



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

**ALOYSIAN MANAGEMENT ASSOCIATION**

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

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**"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.

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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,