



**INTEGRAL
UNIVERSITY**
LUCKNOW - INDIA



**INTEGRAL
BUSINESS
SCHOOL**

A+
ACCREDITED
BY NAAC

BIZ INSIGHTS

JANUARY 2025

DEPARTMENT OF BUSINESS MANAGEMENT
INTEGRAL BUSINESS SCHOOL
INTEGRAL UNIVERSITY PHASE-3

EDITORIAL TEAM

Dr. Orooj Siddiqui | Dr. Abdul Tayyab Khan | Dr. Afreen Fatima



TOP STORIES SHAPING BUSINESS LANDSCAPE GLOBALLY

Job Return Trends in Japan

A survey reveals 30% of Japanese job changers consider returning to previous employers, with 65.6% maintaining workplace connections.

Women's Empowerment in India

Modi government initiatives, including a 2 lakh crore package and 90 lakh self-help groups, aim to enhance women's financial inclusion and skill development.

Australia's Job Market Boom

August saw 47,500 new jobs, with a notable shift to part-time roles. The unemployment rate remains steady at 4.2%.

Workplace Culture Debate in India

The death of an EY employee in India reignites debates over toxic work environments. EY denies claims of overwhelming pressure.

China's Skilled Workforce Strategy

China plans to enhance technical skills among industrial workers, focusing on talent dividends to boost manufacturing capabilities.

Return-to-Office Trends in Australia

Businesses enforce camera-on policies for Zoom meetings to address disengagement, sparking debates on remote work norms.

Four-Day Work week in Tokyo

Tokyo proposes a four-day work week for government staff to improve work-life balance and address Japan's low birth rate.

Global Tech Investment in Tamil Nadu

Companies like PayPal, Nokia, and Applied Materials are investing 900 crore in Tamil Nadu, creating over 4,000 jobs.

Daikin's Expansion in India

Japan's Daikin Industries plans a new plant in India to meet growing demand, with sales expected to double by 2025.

Cybersecurity Careers in Singapore

A new certification program aims to train 200,000 professionals for cybersecurity roles, addressing rising industry demand.

Skill Development in Uttar Pradesh Schools

A pilot program trains teacher to transform schools into skill centers, aligning with India's National Education Policy.

Gig Economy Banking in India

HDFC Bank launches digital solutions for India's 30m gig workers, addressing financial and social security concerns.

World Bank on India's Labour-Intensive Exports

The World Bank urges India to focus on labour-intensive manufacturing exports to tackle unemployment and boost job creation.

Supervisors with Disabilities in the US

Research shows higher productivity in teams led by supervisors with disabilities, encouraging inclusive hiring practices.

Amazon's Office Mandate vs UK's Flexibility Push

Amazon mandates in-office work as the UK government advocates for flexible working rights, sparking debates on productivity.

Burnout Crisis in the UK

UK sick leave has risen by 41% over three years, attributed to declining workplace culture and employee satisfaction.

India's tech sector sees massive investment growth as startups gain global attention.

Startups are attracting venture capital and foreign investments, as they demonstrate scalability and offer solutions tailored for global and emerging markets. The rise of unicorns (startups valued at over \$1 billion) in India further solidifies its reputation as a major player in the global technology and innovation landscape.

Government's push for sustainable energy drives green tech innovation in India's business ecosystem.

Initiatives like the National Solar Mission, renewable energy subsidies, and policies for EVs and green hydrogen. These efforts drive clean energy adoption, foster innovation in renewable and energy-efficient technologies, and strengthen India's position as a global leader in green technology.

Corporate India pivots toward ESG, with sustainability becoming a key driver for investment.

Corporate India is increasingly focusing on Environmental, Social, and Governance (ESG) practices, with sustainability emerging as a major investment priority. This shift reflects growing awareness of ethical business practices, regulatory requirements, and investor demand for sustainable growth, positioning ESG as a critical factor in long-term value creation.

Reforms in India's labor laws aim to attract more foreign direct investment in manufacturing.

India's labor law reforms aim to simplify regulations, improve worker welfare, and create a more business-friendly environment. These changes are designed to attract increased foreign direct investment (FDI) in manufacturing by promoting ease of doing business and encouraging global companies to set up operations in India.

Rural economy gains momentum, with agritech and rural startups transforming India's business landscape.

India's rural economy is thriving, driven by agritech innovations and rural startups. These advancements are boosting productivity, improving supply chains, and creating new opportunities, transforming the rural business landscape and contributing to the country's economic growth.



