



Monthly Newsletter

HAPPENINGS AT IIIM

MAY & JUNE, 2025

February 12 to May 31: French for All- 30 hr Certificate Course



Indukaka Ipcowala Institute of Management (IIIM) and the Faculty of Humanities (FoH) jointly organized a 30-hour certificate course titled "French for All". In today's globalized and competitive world, multilingual proficiency is more than an advantage - it's a necessity. Recognising this, the course was designed to introduce learners to the basics of the French language, fostering confidence in speaking and understanding this widely spoken international language. A total of 9 enthusiastic learners successfully completed the program with dedication and active participation.

(Faculty Coordinator: Dr. Vikas Raval)

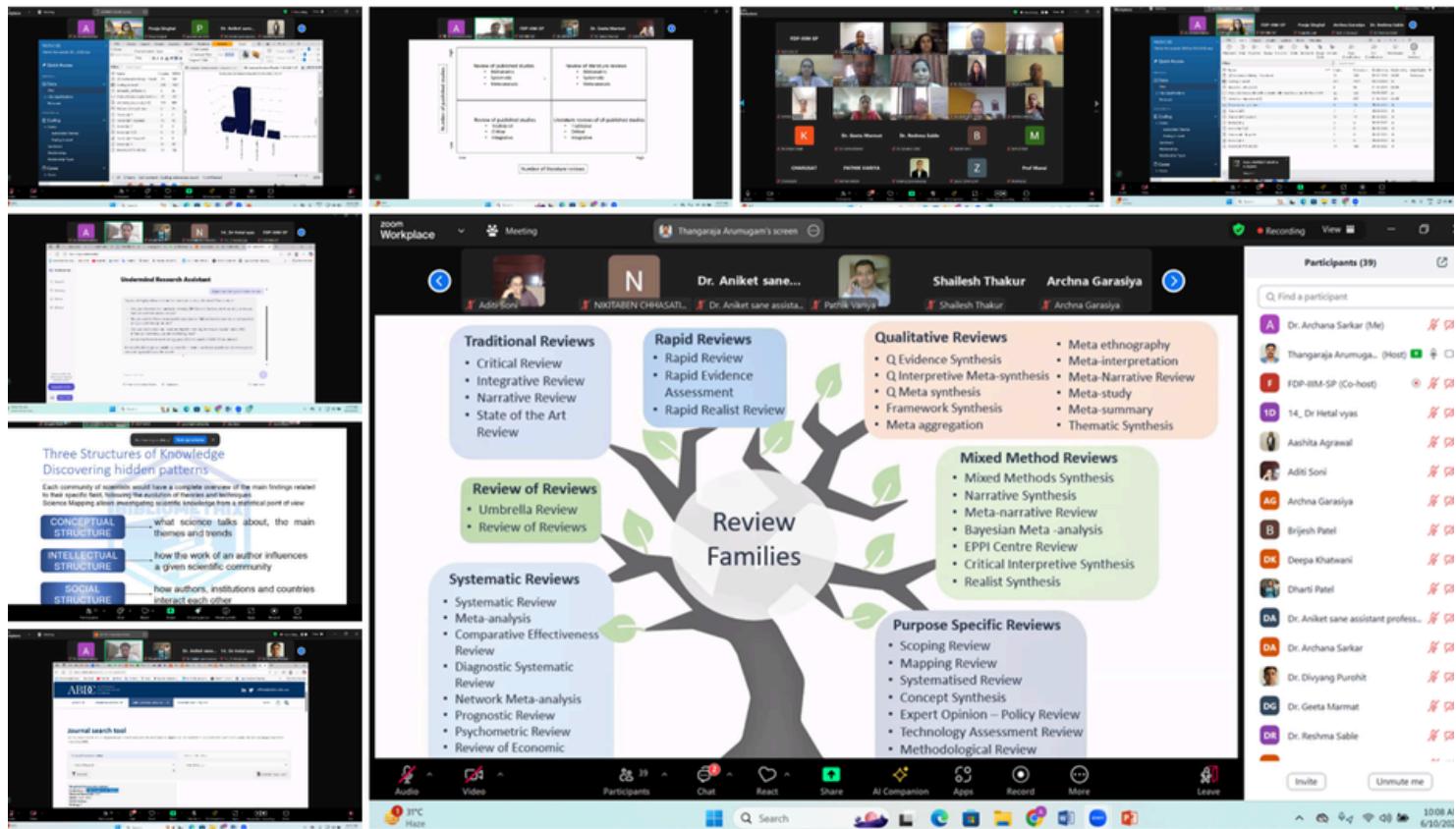
May 01: Workshop on Emotional Intelligence



On May 1, 2025, IIIM hosted 15 students from Rashtriya Raksha University for an engaging workshop on Emotional Intelligence. The session provided valuable insights into self-awareness, empathy, and resilience, encouraging students to enhance their emotional and interpersonal skills.

