



N-BIT

Newsletter of BIT-Extension Centre, NOIDA

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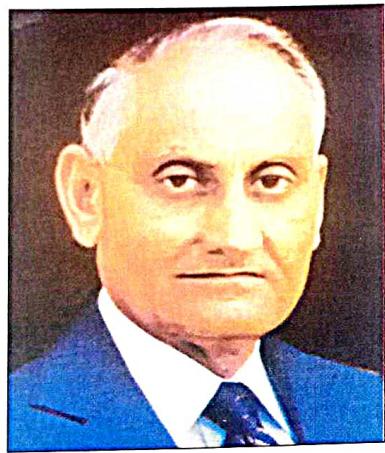


BIRLA INSTITUTE OF TECHNOLOGY, NOIDA CAMPUS

(Deemed University u/s 3 of UGC Act, 1956)

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TRIBUTE TO A LEGEND

Born on August 2nd, 1922 Shri Ganga Prasad Birla, Philanthropist and Educationist was destined to mould the lives of millions who were to get first class education in the various fields of technology. His vision took shape, in the form of various initiatives taken in transforming Birla Institute of Technology, Mesra, Ranchi. The conviction he held received divine assistance, and persons of substance kept joining him. Today, his mission and efforts have diversified into the various centres covering the field of knowledge and branches of technology, in India and abroad. He finished his worldly tasks on March 6, 2010.

We salute the legend of our times.

DIRECTOR'S MESSAGE



I am happy to learn that Birla Institute of Technology, Noida Campus is publishing the second issue of its newsletter N-BIT. In the pursuit of professional education, institutions have to maintain pace with the dynamic environment. BIT has always given value to this dynamism. Industrial fraternity is now taking interest in theoretical framework of professional and technical education and this interaction has built a win-win situation for both, industry and academics. BIT faculty is deeply involved in carrying out research on contemporary issues, organizing academic & cultural events and in developing conceptual structure of education to meet environmental changes.

N-BIT is the collection of all these endeavors. I congratulate the editorial team for taking out the collection of all activities and achievements. I wish the editorial team all the best for this effort.

Prof. S. C. Goel

FROM THE DESK OF EDITOR IN CHIEF



I had heard it long back, "When opportunity comes, it knocks your door only once, Those who live in the present can explore it". We are among those fortunate people in the field of professional education who can claim to the next generation to have witnessed an economy coming back on the track from a drastic downturn. Now the business world opens opportunities, and you have to be careful enough because even this time also they will knock your door just once. There is a beauty of time that 'it changes'. The time has now come, where the young professionals of management and technical sorority can see a distinguished place of themselves in the corporate world. From ever-dynamic financial sector to the ever charming IT industry, all are seeking for a talent who can fix revolution in the frame of a calm phase of growth.

With these words, I feel pleasure to present N-BIT as a catalyst of few of our efforts to enrich the present state of professional and technical education. I thank all faculty members who have shared their achievements and also activities, and the editorial team for contributing their valuable time and contribution.

Dr. S.L. Gupta

"MANAGEMENT KNOWLEDGE PLUS" PROGRAMME FOR MBA STUDENTS

In order to give industry exposure to MBA students, the 'Management Knowledge Plus' programme was launched in 2007. As an enhancement of such an effort, an orientation programme was organized from 7th to 9th January, 2010.

The initial two sessions were organised to give "Over-all Industry Perspective & Macro Economic View" covered by Mr. Kishan Kalra, Secretary General, PHD Chamber of Commerce and Industry and "Recruitment Process & Expectations of Industry from Young Managers" covered by Mr. A.K. Talukdar, Sr. VP-HR, NIIT Ltd. The other sectors covered were Banking (Mr. Satish Bablani, Regional Head(North), HDFC Bank), Automotive Industry (Mr. Mayank Pareek, ED-Marketing & Sales, Maruti Suzuki), Telecom (Mr. Manjit Singh, Ex-President-Technology, HFCL Group), Retail (Mr. Prashant Kishore, Additional Vice-President, Reliance Retail), Financial Services (Mr. Harveer Kalra, Head-Business Development, Consortium Securities) and Advertising, PR & Media (Mr. Sudip Mozumder, Advisor-External Affairs, World Bank, India).

The sessions dwelt on the overview of the sectors, contemporary developments therein and expectations of industry from the future managers. The participation was very enthusiastic and some of the faculty members also attended the sessions. The sessions were also beamed through video-conferencing facility to Jaipur and Ranchi for the MBA students of Jaipur, Lalpur & Ranchi Centres.

