

# **Quarterly Report**

**(April 2023 to June 2023)**

**School of  
Management**

April, 2023

1. Dr. Gopal Krishna Rathore has attended Online Faculty Development Program on "Blended Learning, Development of MOOC's and E-content" organized by IQAC, raghunath Girls PG college, Meerut from 24<sup>th</sup> – 29<sup>th</sup> April.



2. Mr. Manoj Ku Mishra Assistant Professor, SoM has delivered two sessions on Entrepreneurship as a value added course conducted by School of Science, OP Jindal



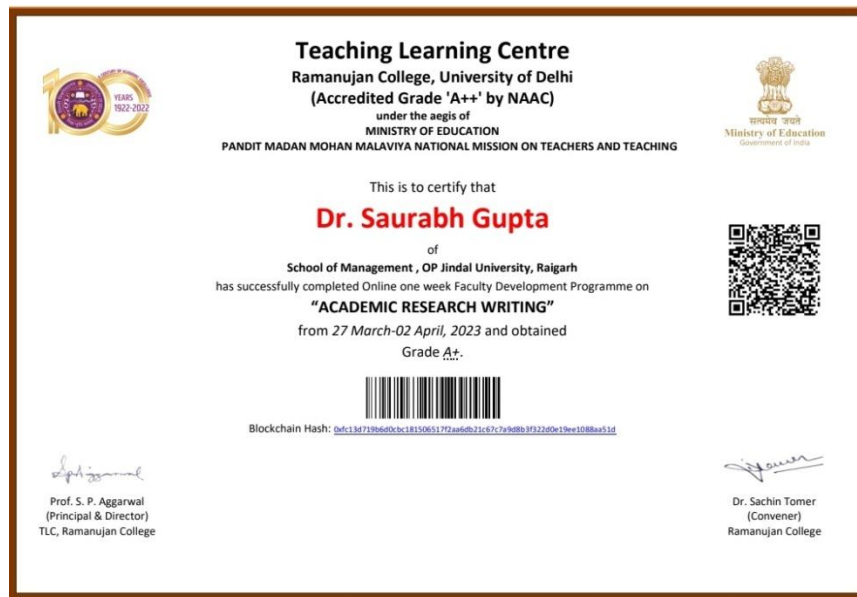
3. Mr. Manoj Ku Mishra, Assistant professor, Ms. Namrata Ojha, Assistant Professor, School of Management has received **Best Paper Award** in International conference on “Innovations, Agility and Sustainability in Global Business Environment” organized by ITS Ghaziabad on 28-29 April 2023.



4. Mr. Manoj Ku Mishra, Assistant professor Ms. Namrata Ojha, Assistant Professor, School of Management presented paper entitled “**An Empirical Study on Higher Education Students**” in International Conference on “Innovations, Agility and Sustainability in Global Business Environment” organized by ITS Ghaziabad on 28-29 April 2023.



5. Dr. Saurabh Gupta Assistant Professor has Attended Online one-week Faculty Development Programme on “**ACADEMIC RESEARCH WRITING**” organized by Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 27 March-02 April 2023.



6. Dr. Saket Jeswani Assistant Dean & Professor, Dr. Himanshu Vaishnav, Assistant Professor, Anoushka Sharma, Student MBA 2<sup>nd</sup> Semester, School of Management Presented Paper entitled “**A Study on Symbiotic Relationship in Organizational Context: Transactional Analysis Theory Perspective**” in International Conference on “Innovations, Agility and Sustainability in Global Business Environment” organized by ITS Ghaziabad on 28-29 April 2023.





7. Dr. Saket Jeswani Assistant Dean & Professor, Mr. Bhupendra Tripathi, Assistant Professor, Ms. Sradhanjali Samal, Research Scholar, School of Management Presented Paper entitled “**Factors influencing Individual Investment Decisions: A Systematic Literature Review**” in International Conference on “Innovations, Agility and Sustainability in Global Business Environment” organized by ITS Ghaziabad on 28-29 April 2023




8. Dr. Saket Jeswani Assistant Dean & Professor, Mr. Manoj Mishra, Assistant Professor, Mr Yugal Pradhan, Research Scholar, School of Management Presented Paper entitled “**Behavioral Supply Chain Management and Firm Performance: Conceptualization and Propositional Development**” in International Conference on “Innovations, Agility and Sustainability in Global Business Environment” organized by ITS Ghaziabad on 28-29 April 2023



9. Dr. Gopal Krishna Rathore Associate Professor, School of Management Presented Paper entitled “Green Finance: A Growing Phenomenon toward Environmental Sustainability” in International Conference on “Management Practices for Sustainable future” Organized by School of Management Studies, Sangam University, Bhilwara(Raj) on 7<sup>th</sup> & 8<sup>th</sup> April 2023.