IN-FOCUS

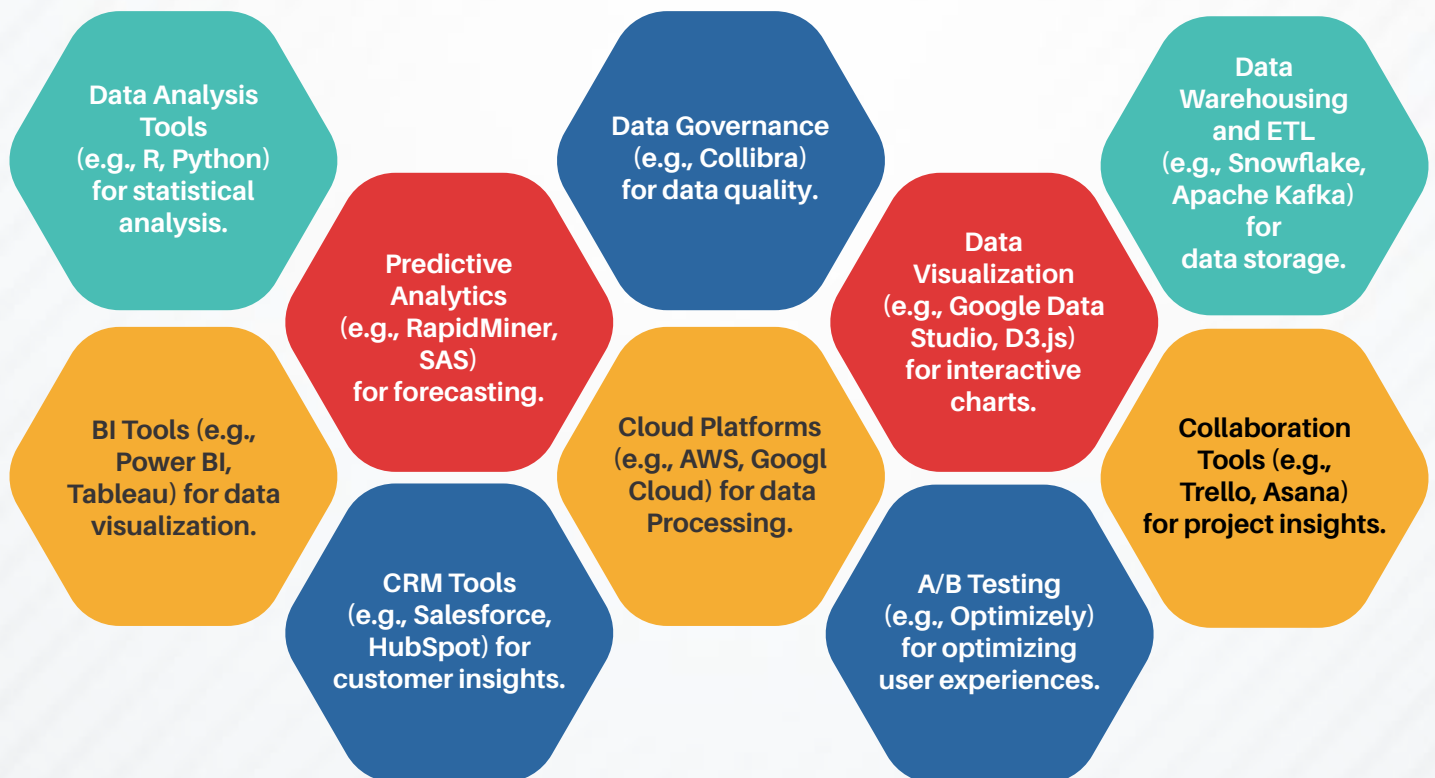
India's Electric Vehicle Revolution: Charging Ahead into a Sustainable Future

In Q4 2024, India's electric vehicle (EV) sector saw significant growth, fueled by strong consumer demand, government support like the FAME scheme, tax incentives, and the global push for sustainability. EV sales exceeded 1.5 million units in 2024, a 50% increase from 2023, with two-wheelers making up 80% of sales. Battery advancements and cost reductions have boosted adoption. Major players like Tata Motors, Mahindra Electric, and startups such as Ola Electric are scaling production, while charging infrastructure grew to 7,000 stations, aiming for 50,000 by 2030. The sector has created 1.5 million jobs and is expected to drive India's green energy transition, with the market projected to reach \$150 billion by 2030.