(Faculty Coordinators: Dr. Gaurav Rajput, Dr. Reshma Sable & Ms. Khushboo Bhatt)

June 09 to June 13: Online Faculty Development Program on “Contemporary Research Pathways & Analytical Tools”



The Five-Day Online Faculty Development Program on “**Contemporary Research Pathways & Analytical Tools**”, organized by IIIM, CHARUSAT, was conducted from **June 09 to 13, 2025**, with the participation of 46 faculty members and research scholars from across India. The FDP aimed to enhance research skills through exposure to contemporary tools and techniques across both qualitative and quantitative domains.

Sessions included hands-on training in **Bibliometric Analysis using Biblioshiny and VOSviewer**, **Systematic Reviews** and **Meta-Analysis using Meta-Essentials**, **Thematic Analysis using NVivo**, and **Structural Equation Modeling using SmartPLS**, along with a concluding **session on Research Writing, Journal Selection, and AI Tools**. Delivered by experienced resource persons from reputed institutions, each session combined conceptual clarity with practical demonstration. Positive participant feedback, active engagement, and seamless coordination contributed to the overall success of the program in fostering research excellence and digital readiness in academic practices.

(Faculty Coordinator: Dr. Archana Sarkar)

June 16 to June 21: Outbound Management Development Program(MDP) on "Applications of AI Tools in Teaching and Research"



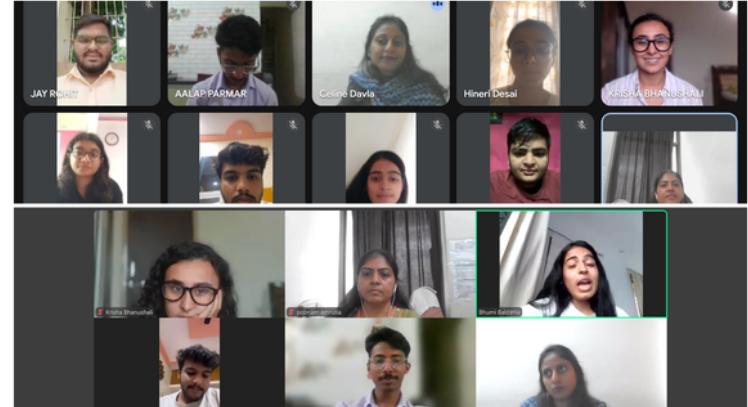
From **June 16 to June 21, 2025**, IIIM - CHARUSAT organized Management Development Program (MDP) on "**Applications of AI Tools in Teaching and Research**". The training program brought together **26 faculty members**, representing both **Management and Humanities fields**, to promote interdisciplinary discussion and skill development. The MDP took place at **The Fern Sardar Sarovar Resort situated at Ektanagar, Kevadia**, a picturesque location known for its calm, natural splendor and closeness to well-known monuments including the Statue of Unity and the Sardar Sarovar Dam. The resort's ideal location, which combined contemporary amenities with a serene atmosphere conducive to introspection, collaboration, and creative thinking, made it ideal for immersive learning. The program's carefully chosen site contributed greatly to the program's overall experience by providing participants with a stimulating learning atmosphere away from the classroom regimen.

(Organized by: IQAC - IIIM)

June 20: Online Debate Competition Organized by NSS Cell of IIIM

To commemorate 11th International Yoga Day, NSS Cell of IIIM has organized an online debate competition on June 20, 2025. The theme of the debate competition was "Yoga Today: A Spiritual Path or Just Another Fad". Students of IIIM, DEPASTAR, ARIP and PDPIAS have participated enthusiastically to make it a success.

(Faculty Coordinator: Dr. Poonam Amrutia)



June 30: Mood - Meter Day at IIIM

Our faculty pressed pause on their busy schedules to tune in to their emotions during Mood Meter Day, an initiative by the EI Club. Inspired by the Yale Center for Emotional Intelligence, everyone checked in four times a day, noticing how feelings shift from morning to evening. A simple reflection, a big impact: this small step is helping us build a kinder, more emotionally aware community at IIIM!