10. Dr. Saket Jeswani (Assistant Dean, Professor) and Mr. Manoj Kumar Mishra (Assistant professor) School of Management, OP Jindal University organized Online workshop on “How to plan for start-up: legal and ethical steps” on 29<sup>th</sup> April, 2023 in association with Institution’s Innovation Council and Jose Maria College foundation Inc. Philippines. The speaker of the session was Dr. Sunil Kumar Yadav (Ambassador, IIC).



**School of Management**  
In Association with:  
**Institution's Innovation Council & Jose Maria College Foundation Inc. Philippines**

Presents Webinar on:

## How to plan for start-up legal and ethical steps

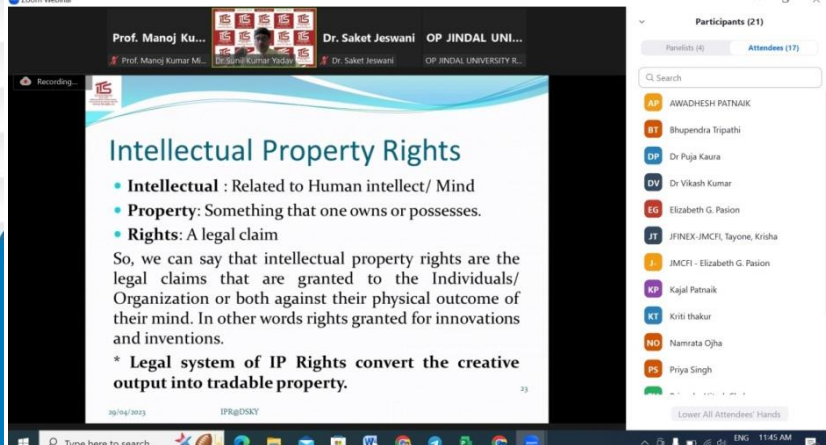


**Speaker:**  
**Dr. Sunil Kumar Yadav**  
Chairperson- MBA Department, ITS Ghaziabad  
Innovation Ambassador, IIC

29/04/2023 11:00 AM

**Moderator:**  
**Prof. Manoj Kumar Mishra**  
Assistant Professor,  
School of Management, OPJU Raigarh

**Coordinator:**  
**Dr. Saket Jeswani**  
Professor and Assistant Dean & Head,  
School of Management, OPJU Raigarh



**Intellectual Property Rights**

- **Intellectual** : Related to Human intellect/ Mind
- **Property**: Something that one owns or possesses.
- **Rights**: A legal claim

So, we can say that intellectual property rights are the legal claims that are granted to the Individuals/ Organization or both against their physical outcome of their mind. In other words rights granted for innovations and inventions.

\* Legal system of IP Rights convert the creative output into tradable property.

Participants (21)  
Panelists (6) Attendees (17)

AWADHESH PATNAIK  
Bhupendra Tripathi  
Dr. Puja Kaura  
Dr. Vikash Kumar  
Elizabeth G. Pasion  
JFINEX-IMCI, Tayone, Krishna  
Kajal Patraik  
Kirti thakur  
Namrata Ojha  
Priya Singh

11. Mr. Manoj Kumar Mishra (Assistant professor) and Dr. Gopal Krishna Rathore (Associate professor) School of Management, OP Jindal University organized online Session on “Life skills and its importance in professional life” on 30<sup>th</sup> April, 2023 in association with Jose Maria College foundation Inc. Philippines. The speaker of the session was Mr. L K Tiwari Retd. Bank Officer.