SHARPEN YOUR EDGE

Featured Skill: Data-Driven Decision-Making: A Crucial Skill for MBA Students

In today's fast-changing business world, data-driven decision-making is a vital skill for MBA students. As organizations rely more on data analytics for trend analysis, forecasting, and strategic decisions, MBA students must become proficient in tools like.



This expertise enables future leaders to interpret complex data and present actionable insights. Mastering data-driven decision-making helps MBA graduates stay competitive and capable of making informed, impactful decisions across industries.



CAREER INSIGHTS

An ESG (Environmental, Social, and Governance) Analyst is a key player in assessing a company's sustainability practices and their impact on long-term financial performance. This career path is rapidly gaining popularity as businesses prioritize ethical operations and investors demand transparency in ESG metrics. ESG Analysts evaluate corporate policies, carbon footprints, labor practices, and governance frameworks to ensure alignment with global sustainability standards. They analyze data, create detailed reports, and provide actionable recommendations to enhance ESG performance. The role offers high demand across sectors due to evolving ESG regulations and growing

investor focus, making it a rewarding career choice for those passionate about driving social impact and sustainability. With opportunities in consultancy, asset management, and corporate sustainability leadership, ESG Analysts enjoy strong career growth potential. Success in this role requires analytical proficiency, knowledge of ESG reporting frameworks such as GRI and SASB, and excellent communication skills for effective stakeholder engagement. Major organizations that typically require ESG analysts include: investment firms, banks, private equity firms, wealth management companies, asset management companies, insurance companies, rating agencies, consulting firms, and large corporations across various industries as they increasingly need to assess and report on their environmental, social, and governance performance

STARTUP STORIES

Zerodha, founded in 2010 by Nithin and Nikhil Kamath, revolutionized India's stockbroking industry with its low-cost, no-frills approach. By eliminating high brokerage fees and offering affordable services, it became India's largest retail stockbroker. Key takeaways for aspiring entrepreneurs include:

1. Innovative Pricing Strategy:

Zerodha's low-cost model attracted many retail investors, especially younger ones. Entrepreneurs should focus on value-based pricing to challenge market norms.

2. User Experience:

The simplicity and user-friendliness of Zerodha's trading platform, Kite, highlight the importance of an intuitive user experience.

3. Leverage Technology

Zerodha used cutting-edge technology and automation to reduce costs and enhance customer experiences. Tech-driven solutions are key to streamlining operations.

4. Education & Community Engagement

Zerodha invested in educating users through platforms like Varsity, creating a loyal customer base. Entrepreneurs should engage customers through education.

Bootstrapped Growth

5. Bootstrapped Growth

Zerodha grew without relying on external funding, focusing on organic, sustainable growth rather than large investments.

6. Long-Term Relationships:

The company emphasized trust, transparency, and customer loyalty. Building trust with customers leads to sustainable success

7. Innovative Marketing:

Zerodha's word-of-mouth marketing relied on customer satisfaction. Entrepreneurs can reduce costs by focusing on providing value.

In conclusion, Zerodha's success emphasizes offering value, leveraging technology, focusing on customer relationships, and prioritizing organic growth. These principles can help entrepreneurs create disruptive, lasting businesses.

BUZZWORD

Unhappy leave:

Originated in China, the trend of unhappy leave allows employees to take time off for emotional well-being, differing from traditional sick leave. This policy offers up to 10 days of leave annually for emotional distress, with management ensuring that all requests are approved. The initiative aims to enhance employee mental health, which is crucial for workplace morale and productivity.

Hustle culture:

Hustle culture refers to the mentality that employees must work more than normal hours to advance their careers. Hustle culture encourages employees to work longer hours and get work done at a more rapid pace. Employees that buy into this culture may think about work during their time off. However this can be anti-work life balance.

SUVICHAAR

“*Innovation comes from people meeting up in the hallways or calling each other at 10:30 at night with a new idea.*”

----- Steve Jobs



WHAT'S HAPPENING IN IBS?