(Faculty Coordinators: Ms. Khushboo Bhatt & Ms. Dharti Patel)

CAMPUS PLACEMENT OPPORTUNITIES

We are proud to announce that our students have got the placement opportunities in the following industries:

Date	Name of the Company
May 1	Inventyy Software Services
May 8	Bajaj Finance Limited
May 12	Wlthum India Limited
May 14	Creative Encode Technologies Private Limited
May 14	Kotak Life Insurance Private Limited
May 16	Laxami Snacks Private Limited
May 22	Apidel Technologies Private Limited
May 26	Fingertips Data Intelligence Solutions
June 2	Silver Touch technologies private limited
June 10	Accenture plc
June 10	Chanakya Investment Hub
June 25	Jaro Education

(Placement Coordinators: Dr. Hardee Raval & Dr. Divyang Purohit)

STUDENT ACHIEVERS FOR THE ACADEMIC YEAR 2024-25

BBA General - Batch 2022-25 - Semester 6

Rank	ID No	Name of the Student	CGPA
1	22BBA057	PARMAR AALAP BRIJESH	9.86
2	22BBA066	PATEL HET SATISHKUMAR	9.84
3	22BBA038	KALATHIYA ABHI AMITBHAI	9.58

BBA BA - Batch 2022-25 - Semester 6

Rank	ID No	Name of the Student	CGPA
1	22BBAB035	PATEL KHUSHI VISHVESHKUMAR	9.75
2	22BBAB033	JANSI SANJAYKUMAR PATEL	9.64
3	22BBAB002	AMIN ADITI ANANT	9.48

BBA ENVM - Batch 2022-25 - Semester 6

Rank	ID No	Name of the Student	CGPA
1	22BBAE001	TANVI PATEL	8.89
2	22BBAE058	SHAH VANSHIKA YOGESHKUMAR	8.34
3	22BBAE007	RONAK SALIMBHAI DANI	8.29

STUDENT ACHIEVEMENTS

BBA General - Batch 2023- 26 - Semester 4

Rank	ID No	Name of the Student	CGPA
1	23BBA176	SONI PRINCY BHARATBHAI	9.78
2	23BBA123	SHRESHTHA HITESHKUMAR PATEL	9.71
3	23BBA141	DIYA KETANKUMAR PRAJAPATI	9.53

BBA BA - Batch 2023- 26 - Semester 4

Rank	ID No	Name of the Student	CGPA
1	23BBAB026	TISHA ILESHKUMAR PAREKH	9.93
	23BBAB066	NIRALI THAKKAR	9.93
2	23BBAB039	PATEL KHUSHI DAXESHBHAI	9.9
3	23BBAB065	THAKKAR KALP VIMAL	9.78

BBA ENVM - Batch 2023- 6 - Semester 4

Rank	ID No	Name of the Student	CGPA
1	23BBAE007	BHAVSAR ZEEL VISVANATH	9.52
2	23BBAE029	PANCHOTIYA AMIBEN MAHESHBHAI	9.42
3	23BBAE060	PATHAN AASIFKHAN SULTANMAHAMAD	9.4

STUDENT ACHIEVEMENTS

BBA General - Batch 2024-27 - Semester 2

Rank	ID No	Name of the Student	CGPA
1	24BBA035	JARIWALA MANTHON TARUN	9
2	24BBA144	SANGHANI SHREYA MUKESHBHAI	8.73
3	24BBA078	DIYA MITULBHAI PATEL	8.64

BBA BA - Batch 2024-27 - Semester 2

Rank	ID No	Name of the Student	CGPA
1	24BBAB048	JINAL PATEL	9.05
2	24BBAB002	BADLANI BHAVESH RAKESHKUMAR	8.76
3	24BBAB004	KRISHA BHANUSHALI	8.67

BBA ENVM - Batch 2024-27 - Semester 2

Rank	ID No	Name of the Student	CGPA
1	24BBAE064	SAANJ RAIYANI	8.52
2	24BBAE025	MAHI KALSARA	8.29
3	24BBAE012	DHARMI DESAI	8.19