**OPJU**  
HUMANITIES, SOCIAL SCIENCES  
AND MANAGEMENT

**School of Management**  
In Association with:  
**Jose Maria College Foundation Inc. Philippines**  
Presents  
**One day Workshop on**  
**Life Skills and its Importance**  
**in Professional life**  
For Students & Faculty Members

**Speaker:**  
**Mr. L. K. Tiwari**  
( Retd. Bank Officer )  
30/04/2023

**Moderator:**  
**Prof. Manoj Kumar Mishra**  
Assistant Professor,  
School of Management, OPJU Raigarh

**Coordinator:**  
**Dr. Gopal Krishna Rathore**  
Associate Professor,  
School of Management, OPJU Raigarh

**Zoom Webinar**

**Prof. Manoj Ku...**  
**Dr Gopal Krishn... OP JINDAL UNI...**

**Bhupendra Trip...**

**Participants (43)**  
Panelists (4) Attendees (39)

Search

BT Bhupendra Tripathi  
AK ajay kumar  
AC Amor Cielo M. Grayda  
AC ARSELIZA CLARIN  
DS Divyansh Sharma

**Webinar Chat**  
Swarnima Sowa... to Hosts and panelists  
SS I would like to thank him in person for his spiritual guidance, and his vision towards life.

Who can see your messages? Recording On  
To: Hosts and panelists  
Type message here...

Unmute Start Video Participants Q&A Chat Share Screen Raise Hand Apps More Leave

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ENG 12:04 PM IN 4/30/2023



## May 2023

1. Dr. Saket Jeswani received BEST PAPER AWARD for paper entitled "Relationship between Leadership Style & Employee Engagement in Indian Context - A Literature Review & Research Agenda" in International Conference on "Emerging Research in Science, Engineering & Management" held on 19th & 20th May 2023 at Sai Rajeswari Institute of Technology, Andhra Pradesh.



2. Dr. Saket Jeswani was invited as Session Chair in International Conference on "Academic Integration and Sustainable Development - An Interdisciplinary Manifesto" at ICAI University, Raipur on 30 May 2023.





3. Dr. Saurabh Gupta Assistant Professor, SoM has published a research Paper entitled "**Virtual communication adoption by educational leaders: moderating role of perceived risk and benefits**" in the International Journal of Information and Learning Technology (ABDC-C, Scopus) Emerald Publication.  
Publication Link: <https://www.emerald.com/insight/content/doi/10.1108/IJILT-03-2022-0044/full/html>
4. Dr. Saurabh Gupta Assistant Professor, SoM has presented a research Paper entitled "Adoption of E-governance Mobile Application among Indian Citizen: A Structural Equation Model (SEM) Approach" at the International Conference on Role of Sustainable Development Goals in Business and Economic Transformation (ICSDG 2023) held on 29th April 2023 at Jaipuria Institute of Management, Ghaziabad.



5. School of Management got Institutional Membership of NHRD Network, India and OPJU is appointed as the Institution to hold & lead NHRD Raipur Chapter



6. Dr. Saket Jeswani Assistant Dean, Professor, SoM was invited as a keynote speaker to deliver a session on "Transformation & Growth in Higher Education" at Shri Shankaracharya Group of Institutions on 15th May 2023.



7. Mr. Manoj Ku Mishra Assistant Professor, SoM has Published a book chapter entitled “Authentication Schemes for Healthcare Data Using Emerging Computing Technologies” on a book titled “AI and Blockchain in Healthcare” published by Springer. Publication Link: [https://link.springer.com/chapter/10.1007/978-981-99-0377-1\\_5](https://link.springer.com/chapter/10.1007/978-981-99-0377-1_5)
8. Mr. Manoj Ku Mishra Assistant Professor, SoM has Attended a one-week FDP on “Outcome Based Education (A special focus on NAAC and NBA Accreditation)” organized by the New Delhi institute of Management from May 15<sup>th</sup> to 19<sup>th</sup>, 2023.



Certificate ID FLDDVW-CE000027

### CERTIFICATE OF PARTICIPATION

This certificate declares that

**Manoj Kumar Mishra**

Assistant professor, OP Jindal University

has participated in

**Faculty Development Programme**

on

**“Outcome Based Education (A special focus on NAAC and NBA Accreditation)”**

from May 15-19, 2023

  
(Principal)

  
(R&D Head)

  
(Chairperson)

Made for free with Certify'em

9. Mr. Manoj Ku Mishra Assistant Professor, SoM has received an Academic Excellence Award from the Institute of Research.