The focus of the 'Management Knowledge PLUS' is on PLUS which covers important components of managerial development like INDUSTRY EXPOSURE, SOFT SKILLS DEVELOPMENT AND PERSONAL ATTRIBUTES DEVELOPMENT.

PUBLICATIONS IN INTERNATIONAL JOURNALS

S.No.	Faculty	Title of the Paper	Journal
1.	Prof. (Dr.) S.L. Gupta Prof. (Dr.) B.K. Jha	An Exploratory Study on Influence of Internet in B2B Marketplace for IT organisations in India	Pretanika Journal of Science and Technology Penerbit Universiti, Putra Malaysia Vol. 18 (1) 2010
2.	Mr. S.P. Singh	Vector Architectures for Matrix Operations	International Journal of IT and Knowledge Management, Jan 2010

PUBLICATIONS IN INTERNATIONAL CONFERENCE PROCEEDINGS

S.No.	Faculty	Title of the Paper	Journal
1.	Prof. (Dr.) S. L. Gupta Mr. Arun Mittal	Role of IT in Changing Business Environment : A Study of Banks Service Delivery Innovations and Promotional Strategies	Institute of Productivity and Management, Ghaziabad, 2009 23-24 May, 2009

PUBLICATIONS IN NATIONAL JOURNALS

S.No.	Faculty	Title of the Paper	Journal
1.	Prof.(Dr.) S.L.Gupta Mr. Arun Mittal	Studying Consumer Behavior for Promotion of Banking Services	Promotion Productivity Vol. 12, No. 43, May-August, 2009
2.	Mr. Arun Mittal	Wal-Mart's Operations and Success Strategies in International Markets: A Case Study	International Journal of Retailing and Marketing Vol. 1, No. 1, July-Dec. 2009

CONFERENCES / SEMINARS ATTENDED

S.No.	Event	Faculty Name	Topic	Venue	Duration
1.	National Conference	Mr. S.P. Singh	Qualitative Parametric Companion of Metrics Multiplication Algorithm in Parallel and Distributed Computing	Bharti Vidyapeeth, New Delhi	25 - 26 February, 2010
2.	National Conference	Ms. Smitha Jha	Neural Network Approach for Mapping Task in Grid Heterogeneous System	National Conference on Research and Development Trends in ICT, Lucknow University, Lucknow	12 - 13 February, 2010
3.	National Seminar	Mr. Niket Mehta	"Gender, Technology and Communication"	Vigyan Prasar, Govt. of India	10-11 May, 2010
4.	Summit	Mr. Niket Mehta	NASSCOM Animation & Multimedia Summit, 2009	NASSCOM	6-7 Nov, 2009
5.	International Conference	Dr. Suparna Dutta Mr. K.B. Singh	"Gender-Sensitive Development Communication"	Silver Jubilee International Conference on Service Sector at Vellore Institute of Technology, Vellore.	18-19 Dec, 2009
6.	International Conference	Mr. K.B. Singh	"Measurement and Management of Credit Risk: Approach by the Selected Commercial Banks"	International Conference on Quantitative Method in Money, Banking, Finance & Insurance, Jointly held by IBS, Hyderabad and IGIDR, Mumbai	19 - 20 March, 2010
7.	National Conference	Ms. Charu Wahi	A Fair Quality of Service Assured MAC Protocol for Mobile Adhoc Network	Second National Conference on Digital Convergence - SCDC 2009, RMK Engineering College, Chennai	5 - 6 April, 2009
8.	National Conference	Dr. Abhishek Singh	Growth of Mutual Funds Industry in India	Faculty of Commerce, BHU, Varanasi	July, 2009