STUDENT ACHIEVEMENTS

MBA - Batch 2023-25 - Semester 4

Rank	ID No	Name of the Student	CGPA
1	23MBA192	SHAH TIRTH SANDIPKUMAR	9.86
2	23MBA122	PATEL HASTI UMESHBHAI	9.54
3	23MBA027	CHRISTIAN RIYEN RASHMIKANT	9.52
	23MBA144	PATEL SARVI DINESHKUMAR	9.52

MBA - Batch 2024-26 - Semester 2

Rank	ID No	Name of the Student	CGPA
1	24MBA072	NANWANI NIKHAR AMITKUMAR	8.78
2	24MBA030	DOBARIYA KAHAN HASMUKHBHAI	8.7
3	24MBA178	VANSHKUMAR KAMLESHBHAI SHAH	8.63

"The beautiful thing about learning is nobody can take it away from you."

- B.B. King

Congratulations again to the student achievers! Continue believing, working hard, and pursuing dreams.

FACULTY ACHIEVEMENTS

Dr. Nilam Parmar Attended Summer Research Methodology Workshop 2025 at IIM Bangalore

The workshop focused on qualitative research and advanced techniques in social sciences. The workshop covered key areas such as theory building, inductive and deductive approaches, grounded theory, data collection, and qualitative analysis, with sessions led by esteemed professors of IIIM Bangalore. It also featured in-depth sessions on meta-analysis, experimental design, qualitative comparative analysis, and social network analysis. A panel discussion on academic publishing provided valuable insights into manuscript preparation and journal selection.



Dr. Nilam Parmar

Awarded with PhD Degree

Dr. Nilam Parmar completed her PhD in Commerce on June 6, 2025. The title of her doctoral research was 'A Study on Factors Affecting Adoption of e-payment System among the Millennials in Gujarat'.



Research
and
Publications



This is to certify that
Nilam Parmar
has completed
Summer Research Methodology Workshop
conducted by
Indian Institute of Management Bangalore
May 19-24, 2025



**Ms. Dharti Patel &
Dr. Reshma Sable**

Chapter 2 Transforming Traditional Business Models With AI-Powered Strategies

Dharti Neelkumar Patel
<https://orcid.org/0009-0009-4109-9055>
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Indukaka Ipcowala Institute of Management, India

ABSTRACT

AI advancements offer traditional businesses transformative opportunities to boost efficiency, drive innovation, and gain competitive advantages. This chapter explores strategies for leveraging AI to streamline operations, enhance customer experiences, and create new revenue streams. Key steps include evaluating business readiness by assessing data, workforce capabilities, and organizational alignment. A strategic roadmap is developed, highlighting AI use cases, timelines, and success measures. Fostering an AI-centric culture that emphasizes learning, risk-taking, and collaboration is essential for success. Case studies show how AI reimagines business models, driving value through innovation and operational optimization. AI enhances decision-making, personalization, and helps businesses thrive in a rapidly evolving landscape. By adopting AI, organizations can transform operations and achieve sustained growth.

DOI: 10.4018/979-8-3693-8960-7.ch002

Book Chapter Publication

Ms. Dharti Patel and Dr. Reshma Sable published a book chapter titled "Transforming Traditional Business Models with AI-Powered Strategies" in IGI Global Scientific Publishing. This Chapter highlights Transforming Traditional Business Models with AI-Powered Strategies, and explores how artificial intelligence is revolutionizing the way businesses operate. It further discusses how AI-driven insights, automation, and predictive analytics are reshaping industries, enabling companies to optimize processes, enhancing customer experiences, and unlocking new revenue streams. From real-world case studies to actionable strategies, this chapter offers a roadmap for leaders to integrate AI seamlessly and stay ahead in a competitive landscape. Embrace the future of business with AI at its core.

FACULTY ACHIEVEMENTS

Research Paper Publications



**Dr. Divyang
Purohit**

Dr. Divyang Purohit's Research paper titled "Understanding the factors that improve graduate employment – guidelines for students, academic institutes and employers" was Published by Higher Education, Skills and Work-Based Learning (ABDC - C, Scopus). The paper has a proforma to be used by the students, institutes, and employers to enhance the campus placement scenario.

Dr. Purohit's Research Article titled "Decoding customer choice on food delivery services or technology: insights from COVID-19" was published by Journal of Informatics Education and Research (ABDC - C). The paper provides direction to food delivery service providers on factors which help build a business strategy.