INTEGRAL UNIVERSITY

INTEGRAL BUSINESS SCHOOL
DEPARTMENT OF BUSINESS MANAGEMENT

LECTURE SERIES #1

"Sustainable Supply chains: The Business of Organic Dairy"

Pankaj Mishra
Co-Founder & MD
at Amrit Milk Organic IT & Dairy / Agro

Venue: LT-003
Time: 10:00 am
25th October, 2024

"Drive Sustainability with Supply Chain Insights"

INTEGRAL UNIVERSITY **NAAC A+**
Department of Business Management

One Day Seminar

Topic: How to write a Research Paper & Book Chapter

Saturday, 11th May 2024
11:00 a.m. onwards

Hybrid Mode

Benefits for Students & Faculty

- Enhancing own skills to teach students in a more effective and interesting manner
- Better career making guidance to students

Prof. Ashish Awasthi
Asst. Professor

Certificate will be provided for all registered participants

Organizer's
Prof. Adeel Magbool Vice-Dean, FCM
Prof. S.S. Mazhar Head, DBM

Coordinators
Dr. Gaurav Bisaria Associate Professor
Dr. Ankur Saxena Assistant Professor
Dr. Afreen Fatima Assistant Professor

INTEGRAL UNIVERSITY **NAAC A+**
Department of Business Management

Guest Lecture

Topic: Creativity and Innovation in Agriculture Business

Wednesday, 1st May 2024
12:00 p.m. onwards

Venue: LT-003 Phase-II

Benefits for Students & Faculty

- Enhancing own skills to teach students in a more effective and interesting manner
- Better career making guidance to students

Mr. A.K. Bishnoi

Certificate will be provided for all registered participants

Organizer's
Prof. Adeel Magbool Vice-Dean, FCM
Prof. S.S. Mazhar Head, DBM

Coordinators
Dr. Ankur Saxena Associate Professor
Dr. Ankit Kumar Goel Assistant Professor
Dr. Priyanka Bajpai Assistant Professor

INTEGRAL UNIVERSITY **NAAC A+**
Department of Business Management

One Day Seminar

Topic: Public Speaking & Research and Innovation in Business Management

Wednesday, 1st May 2024
11:00 a.m. onwards

Venue: LT-003

Hybrid Mode

Benefits for Students & Faculty

- Enhancing own skills to teach students in a more effective and interesting manner
- Better career making guidance to students

Dr. Birendra Kumar

Certificate will be provided for all registered participants

Organizer's
Prof. Adeel Magbool Vice-Dean, FCM
Prof. S.S. Mazhar Head, DBM

Coordinators
Dr. Gaurav Bisaria Associate Professor
Dr. Ankur Saxena Assistant Professor
Dr. Afreen Fatima Assistant Professor

INTEGRAL UNIVERSITY **NAAC A+**
Department of Business Management

One Day Seminar

Topic: How to write a Research Paper & Book Chapter

Saturday, 11th May 2024
12:00 p.m. onwards

Hybrid Mode

Benefits for Students & Faculty

- Enhancing own skills to teach students in a more effective and interesting manner
- Better career making guidance to students

Sahin Chandan Prasad
Associate Professor

Certificate will be provided for all registered participants

Organizer's
Prof. Adeel Magbool Vice-Dean, FCM
Prof. S.S. Mazhar Head, DBM

Coordinators
Dr. Ankur Saxena Associate Professor
Dr. Ehsanul Haque Assistant Professor
Dr. Divyesh Dutt Assistant Professor

INTEGRAL UNIVERSITY **NAAC A+**
Department of Business Management

One Day Seminar

Topic: Marketing Innovation, Creativity and Motivation for Entrepreneurship

Saturday, 11th May 2024
3:00 p.m. onwards

Hybrid Mode

Benefits for Students & Faculty

- Enhancing own skills to teach students in a more effective and interesting manner
- Better career making guidance to students

Dr. P.S. Subramanian
Associate Professor

Certificate will be provided for all registered participants

Organizer's
Prof. Adeel Magbool Vice-Dean, FCM
Prof. S.S. Mazhar Head, DBM

Coordinators
Dr. Moiz Akhtar Associate Professor
Dr. Ankur Saxena Assistant Professor
Dr. Ariz Siddiqui Assistant Professor

INTEGRAL UNIVERSITY **NAAC A+**
Department of Business Management

Career Guidance Session

On
Exploring Opportunities through International Exchange Program (MBA)

By Dr. Ehsanul Haque

Organize by
Department of Business Management
Integral University (IU), Lucknow
(Target Audience: BBA Final Year students)

9th May, 2024 at 9:30 am
Lecture Theatre (LT-003)
Integral University, Phase-3

ORGANISERS
Prof. Adeel Magbool Vice-Dean, FCM
Prof. S.S. Mazhar Head, DBM

"EXPAND YOUR GLOBAL BUSINESS HORIZONS"

