

NEW YEAR 2024 ISSUE

LBS SPACE

E NEWS ISSUE

LAL BAHADUR SHASTRI GIRLS COLLEGE OF
MANAGEMENT



**74th All India
Commerce
Conference**

**Christmas
Celebration**

Research Paper



CREDITS

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LAL BAHADUR SHASTRI GIRLS COLLEGE OF MANAGEMENT (L.B.S.G.C.M)
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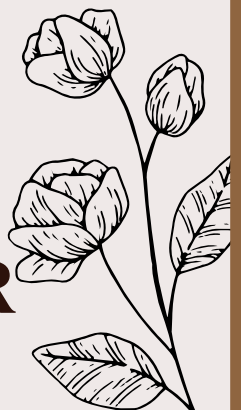
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ABOUT LBSGOI



Campus **LBSGCM**

Established in the year 1982, Lal Bahadur Shastri (LBS) Group of Institutions is one of the oldest institutions in Northern India for imparting professional education, with a strong network of 22,000 alumni. Located in Lucknow, LBS Group has carved a niche for itself and has successfully groomed and prepared thousands of management students for professional education. The institute values learning through innovation and experiential learning with over 65 Management Development Programs to choose from.

The institute has a well-organized Training & Placement Division, which keeps a constant touch with the industry. LBS Group of Institutions has an excellent placement record with over 5000 students placed in MNCs.

We have a rich and diverse base of technical and management experts, highly reputed in their respective fields. The faculty is highly skilled, experienced and are PhD or NET qualified.

LBS faculty is actively engaged in research work, book writing, publishing papers in leading journals, organizing and partaking in faculty development programs

ABOUT LBSGCM

Associated college of Lucknow University established in year 2010 to promote girls in the field of Management and Information Technology. It provide a dynamic learning environment that is fast changing in response to new technology and paradigmatic shift in business arena. It would be committed to high quality education, research and service to the nation.

Learning can never be limited to attending lectures, working on projects and reading books. Lal Bahadur Shastri Girls College of Management is a medley of numerous events of incredible experiences of people.

VISION & MISSION



Vision

The group aspires to be a catalyst for transformation- calling for the best in students, preparing them as engaged citizens and enabling them to realise their dreams.

Lal Bahadur Shastri Group of Institutions (LBSGOI) aims to work towards its vision through:

Academic Environment

LBSGOI demonstrate an appreciation for a scholarly environment where students, faculty and staff members are all self-motivated for commitment towards academics.

Holistic Approach

To prepare students for the life itself, to be independent and optimize their potential, to handle conflicts, adapt to change, overcome setback, sadness and bad chance.

Innovation

The group strives to be the best in all spheres of activity by continuously looking for better ideas & inventions

Responsibility

All members of the group are expected to take responsibility of notifying appropriate authority if they witness any conduct that violates the group's values or policies

Strategic Extension

The Group extends its services in the field of training and capacity building of Government, semi- government and private institutions and personnel.

Mission

Lal Bahadur Shastri Group of Institutions fosters educational & global citizenship through a student-centric culture. The culture which marked by knowledge creation & innovation and that it anticipates & responds to the needs of all its stakeholders.



*MESSAGE
FROM THE
CHAIRPERSON*

A professional education can be a valuable investment in a student's future. And, the right learning experience returns value in ways that go well beyond the monetary. At LBSG01, our emphasis is not merely on studying but learning. We provide a broad, well balanced and relevant education and encourage positive social behavior so that students not only do well in their career but also turn out to be dynamic leaders & responsible citizens.

We recognise that every student is a different individual & his/her aptitude & interests are also different so beyond class we provide them with a varied bouquet of curricular & co curricular activities like seminars, plant visits, sports, arts, crafts, dramatics, music and dance.

I invite students who aspire to be leaders of tomorrow to visit us & be a part of us. The education you receive at LBSG01 will empower you with the knowledge, skills and long-term vision that lead to innovation and growth.

MRS. MONA SRIVASTAVA
Chairperson – LBSGCM

Mrs. Mona Srivastava is an MBA, M.A. & B.Ed. and has a rich work experience of over 3 decades in the sphere of academic administration



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*MESSAGE
FROM THE
GROUP
DIRECTOR*
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At LBS, we understand that every student is unique, and hence, we have a customized approach in dealing with every student. I follow a democratic leadership style by maintaining a two-way channel of communication. I believe that my strength lies in my team, and I try to be a people-oriented leader by being empathetic and understanding. Also, I am always open to questions, suggestions, and criticism. I believe in the leadership of ideas rather than the leadership of a person or leadership of hierarchy. We have always believed in being proactive, futuristic, and aiming towards excellence in all spheres of activities. This requires paying attention to the details, putting in place a good metric for each dimension of progress, and ensuring that it is measured with actual versus estimated results. We benchmark ourselves with the best in each of the dimensions of progress and learn from those practices and improve.