Publications



Ms. Priyanka Patel

Ms. Priyanka Patel's two insightful book chapters were published by RED'SHINE PUBLICATION PVT. LTD. Her chapters, 'A Literary View on the Women in Development of Nation via the Writings of Mulk Raj Anand, R.K. Narayan, and Rabindranath Tagore' and 'Powerful Voices, Stronger Nation: Indian Women of the 21st Century', highlight the vital role of women in nation-building through literary perspectives and contemporary narratives.



Dr. Bhaskar Pandya

Ms. Priyanka Patel & Dr. Bhaskar Pandya published a Research Paper titled "The idea of Indianness in Indian literature: An analysis of social and cultural themes in the short stories of Rabindranath Tagore, Mulk Raj Anand, and R.K. Narayan" published in a Web of Science-listed journal. This research paper explores the concept of Indianness as reflected in the short stories of three iconic Indian writers: Rabindranath Tagore, Mulk Raj Anand, and R.K. Narayan. Through issues including caste, tradition, gender roles, family structure, spirituality, and colonial legacy, it looks at how each author represents Indian identity. In order to demonstrate how these authors' works contribute to a complex, changing view of Indian identity, the study compares their literary styles and regional settings using thematic analysis. The paper's overall argument is that Indianness is a dynamic, complex term that is influenced by politics, culture, history, and individual experiences.

FACULTY ACTIVITIES



**Dr. Divyang
Purohit**

Dr. Purohit delivered a session on Copyrights for Social Science Models during a 6-day FDP titled "From Basics to Advanced: A Comprehensive FDP on Statistical Analysis", organized by the Department of Business Management, Sardar Patel University, from 19th to 24th May 2025.

Dr. Purohit was invited as a Resource person for the session on Entrepreneurship during Orientation Program for the 1st year Engineering Students at A. D. Patel Institute of Technology, Vallabh Vidyanagar, on June 30, 2025. During the session, he discussed about avenues for entrepreneurship and start-ups for Engineering students. The session covered the various aspects of entrepreneurship, start-up, and support available from the Government under various schemes.



Dr. Archana Sarkar

Dr. Archana Sarkar was invited a Resource Person at Faculty Development Program titled "From Basics to Advanced: A Comprehensive FDP on Statistical Analysis". She delivered a session on "Qualitative Data Analysis with NVivo" on May 21, 2025, during the FDP. The session focused on the practical application of NVivo software for organizing and analyzing qualitative data through thematic coding, word clouds, and cluster analysis. Participants explored how NVivo can be effectively used to derive meaningful insights from interviews, open-ended responses, and text-based research content.

Dr. Sarkar was a Resource person at 5-Day Online Faculty Development Program on "Contemporary Research Pathways & Analytical Tools", organized by IIIM, CHARUSAT. She conducted a session on "Bibliometric Analysis using Biblioshiny" on June 9, 2025. The session focused on introducing participants to Biblioshiny - a user-friendly tool for visualizing research trends and mapping academic literature. Through hands-on demonstrations, participants learned how to import data from Scopus/Web of Science, generate keyword co-occurrence maps, and explore thematic structures.

Dr. Sarkar acted as one of the resource persons at MDP on 'Applications of AI Tools in Teaching and Research', organized by IIIM, CHARUSAT, from June 16 to 21, 2025. The title of her session was "AI Tools in Research". The session covered tools like Elicit, SciSpace, Semantic Scholar, Research Rabbit, NotebookLM, Paperpal, and Dimensions AI, focusing on how these tools can support literature review, data analysis, writing, and research visualization. It was an engaging, hands-on training session aimed at helping participants to integrate AI effectively into their research practices.

FACULTY ACTIVITIES



Dr. Ruma Pal

Dr. Ruma Pal was invited as a Resource person at the Online Faculty Development Program on "Contemporary Research Pathways & Analytical Tools", organized by Indukaka Ipcowala Institute of Management, CHARUSAT, held from June 9 to 13, 2025. She delivered an in-depth training session on VOSviewer's advanced functionalities for qualitative data analysis. The sessions covered a wide range of topics, including an introduction to VOSviewer, manual and automatic text coding, text mining, image analysis, map-based outputs, network visualization, classification of demographic data, and the creation of visual tools such as process maps and mind maps.



