the business ought to pick the profile of individuals

that matches its objective section and speak with them in a manner that is profitable and exploitable.

## Social Media Marketing: A Scope to New Generation



**Anamika Chatterjee**

**BBA II Year**

The Internet has changed people's lifestyles as well as habits. Primarily every human being has a need and wish to communicate with others and exchange information, ideas, news etc. We Humans are essentially social animals. Communication and interaction is vital for the Human Society. People love to socialise and interact with one another. Gone are the days when one had to write a letter or book a telephone call to speak to a friend or relative living across the country. Today technology enables one to be in touch with friends and family across the globe instantaneously.

When we talk of social networking we are not just referring to chatting and other blogs and forums where people discuss certain topics. We seem to be using social media for sharing videos, movies, music, photos and all of the information that one would want to share.

**Social media marketing is a phenomenon and this is a medium that no marketing Organisation can afford to ignore or be absent from.** The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts.

Social media networks represent markets and customers who are online and listening. With a captive audience being available, marketing companies can reach out to the prospective customers and help build opinion about their products and services as well as initiate discussion about their products with the help of those who are interested as well as those who have been customers of the company. Marketers can learn a lot and get real feedback about their product and experiences

interest in others who are watching and following the topic.

Social media allows marketers to connect and engage potential customers where they are at: LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the younger platforms like TikTok. With a strong social media strategy and the ability to create engaging content, marketers can engage their audience. Social media will continue to be an important strategy in 2022, and companies can always find ways to advance their approach.

Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole. Combining ideas from commercial marketing and the social sciences, social marketing is a proven tool for influencing behavior in a sustainable and cost-effective way. Social marketing is not the same as social media marketing!

## Society, Media and the Tactics in Between



**Aditi Bari**

**BBA II Year**

We Human Beings are elementally social animals. Internet technology has changed the way we interact. There have been meaningful and systemic changes around the globe because of social media platforms. But, we are being too naive to understand that it has changed our lives drastically. The tools that have been created today are starting to erode the social fabric of how society works. We have created a world in which online connection has become more primary, especially for the younger generation. The entire generation is of people who are raised within a context where the very meaning of communication, the very meaning of culture is social media. It has become a focal point of our life. Even the corporate world has seen a huge growth spike in the past two decades. There are numerous factors that have given such a tremendous rise to businesses worldwide. People have utilised various tools and platforms to showcase their business, promoting their growth and profitability. One of the most effective boosters of such impressive corporate growth is the rise in small businesses. Moreover, in the hour of digital proficiency, these startups and organisations use social media as a marketing tool. As a result, these enterprises show a massive increment in their performance numbers. However, designing an impactful social media strategy is

as a tool then they should take time to identify the needs and then create social media tactics accordingly.

One of the biggest confusions and challenges that lie ahead of any business opting for social media strategy is selecting an appropriate social media platform. There are numerous channels growing every day. A business can utilise any platform from LinkedIn, Twitter, Facebook, Instagram, and many others. But, a business should choose the platform that aligns with its objectives or goals. Their business operations also determine the channel they will select. However, every business tries to play safe and picks either Facebook or Twitter for communication due to its worldwide presence and usage. Many marketers have proposed an innovative design for sharing content with the audience. They call it a distribution calendar. This calendar involves allocating a particular type of content on particular days. It is pivotal to know what makes a social media strategy a successful one.

### Editorial Board

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### Achievements

#### Sana Akhtar

- A. Presented Research paper in International Conference - entitled "Impact of Agricultural Technology on Indian Farmers: A case study on Indo-Gangetic Plains of Uttar Pradesh" in INTERNATIONAL CONFERENCE ON MACHINE VISION AND AUGMENTED INTELLIGENCE (MAI 2022) to Mr. Nitin Gadkari- Minister of road transport and highways of India ;hosted by National Institute of Technology Jamshedpur, India.
- B. Research Publications as Book Chapter- Sana Akhtar and Impact of Agricultural Technology on Indian Farmers: A case study on Indo Gangetic Plains of Uttar Pradesh in Lecture notes in Electrical engineering, 2022 Springer (scopus/web of sc)

#### Aditi Bari

1st Position at AN INTER-COLLEGIATE STUDENT LEVEL PAPER PRESENTATION COMPETITION on the topic THE NEW NORMAL AND ITS IMPACT ON THE BUSINESS WORLD-22 and won a cash prize of ₹2000 ;Organised by Department of Management, SCC in collaboration with St. Aloysius College, Jabalpur in association with IQAC, St. Clare's College.



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