S.No.	Event	Faculty Name	Topic	Venue	Duration
9.	International Seminar	Dr. Abhishek Singh	IFRS Implementation in India	Jiwaji University Gwalior, M.P.	18-19 Nov., 2009
10.	National Seminar	Mr. Arun Mittal	Retailing in India - A Study of Current Trends & Future Perspectives	Lord Krishna Group of Institutions, Ghaziabad	6-7 Dec, 2009
11.	National Conference	Mr. Arun Mittal	Designing 360 degree Marketing Framework for Banking industry : A Study of Selecting Best Promotional Tools	School of Management Studies, Varanasi	29 th January, 2010
12.	National Seminar	Dr. S.L. Gupta Mr. Arun Mittal	Unethical Marketing Practices vis a vis Awareness and Scope of Consumer Protection Act	JVMGRR College, Charkhi Dadri, Haryana	18-19 February, 2010
13.	National Conference	Mr. Arun Mittal	Employee Engagement Practices In Indian Banking Industry: A Study of Delhi and National Capital Region (NCR)	Appeejay Institute of Management, Jalandhar	27 February, 2010
14.	International Conference	Dr. S L Gupta Mr. Arun Mittal	Selecting Best Promotional Strategies for Banking Industry: A study of Leading Indian Banks.	Bharti Vidyapeeth University Institute of Management and Research, New Delhi	06-07 March, 2010
15.	National Conference	Mr. Arun Mittal	Rural Development through Agri-Clinic and Agri business Center: A Case study	RGSC BHU, BARKACHHA, MIRZAPUR "Contemporary Issues in Rural Development with emphasis on Management and Technology "	14 th March 2010
16.	National Seminar	Mr. Arun Mittal	Motives and Benefits of Mergers and Acquisitions in Banking: A Study of Indian Banking Industry	IMS Noida, National Seminar on Mergers and Acquisitions	16 - 18 July, 2009
17.	International Conference	Ms. Monika Bisht	Corporate Culture and Office Design : Indicators of Corporate Identity	International Conference on Indigenous Management Practices (ICIMP – 2009), Annamalai University	16 - 18 July, 2009

FDPs/WORKSHOPS ATTENDED

1.	Faculty Development Programme on SPSS and E Views	Ms. Meenakshi Sharma Mr. Arun Mittal	Galgotia Business School, Greater Noida	8 May, 2010
2.	Faculty Development Programme "Financial Derivatives"	Mr.K.B. Singh	Indian Institute of Management, Kozhikode	06-11 July, 2009
3.	ICTs and Development: An International workshop for Theory, Practice and Policy	Mr. Niket Mehta	IIT, Delhi	11-12 March, 2010
4.	Faculty Workshop on Soft Skills	Mr. Niket Mehta Dr. Vandna Sharma Mr. Anil Kumar Mr. Prashant Kr. Singh	BIT, Mesra, Ranchi	17-19 Sep., 2009

BOOKS PUBLISHED

1.	International Retailing (Text and Readings)	Dr. S.L. Gupta Mr. Arun Mittal	Publisher : EXCEL BOOKS, Edition 1st 2010
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ACHIEVEMENTS / AWARDS

- ❖ Dr. S.L. Gupta has been appointed as the Track-Chair on Green Marketing for the 2011 MAG Scholar Conference, Christ Church, New Zealand, scheduled from May 29-31, 2011.
- ❖ Dr. Abhishek Singh (Faculty-Management) has been awarded Doctor of Philosophy (Ph.D.) by Jiwaji University, Gwalior (M.P.) on his thesis entitled "Financial Statement Analysis of S.B.I. and ICICI Bank."
- ❖ Mr. Arun Mittal, was felicitated with Rajesh Chetan Kavya Puraskar, 2009 by Mrs. Kiran Chaudhary, Minister of Sports, Forest and Youth Affairs, Government of Haryana. This state level award is given every year by Sanskritik Manch, Bhiwani on International Hindi Poet Sh. Rajesh Chetan's Birthday on 8th August to a Poet of Haryana for contribution in the field of Hindi Poetry.

Ph.D. REGISTRATION & SUBMISSION

The Ph.D. Admission Committee conducted the Registration Seminar on 23-26 Feb, 2010. The registering candidates made their presentations which were evaluated by the Admission Committee. This year 20 scholars registered in the different areas of Management and Computer Science which included internal faculty members as well.