Dr. Gaurav Rajput

Dr. Gaurav served as a resource person at the online Faculty Development Program on "Contemporary Research Pathways & Analytical Tools", organised by IIIM. He delivered a talk on "Advanced Applications in Structural Modelling" on June 12, 2025, focusing on key analytical techniques such as mediation, moderation, and multi-group analysis using SmartPLS. The session aimed to equip faculty and researchers with practical insights into applying these advanced SEM techniques.

PROFESSORS' CORNER

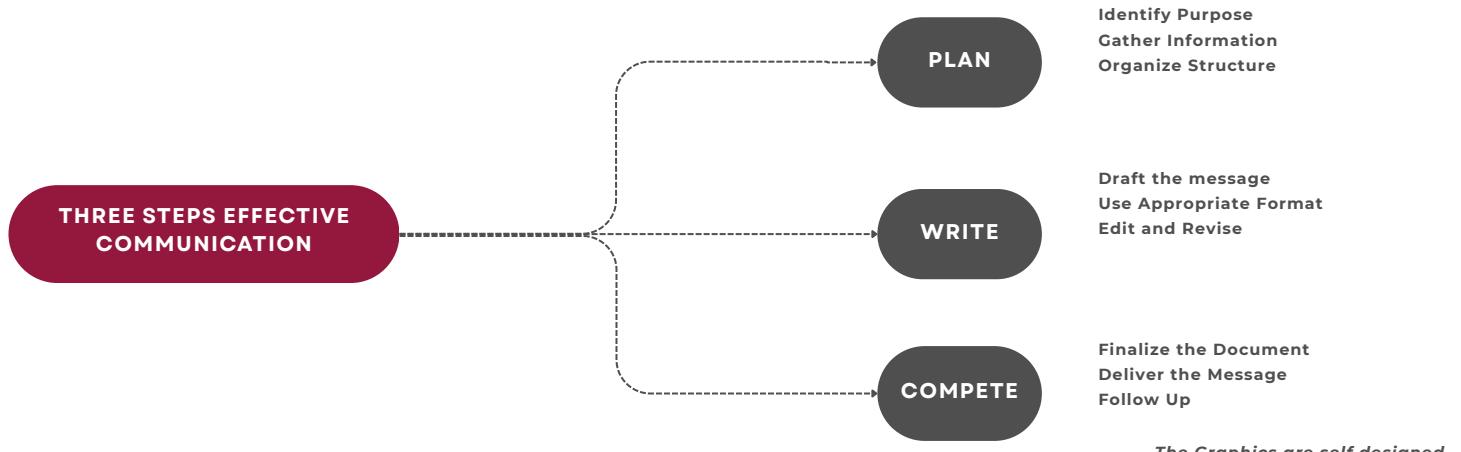
MASTERING EFFECTIVE WRITTEN COMMUNICATION: A THREE-STEP PROCESS

Ms. Jayshree Mehta

Assistant Professor,
IIIM | CHARUSAT



In today's fast-paced professional environment, effective communication is key to success. Whether in business, education, or personal interactions, delivering a message clearly and efficiently can determine the outcome of an endeavour. The image provided outlines a comprehensive three-step process for effective communication: Plan, Write, and Complete. Let us dive deeper into each step and understand how it guides us towards achieving excellence in communication.



Step 1: Plan

The planning stage lays the foundation for any successful message. It focuses on thoughtful preparation, ensuring the communication is both purposeful and audience-centered.

- **Analyze the Situation:** The first task is to define your purpose and develop an audience profile. Understanding why you are communicating and who you are communicating with is crucial. A well-analyzed situation leads to targeted messaging that resonates with the audience.
- **Gather Information:** After understanding the audience, the next step is gathering relevant information. This involves determining what the audience needs to know and collecting the necessary facts, data, or context to satisfy those needs. Without complete information, even a well-written message may fall flat.
- **Choose Medium and Channel:** Choosing the right medium (written, verbal, digital, visual) and channel (email, presentation, social media, meetings) is essential. The nature of the message, its urgency, and the audience's preferences influence this decision. A mismatch between message and medium can lead to misunderstandings or reduced impact.
- **Organize the Information:** Finally, planning involves organizing the gathered information. Define your main idea, limit the scope to avoid overwhelming the audience, and select either a direct or indirect approach depending on the situation. Outlining the content ensures clarity and logical flow in the message.

Step 2: Write

Once the planning is complete, the next step is writing the message. This stage is about crafting the message thoughtfully, with the audience's needs firmly in mind.

