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Indexed in  (USA)
www.proquest.com



SANKALPA

A Peer - Reviewed Journal

Since 2011

ISSN No. 2231-1904

January - June 2021 *Vol. 11 : Issue 1

SANKALPA

Journal of Management & Research

SANKALPA : Journal of Management & Research

aims at bringing out the intricacies of Management perspectives, concepts, and applications. The focus is on Indian Management and its interplay with Global Management knowledge, best-practices and research.



C. K. Shah Vijapurwala Institute of Management

Founded By

Shri Mahavira Jaina Vidyalaya Education Foundation



Shri Mahavir Jain Vidyalaya Campus, Near Goyagate Circle, R. V. Desai Road, Vadodara-390 004. (Guj) INDIA



CKSVIM the leading MBA College commences its flagship BBA Program!

THE RENOWNED MBA college of Vadodara, C K Shah Vijapurwala Institute of Management (SMJV's CKSVIM) is successfully running its GTU-affiliated full time MBA program since 2009 and is all set to commence its flagship full-time BBA Program! CKSVIM is located in the heart of the Vadodara City at Pratap Nagar area and is open for admissions for its plethora of courses like MBA, BBA, B.Voc, PGDF, PGDM, PGDHR. Shree Mahavira Jaina Vidyalaya (SMJV) Trust is 105-year-old Trust involved in a lot of socially relevant causes in the field of education and philanthropy. The Trust's only Management School, CKSVIM, is driven by the Trust's core values of ethics, entrepreneurship, empowerment and the like. CKSVIM is the proud recipient of Zee Digital Excellence Award 2021 under the category as "Outstanding Specialization Opportunities in Management". CKSVIM is also the recipient of 'Best Institute in Management Studies' awarded by Times 2020. CKSVIM's MBA Program is Accredited by ACBSP (USA) and is an ISO 9001:2015 Certified MBA Institute. It believes in the holistic development of its students, by giving them a global orientation, with local and global perspectives and reflections.

The globe is going through a terrible time these days, and education sector has experienced the drastic changes all of sudden. Although the transition from traditional classroom instruction to virtual mode has opened up new avenues for creativity, it was not without its challenges. Along with taking lectures online it also demands for online admissions, online examinations, practical and industry-linked orientations, training staff members with technology based pedagogical tools as well as ensuring maximum level of satisfaction of all stakeholders.....and CKSVIM has surpassed all the yardsticks!

CKSVIM believes in resilience, agility and innovation in its practices. It is a core example of an organization which promptly leapt into state-of-the-art solutions to cope up with the dynamics of the ever-changing industry demands! Within a short span of time, it bridged the gap between the conventional pedagogies and the contemporary digital solutions for different institutional aspects.

Academic Excellence.....

■ Innovative pedagogical tools for online teaching.

■ Ensuring all digital platforms for hassle-free financial transactions

■ Online orientation program of Batch 12 and Batch 13 (2020 and 2021 Batches) followed by intense one-on-one faculty induction interventions.

■ Received about 10 Gold-Medals in the Gu-



jarat Technological University since its inception by its proud students!

■ One of the students from Batch-11 has achieved 10 out of 10 SPI in MBA final semester in university examination.

Placement and Alumnus achievement....

■ The intense support from Alumnus, corporate interface and industry networking resulted into successful participation of interns into practical learning and final placements.

■ Highest placement package offered Rs. 12 lakhs pa in the institute and Rs. 7.65 lakhs pa in the year 2021. The average package offered is Rs. 3.5-4 lakhs p.a.....truly commendable!

Curricular and Extracurricular activities in the pandemic time.....

■ The institute never compromised on its 'quality aspect' in spite of all the challenges due to the pandemic and excelled in its curricular as well as co-curricular and student development activities.....whether it be through webinars or through offline mode or hybrid approach maintaining all the protocols.

■ Celebrated the National Management Week activities and had been among the Top 8 B-Schools nationally in the AIMS NMS 2021 celebrations! It conducted guest speeches, international Peregrine tests, online group discussion sessions and more!

■ Conducted plethora of philanthropic activities by students like visiting paediatric wards for food and article distribution, food and clothes distribution to the underprivileged, visiting orphanages, conducted career-orientation session on

road for the under-privileged teenaged-students and many more such philanthropic activities.

Awards, Recognitions and MOUs.....