10. Seven papers from SoM were presented in the International Conference on "Academic Integration and Sustainable Development - An Interdisciplinary Manifesto" at ICAFI University, Raipur on 30 May 2023. Two Students Anoushka Sharma & Mimansa Kashyap & One Research Scholar Mr Yugal Kishor Pradhan won the BEST PRESENTER AWARD in the conference.





11. Mr. Manoj Kumar Mishra Assistant Professor, School of Management Presented Paper entitled “**Behavioral Discovering Relationship Between Social Media Usage And Cybersecurity Awareness: An Association Mining Analysis**” in International Conference on “Revisiting Management & Business Practices in Dynamic Era” organized by IITM on 26-27 May 2023.



12. Dr. Rekha Sharma Associate Professor, SoM, has coordinated alumni guest Lecture series on “Innovative HR practices” on May 02, 2023 in association with OP Jindal University Raigarh Alumni Association.



13. Mr. Manoj Ku Mishra Assistant Professor, SoM and Mr. Bhupendra Tripathi Assistant Professor, SoM has organized Online Workshop on “**Importance of soft skills in professional life**” on May 05, 2023 in association with Institution’s Innovation Council. The speaker of the session was Mr. Deepak Chabra Assistant Professor, RDIAS, New Delhi.

The promotional banner for the online workshop features the logos of OPJU (University of Skill Technology and Management) and the Institution's Innovation Council. It is presented by the School of Management in association with Jose Maria College Foundation Inc. Philippines. The workshop is titled "One day Workshop on Soft Skills and its Importance in Professional life". The speaker is Mr. Deepak Chabra, an NLP Practitioner and Corporate Trainer, Assistant Professor at RDIAS-New Delhi, scheduled for 06/05/2023. The moderator is Prof. Manoj Kumar Mishra, Assistant Professor at the School of Management, OPJU Raigarh. The coordinator is Prof. Bhupendra Tripathi, Assistant Professor at the School of Management, OPJU Raigarh. The Zoom screenshot shows a live session with Dr. Manoj Mishra, Dr. Bhupendra T..., OP JINDAL UNI..., and Dr. Saket Jeswani in the top bar. The main video feed shows Dr. Deepak Chabra speaking. A participants list on the right shows 20 participants, including Dr. Manoj Mishra, Dr. Bhupendra Tripathi, Dr. Deepak Chabra, OP JINDAL UNIVERSITY RAIGARH, and Dr. Saket Jeswani.

14. Dr Vikash Kumar Assistant Professor, SoM and Mr. Bhupendra Tripathi Assistant Professor, SoM has organized one day workshop on “Business Model Canvas” on May 24, 2023 in association with Institution’s Innovation Council.

The promotional banner for the "Business Model Canvas (BMC)" workshop features logos from G20 India 2023, the United Nations, OPJU, the Institution's Innovation Council, and the 75th Azadi Ka Amrit Mahotsav. It is organized by the School of Management in association with the Institution's Innovation Council at OP Jindal University, Raigarh. The expert speaker is Dr. Sukanta Ku. Sahu, Associate Professor at the School of Management, OPJU, on May 24, 2023. The coordinators are Dr. Vikash Kumar, Sr. Assistant Professor at the School of Management, OPJU, and Prof. Bhupendra Tripathi, Assistant Professor at the School of Management, OPJU. The photo shows a classroom setting with a presenter at a podium, a screen displaying the BMC diagram, and an audience. A GPS overlay indicates the location as Tumidih, Chhattisgarh, India, with coordinates 396X+XP7, O P Jindal Industrial Park, Tumidih, Chhattisgarh 496107, India, and a timestamp of 24/05/23 11:11 AM GMT +05:30.



15. School of Management, OP Jindal University, Raigarh has organized 30 hours Value added course on “Advance Excel”. Dr. Himanshu Vaishnaw and Ms. Namrata Ojha Assistant Professor, SoM were the trainer for the session.



16. Dr. Rekha Sharma Associate Professor, SoM, has coordinated alumni guest Lecture series on “Campus to Corporate” on May 19, 2023 in association with OP Jindal University Raigarh Alumni Association.