- **Adapt to Your Audience:** Effective communication is always audience-centric. Adapting to your audience involves using a "you" attitude, being polite, maintaining a positive emphasis, and employing unbiased language. Cultivating reliability and portraying a positive image is vital to developing a close relationship with the audience. The language must be straightforward, the tone conversational, and the voice suited for the situation. This tact guarantees that the message is not only heard but also interpreted positively which promotes involvement and trust.
- **Compose the Message:** The key to writing an impactful message is selecting words that are forceful and unambiguous. Coherent sentences and logical paragraphs that bolster the main argument are formed by carefully choosing words. Strong language and well-structured messaging provide messages that are compelling and simple to comprehend.

- **Choose Medium and Channel:** Choosing the right medium (written, verbal, digital, visual) and channel (email, presentation, social media, meetings) is essential. The nature of the message, its urgency, and the audience's preferences influence this decision. A mismatch between message and medium can lead to misunderstandings or reduced impact.
- **Organize the Information:** Finally, planning involves organizing the gathered information. Define your main idea, limit the scope to avoid overwhelming the audience, and select either a direct or indirect approach depending on the situation. Outlining the content ensures clarity and logical flow in the message.

Step 3: Complete

The last phase is about polishing the message and ensuring it gets through to the audience

- **Revise the Message:** Editing the message is the first step in finishing it. This entails reading the material and giving it a critical evaluation. The message is guaranteed to convey effectively and not waste the audience's time when it is edited for clarity, conciseness, and general flow.
- **Produce the Message:** Following edits, focus has to be placed on how the message is presented. A clean, businesslike look is mostly dependent on appropriate layout and effective design features. A message's reception may be significantly impacted by visual appeal, particularly when it comes to textual and digital representations.
- **Proofread the Message:** Despite being undervalued, proofreading is essential for professionalism. Correcting layout, spelling, punctuation, and mechanical mistakes removes distractions and increases the communicator's trustworthiness. The way the audience interprets the message and the sender can be impacted by even little mistakes.
- **Distribute the Message:** In the end, the final piece of the jigsaw is to convey the message via the selected media. Making sure that all pertinent files and papers are included and that the message reaches the target audience promptly and clearly is crucial. When the message is successfully disseminated, the communication cycle is over.

Conclusion

To achieve successful communication through a three-step process: **Plan, Write, and Complete** ensure that your message is clear, relevant, professional, and powerful. **Communicators** can achieve their goals more effectively and build stronger connections by analysing the situation, adapting to their audience, writing carefully, and refining their message. In a society where communication frequently determines success, learning to communicate effectively is essential. Utilizing this systematic technique will improve your efficacy and guarantee your audience understands your message exactly as you intend, whether you're sending a business email, delivering a speech, or presenting a project proposal.

LEGAL PERSPECTIVE - ZARA TASVEER SAY TU NEEKAL KAY....



Ms. Ojisha Bharadwaj

Assistant Professor,
IIIM | CHARUSAT

Chat GPT Generated Ghibli Style Images: Creativity Vs Theft

Ghibli trend gone wrong? Viral post claims AI filters can reveal original photos, leaving 'soft launchers' worried (TOI Trending Desk / etimes.in / Updated: Apr 5, 2025, 11:35 IST)

Recently, an engineer discovered that his original shared pics to Ghibli were leaked!

See, the accelerated development of AI technology signals a future where GPT-generated images could shape design and creativity. As artificial intelligence advances, the potential to generate complex and nuanced artworks grows significantly. However, this technological progress will also demand ongoing discussions around ethics, copyright, and the preservation of creative integrity. Creativity is increasingly closely linked with AI, therefore stakeholders in the art field have to discuss the impact of AI on artistic authorship and identity (Kewell, 2022). Recalibrating their attitude of their creative methods and the worth of their work helps artists to coexist with AI by changing their techniques.

When Copyrights issues were raised a lot, a case was filed, against AI, by Indian Publishers in September 2024, now listed for March 2025, ...!

Data Privacy (DPDP Act) have been discussed several times here in prior articles, and filing case is always the solution. But for a Filing case, you should come across your original Photo.

Precautions are always better than Cure..!!!!!!

HIGHLIGHT OF THE MONTH

JUNE 05: ENVIRONMENT DAY CELEBRATION AT CHARUSAT



Editor

Ms. Khushboo Bhatt & Dr. Kaushik Trivedi