■ CKSVIM has signed an MoU with Harvard Business School (HBS) Online for nine of the online courses to be offered by HBS Online in the areas of Business Analytics, Global Business, Financial Accountancy, and the like. The MoU has been possible due to the continued efforts of the esteemed members of SMJV Trust Board, LMC Members, Director, faculties and staff of the institute.

■ The courses for which MoU has been done with HBS Online are for technical subjects like Business Analytics, Global Business, Financial Accountancy, Destructive Strategies, Negotiation Mastery, Management Essential, Sustainable Business Strategy, Entrepreneurship Essential and Alternative Investment.

■ Recipient of numerous awards and third-party recognitions like CSR-GHRDC, Zee, Times and many more.

CKSVIM has always been the flagship for various innovative and challenging activities, whether it be to organize Start-up Challenges, Entrepreneurial Series Talks, International collaborations with leading Universities/Institutes worldwide, dissemination of knowledge through its publication activities through its international level peer-reviewed journal 'SANKALPA: Journal of Management & Research' over a decade or through its globally recognized award-winning faculties. CKSVIM has always been at the epitome of success.

CKSVIM MBA College with its futuristic approach and its flagship full-time BBA and B.Voc Program shall open avenues for Barodians and many more national and international students in the future! With a futuristic approach ensuring student and faculty development, it envisages to commence many more short-term and long-term courses with other leading global universities and make Vadodara proud! Dr Karav Pandya, I/c Director and Professor, along with its proud faculty, staff, alumni and student fraternity believes to expand and bring many more laurels to CKSVIM!

From the Heart of Editor-in-Chief...

Dear Subscribers and Readers,

I am delighted to celebrate the launch of **SANKALPA** - Journal of Management & Research, Volume 11, Issue 1 (Jan-June 2021), a bi-annual, peer reviewed journal in the field of management and research since January 2011, bearing ISSN No. 2231-1904 and Indexed in ProQuest (USA).



This is a very turbulent time and the world is recovering very fast from the pandemic COVID-19 situations. The editorial team is working hard to improvise the Journal year after year. The institute has applied for inclusion of SANKALPA in the UGC CARE list of Journals, and shortly we are expecting a positive communication from the authority. This will add a feather in the crown of CKSVIM. I would also like to thank the members of the Editorial Board for their dedicated service to the journal and for all their cooperation and enthusiastic involvement in this blooming endeavour. Their voluntary efforts and devotion to the peer-review process helped the journal towards an authoritative position in the fields of Management research and I am sincerely grateful for their contributions to achieve the perfection.

CKSVIM is planning for expansion as per the guidelines envisaged in the National Education Policy (NEP) 2020 and is making its endeavour for the same.

In addition to CKSVIMs flagship program of two years full-time MBA (Approved by AICTE, Affiliated to GTU), CKSVIM is also offering B.Voc (Banking Finance Services and Insurance), BBA, PGDHR, PGDM and PGDF.

The management is grateful to the continued services of the faculty, staff and student fraternity of CKSVIM who put their continued effort and endeavour for the holistic development of the management institute.

Thanks & regards,

Dr. Kerav Pandya

Professor & Director (I/C)



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The members of the Editorial Board appeal to all the academicians and practitioners to communicate their 'Reporting' to the Editor-in-Chief for publication in our subsequent issues, through the e-mail ID : **publications@cksvim.edu.in**

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Published by:
**C K Shah Vijapurwala Institute of Management
Shri Mahavir Jaina Vidyalyaya Campus**

Design & Printed by : Sri Shyam Graphic, Vadodara-390 001.



SANKALPA



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Philanthropy and Extra-curricular Activities @ CKSVIM



Accolades to CKSVIM
Recipient of Zee Edufuture Excellence Awards 2021



સી કે શાહ ઈન્સ્ટિટ્યૂટ
ઓફ મેનેજમેન્ટને વધુ
એક એવોર્ડ પ્રાપ્ત થયો

શહેરના પ્રતાપનગર વિસ્તારમાં
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સન્માન પ્રાપ્ત થયું છે. રાષ્ટ્રીય કક્ષાનો
આ એવોર્ડ મેળવવા અંગે કોલેજના
ડિરેક્ટર ડૉ. કેરવ પંડ્યાએ જણાવ્યું હતું
કે, CKSVIMમાં વિદ્યાર્થીઓ પોતાની
પસંદગી અનુસાર સ્પેશિયાલિઝેશન
સિલેક્ટ કરી શકે છે. અને પોતાના
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