17. School of Management has organized One day outreach activity on “Say No to Plastic” on May 19, 2023 in village Navadih, Gharghodav.



18. School of Management has organized One day outreach activity on “Woman safety health & hygiene” on May 12, 2023 in Amlidih village. Dr. Rekha Sharma has coordinated the program.

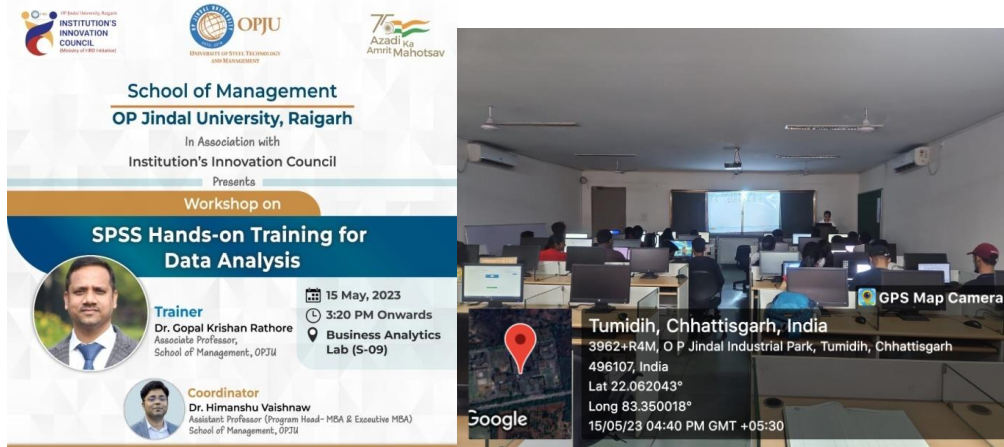


19. School of management has organized 30 hours Certificate Course on “GST” for the students of Commerce.





20. Dr. Himanshu Vaishnaw Assistant Professor, SoM has organized one day workshop on **SPSS Hands-on Training for Data Analysis** in association with Institution's Innovation Council. The speaker for the session was Dr. Gopal Krishna Rathore Associate professor, SoM, OP Jindal University.



**School of Management**  
**OP Jindal University, Raigarh**  
In Association with  
Institution's Innovation Council  
Presents  
Workshop on  
**SPSS Hands-on Training for Data Analysis**

**Trainer**  
Dr. Gopal Krishna Rathore  
Associate Professor,  
School of Management, OPJU

**Coordinator**  
Dr. Himanshu Vaishnaw  
Assistant Professor (Program Head- MBA & Executive MBA)  
School of Management, OPJU

15 May, 2023  
3:20 PM Onwards  
Business Analytics Lab (S-09)

**Tumidih, Chhattisgarh, India**  
3962+R4M, O P Jindal Industrial Park, Tumidih, Chhattisgarh  
496107, India  
Lat 22.062043°  
Long 83.350018°  
15/05/23 04:40 PM GMT +05:30

21. Dr. Gopal Krishna Rathore Associate Professor, SoM has organized one day workshop on **Academic writing skills** in association with Institution's Innovation Council. The speaker for the session was Dr. Navin Kumar Assistant Professor, SoM, OP Jindal University.



**School of Management**  
**OP Jindal University, Raigarh**  
Presents  
Workshop on  
**Academic Writing Skills: Theses and Dissertations**

**Expert Speaker**  
Dr. Navin Kumar  
Assistant Professor,  
School of Management, OPJU

**Coordinator**  
Dr. Gopal Krishan Rathore  
Associate Professor,  
School of Management, OPJU

23 May, 2023  
3.10 pm to 4.30 pm  
Room No.- G-14

**Punjipath, Chhattisgarh, India**  
176, O P Jindal Industrial Park, C.G, Punjipath,  
Chhattisgarh 496109, India  
Lat 22.061884°  
Long 83.349817°  
23/05/23 03:21 PM GMT +05:30

June 2023

1. One day outreach activity on “Child Labour” was organized by the School of Management on 2.6.2023 in village Saraipaali under the Coordinate ship of Dr. Rekha Sharma.