S.No.	Name of the Guides	Name of the Candidate	Topic
1.	Dr. Asha Prasad Dr. P. N. Pandey Dr. B.K. Jha	Ms. Neha Bajpai	The Work Life Balance Factors and Their Impact on Retaining Hi-Tech Employees
2.	Dr. B.K. Jha	Mr. Indrajit Bhattacharya	Study of Attrition of Knowledge Workforce in Healthcare and Retention Strategy
3.	Dr. B.K. Jha Dr. S. Srinivasan	Mr. Amit Kumar Goel	MAS Multi Agent System in Supply Chain Management for Auto Sector (for Hero Honda Ltd.)
4.	Dr. B.K. Jha Dr. H.C. Agarwal	Ms. Ankur Jain	Significance of Quality Practices and its Effect on Job Perceptions in Software Industry in India
5.	Dr. P.C. Saxena Dr. Manpreet Singh	Mr. Amit Kumar	Performance testing of web Based Applications
6.	Dr. S.L. Gupta Dr. Viqar Baig	Mr. Najmul Hoda	An Empirical Study on Faith Based Microfinance as an Alternative Tool of Poverty Alleviation
7.	Dr. B.K. Jha Dr. K.R. Chaturvedi	Mr. Mrinal Verma	A Study of Work Culture in Indian Malls in Different Cities Influencing Business Performance
8.	Dr. Vandana Sharma Dr. Jayanthi Ranjan	Mr. Nirmalya Chakraborty	Risk Analysis Frame-work for Handling Employee Health Care data

S.No.	Name of the Guide	Name of the Candidate	Topic
9.	Dr. Vandana Sharma Dr. Jayanthi Ranjan	Mr. Anirudh Saxena	Knowledge Sharing Culture & Knowledge-enabled CRM & its effect on organizational Performance – A comparative study in Indian Service Sector
10.	Dr. S.L. Gupta Dr. Dinesh Ghaba	Ms. Alka Joshi	HR Issues in Franchising (A Comparative Study between India and the other Asian Countries)
11.	Dr. B.K. Jha Dr. B. S. Hothi	Mr. Avinash Manoharan	A study on Impact of Information Technology on Human Resource Management Functions in Oil Sector
12.	Dr. B.K. Jha Dr. R.K. Suri	Ms. Swati Singh	Impact of Strategic HR. Management on Firm Performance
13.	Dr. B.K. Jha Dr. R.K. Suri	Ms. Aradhana	Emerging Issues in Retail Banking in India
14.	Dr. Suparna Dutta	Ms. Shreya Chakravorty	Gender Sensitive Development Communication – An Aspect of Social Work (on Indian Study)
15.	Dr. P.C. Saxena	Ms. Charu Wahi	A Secured Routing Protocol for Mobile Ad Hoc Network (MANET)
16.	Dr. P.C. Saxena	Ms. Smitha Jha	Scheduling Problem in GRID Heterogeneous System.
17.	Dr. Ila Sahay	Mr. Anurag Joshi	Video Water Marking System
18.	Dr. Ila Sahay	Mr. Pankaj Gupta	Temporal Data Mining
19.	Dr. S. Dutta	Mr. Rakesh Singh	The Role of Communication in Environment Protection
20.	Dr. C.P. Srivastava Dr. S. Dutta Dr. Asit Bandyopadhyay	Mr. Niket Mehta	21 st Century Approach to Communication Gaming As a Prime Tool of New Media

Apart from these, the following registered scholars have made final submission of their Ph.D thesis.

S.No.	Name of the Scholar	Name of the Guide
1.	Ms. Richa Yadav	Dr. A.M. Agarwal Dr. Ranjit Singh
2.	Mr. V.M. Mathur	Dr. Tarun Pandeya Dr. Ravikesh Srivastava
3.	Ms. Shruti Kohli	Prof. B.P. Joshi Dr. (Mrs.) Ela Kumar
4.	Mr. Hitesh Gupta	Dr. S.L. Gupta
5.	Ms. Meenakshi Sharma	Dr. S.L. Gupta.
6.	Mr. Arun Mittal	Dr. S.L. Gupta. Dr. Sunil Kumar

Forthcoming Events:

BIT-Noida Campus is planning to organise a two day National Conference on "Information & Communication Technology: Opportunities and Challenges in 21st Century" in October, 2010

BIT NATIONAL MANAGEMENT CONCLAVE

Managerial Challenges of 21st Century in Corporate World

(12th-13th February, 2010)

BIT is known for its tradition of providing quality education. The Noida centre in line with the tradition to provide a platform for the overall development of the students organises various seminars, workshops and guest lectures. With this vision, BIT Noida Campus organised a two-day "BIT National Management Conclave 2010" on the theme 'Managerial Challenges of 21st Century in Corporate World' on 12-13 February, 2010. The conclave was a grand event including summits on various management topics, technical sessions for research paper presentations, case study competition and doctoral paper presentation. It was a wonderful effort for bringing together Corporate Delegates, Academicians and Research Scholars from the Universities and Institutions at a single platform to discuss, debate and make strategies for overcoming the various challenges in Agricultural Marketing, Retail Business, Human Resource Management and Financial Management. Some of the important challenges taken up in the different sectors were:

Retail Management: FDI Policies, High cost of business operations, Growing Mall culture and E-retailing.