2. Dr. Saurabh Gupta Assistant Professor, SoM has published a research Paper entitled " **Evaluating E-leadership Self-efficacy Through Social Media Efficacy and Participation**" in the journal Management and Labour Studies (ABDC-C, Scopus, WoS) Sage publication.  
Publication link: <https://journals.sagepub.com/doi/abs/10.1177/0258042X231167307>
3. Dr. Saurabh Gupta Assistant Professor, SoM has published a research Paper entitled "Does consumer empowerment influence e-payment systems adoption? A digital consumer-centric perspective" in the Journal of Financial Services Marketing (ABDC-B, Scopus, WoS) Springer Nature.  
Publication Link: <https://link.springer.com/article/10.1057/s41264-023-00238-4#Abs1>

4. Dr. Ajay Kumar Assistant Professor, SoM is appointed as a Section Editor of Frontiers in Finance for Section Collection on “**Financial Regulation and Policy**”.  
The link is for reference: <https://ojs.as-pub.com/s.php/index/detail?id=12&jid=36>
5. Mr. Manoj Ku Mishra Assistant Professor, SoM became an associate member of International Institute of organized Research (I2OR) which is a registered MSME with the Ministry of Micro, Small and Medium Enterprises, Government of India (Registration Number: UDYAM-PB-20-0002405)



6. Mr. Manoj Kumar Mishra Assistant Professor, SoM has published patent titled **“Implementation of Big Data Analytics integrated with Artificial Intelligence for Improving the Tourism and Hospitality Sector”** with application no: 202341031702

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202341031702 A

(19) INDIA

(22) Date of filing of Application :04/05/2023

(43) Publication Date : 16/06/2023

(54) Title of the invention : IMPLEMENTATION OF BIG DATA ANALYTICS INTEGRATED WITH ARTIFICIAL INTELLIGENCE FOR IMPROVING THE TOURISM AND HOSPITALITY SECTOR

(31) International classification: B65D 830400, G06N 200000, G06Q 300200, G06Q 501400, H04N 071800  
(36) International Application No: PCT/  
Filing Date: 01/01/1800  
(37) International Publication No: NA  
(51) Patent of Addition to Application Number: NA  
Filing Date: NA  
(52) Divisional to Application Number: NA  
Filing Date: NA

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3)Manoj Kumar Mishra  
4)Bhupakshya V  
5)Dr. M.Subhashini  
6)Dr. N.Muthukumar  
7)Dr. Bandaru Srinivasa Rao  
8)Dr. T Ravichandran  
9)Dr. Priyanka Chatterpadhyay  
10)Vijaya Sagar  
11)Dr. P.Vanani Krishna  
12)Nitin Das  
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Address of Applicant : NA  
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9)Dr. Priyanka Chatterpadhyay  
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10)Vijaya Sagar  
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11)Dr. P.Vanani Krishna  
Address of Applicant: Assistant Professor, School of Management, Malla Reddy University, B. R. District, Hyderabad, 500043, Telangana, India Hyderabad  
12)Nitin Das  
Address of Applicant: Assistant Professor, Department of Business Administration, Trident Academy of Creative Technology, Bhubaneswar, Bhubaneswar 751024, Odisha, India Bhubaneswar

(37) Abstract:  
The invention relates to a system and method for implementation of Big Data Analytics integrated with Artificial Intelligence for Improving the Tourism and Hospitality Sector. The present invention created a framework based on the resource-based view implementation approach in order to more effectively describe the effects of these technologies on the tourism sector. It will offer useful insights into consumer behavior and preferences, streamlining processes, and enhancing the overall customer experience. Big data analytics and artificial intelligence (AI) have the potential to completely transform the travel and hospitality sectors. It is used for streamlining and improving the traveling procedure using big data analytics and artificial intelligence (AI). The present invention framework integrates resource-based view implementation of a company's resources and characteristics them for tourism.

No. of Pages : 10 No. of Claims : 5



7. Dr. Himanshu Vaishnaw Assistant Professor, SoM conducted Training on Campus to Corporate for Jindal Lead Management Trainees on June 14, 2023 at Jindal Steel & Power, Raigarh.



8. Mr. Manoj Kumar Mishra acted as resource person in the FDP titled “Data Analysis and Structural Equation Modeling” organized by Asian Business School, Noida from 24<sup>th</sup> to 30<sup>th</sup> June, 2023.