Human Resource Management: Issues of Outsourcing, Employee Turnover, Team building, Leadership & Productivity.

Financial Management: Globalisation of Financial Services, External Capital markets, Corporate restructuring and Mergers & acquisitions.

Agricultural Marketing: Lack of infrastructure for post harvest products, lack of IT contribution, problems of direct marketing, lack of commercial aspects for agricultural products and farmer-market linkages in agri-business.

The inaugural session was addressed by a galaxy of personalities from the Corporate World and Academics on the dais. Initiating the opening of the conclave, Prof. S.C. Goel, Chairman of the Conclave & Director of the institute welcomed the guests and delegates. Conclave Convener Prof. (Dr.) S.L. Gupta presented the theme of the conclave and advocated the importance and relevance of the chosen theme in the areas of Retail, Finance, HRM & Agricultural Marketing.

Chief Guest Mr. Parth Sarthi, GM (HRD)BHEL, the Guest of Honors, Mr. Anuj Dayal, PRO, Delhi Metro Rail Corporation and Mr. Dinesh, Advisor, AICTE released the Souvenir of the Conclave and addressed the audience on the conclave theme.

Key note Speaker Dr. V.A. Eshwar, CMD, SAAI Consultants, shared his wisdom with the coveted audience and discussed the various issues related to the theme in detail. The conclave was primarily sponsored by National Institute of Agricultural Marketing (NIAM), Jaipur and the role of Media Partners were performed by P7 News Channel, Inside Story and HR Today.

The two-day conclave witnessed a great light of the wisdom poured by the delegates. Also, the event saw adrenalin-flowing in the competitions of doctoral research and case study. The paper presentations kept the flame of knowledge intact. Some of the key speakers represented renowned companies like Vodafone, Wal-Mart, BHEL, Moser Baer, Modi Xerox, SIDBI, Bajaj Capital, Money Mantra, and Metro Hospital etc.

The valedictory session of the conclave signaled the completion of the proceedings. Prof. (Dr.) B.K. Jha presented the report of the conclave. Chief guest Mr. Anurag Bhatnagar, Director General, NIAM and the Guest of Honor Mr. R.K. Zutshi, CEO, Hardicon shared their valuable experiences with the audience. The

event was concluded with the distribution of prizes to the winners of Doctoral Paper Presentation and Case Study Competition.

BIT-UTSAV-2010

BIT, Noida Centre organised the "BIT- UTSAV 2010", its annual cultural fest on 10th April, 2010. BIT-UTSAV is an annual celebration of talent from within the departments of the institute. This year the fest was organized as "BIT FEST cum FETE". The event was loaded with talent, creativity and fun. The one day fest had various events like song, dance, drama, skit and rock show along with the FETE where not only outsiders but also the students came up with their stalls. The stalls were mainly of food items, readymades, games, refreshments and consultants etc.

The special attraction of the fest was the fashion show. The fire of healthy competitive spirit was kindled with events having high emphasis on team work, encouragement and above all sportsmanship. The event was a huge success and aptly proved that BIT undoubtedly meansBEST IN TALENT.

PLACEMENTS

BIT Noida Campus enjoys an advantageous position owing to its proximity to a major industrial and IT hub at Greater Noida, Gurgaon and Delhi. The Training & Placement Division at BIT, Noida partners with recruiters to meet their needs most suitably. This is done by way of organizing the campus recruitment programme for the batch consisting of the students from the MCA, MBA & B.Sc. (Animation & Multimedia) students.

Placement record of BIT Noida has been excellent. The offers have consistently exceeded the number of students. Till date there has been 100% placement for MCA-2007 and 75% placement for MBA-2008 batch. There are significant numbers of recruiters participating regularly for management stream including Capital IQ, Citi Bank, ICICI Bank, Nucleus software, R system, IFB Industries, Tech Mahindra, Fiserv, HDFC Bank, Yes Bank, IDFC HCL. Recently BIT Noida has witnessed final placement for its BBA, BCA and B.Sc. (Animation & Multimedia) as well.

INDUSTRIAL VISIT

An industrial visit was organised for MBA-2009 batch to Moser Baer India Ltd. in April 2010. The visit was a great opportunity for the students to gain insight into the managerial activities and corporate environment from production to policy decision-making.

PHOTO GALLERY