KUMAR SAUMY

*Group Director (Development) –
LBSGOI*

Mr. Kumar Saumy holds a B.Tech. degree in computer science and has pursued General Management Programme for Executives (GMPE) from IIM Lucknow.

He holds a work experience of ten years.



MESSAGE FROM THE PRINCIPAL

The past couple of years have been exceedingly challenging for all of us on account of COVID-19. However, there is always a silver lining in every dark cloud and the same is true for the current pandemic, which necessitated a world-wide rethinking and reassessment of the strategies for, and approaches to higher education. As goes the age-old adage – necessity is the mother of invention. Also, crisis inspires creativity, critical reflection, transformation, and renewal. In the new normal, the challenge is to adapt, regenerate, and position ourselves for a strong and sustainable future.

Striving for a vibrant and dynamic academic and professional atmosphere is a wholesome and holistic exercise. This calls for the integration of students in the qualitative processes of the College. It necessitates the adoption of an innovative ecosystem so as to hone the skills of students in diverse programmes, in order to mould them into becoming notable change-leaders in the society. The aim is to make learning an enriching, fulfilling, and enjoyable experience through a multipronged approach, combining theory and practice in pedagogy. The focus should not only be on 'what is taught' but also on 'the way it is taught'.

The importance of research as an important pillar of academic growth cannot be overstated. The thrust must always be on socially relevant, local need-based, nationally important, and globally significant research initiatives. Creating fertile ground for effective synergies between research and teaching skills, nurturing and fostering critical thinking and problematic –solving skills among students is imperative. Hence, our persistent efforts towards leveraging the intellectual and emotional capabilities of our students, and encouraging the free and spirited exchange of ideas to celebrate diversity, while ensuring inclusivity. It has always been and continue to be our collective endeavor to promote an inspirational, motivational, value-based academic, and administrative environment.

Our earnest attempt should be towards upholding academic integrity, accountability, sustaining open and transparent systems, along with being sensitive to social responsibilities. This could be possible only through a collaborative, shared, and consultative work culture. Building on the strong foundation of the College, let us all strive for cautious, consistent, and catalytic improvement in the overall development, paving way for innovative ideas and thinking, let us all strive to march ahead and gear up to myriad managerial, economic, societal, and environmental challenges.

As George Bernard Shaw famously opined:

"The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. All progress has been brought about by such unreasonable men."

May our college be catalytic in bringing forth a generation of such 'unreasonable' lifelong learners, who devote their lives to changing the world around them for the better.

This spirit should guide our intent and actions in shaping the destiny of our college and its fraternity.

DR. ANURAG SRIVASTAVA
Principal, LBSGCM

Dr. Srivastava is a post graduate in management and PhD. He has over 20 years of Academic, Research & Administrative experience.

74th All India Commerce Conference



Dr. Shiva Manoj, Dr. Jyoti Joshi and Mr. Kapil Ajay Panjwani attended the 74th All India Commerce Conference from 13th to 15th December, 2023. The theme of the Conference was “One Earth. One Family. One Future.” The three-day annual conference was held at Delhi University, New Delhi in collaboration with OP Jindal University, Haryana. The attendees presented their paper in respective technical sessions.



Dr. Shiva Manoj is an academican, presently working as Associate Professor with Lal Bahadur Shastri Group of Institutions, Lucknow. She did her graduation and post-graduation from University of Lucknow in Business Administration and did Ph.D. from Banas thali Vidyapith Rajasthan. Her area encompasses Banking, Finance, Indian Economy, and General Management. She has teaching and research experience of more than 14 years. Besides this, she also specialises in German Language and has done language courses from Max Mueller Bhawan New Delhi. She has authored 4 books and has also acted as resource person for various organisations, training and development programmes and various academic bodies. She has also got around 35 research papers published in various reputed national and international research journals to her credentials. She has actively participated in National and International seminars and conferences organized by Indian Commerce Association, Indian Accounting Association and other academic bodies and institutions. She is also on the editorial and Reviewers panel of many research journals.



Dr. Jyoti Joshi is an Associate Professor working with Lal Bahadur Shastri Group of Institutions. Her area encompasses Human Resource Management, Finance and General management. She has teaching and research experience of more than 10 years. She has actively participated in National and International seminars and conferences and FDPs organised by Indian Commerce Association, Indian Institute of Management, MNNIT and other academic bodies and institutions and contributed papers in many reputed research journals.



Mr. Kapil Ajay Panjwani is an Assistant Professor working with Lal Bahadur Shastri Group of Institutions. He is a Post Graduate in Commerce with specialisation in Accounting and Taxation. He has also qualified UGC-NET in Commerce. He has a teaching experience of 2.5 years. He has published many research papers in reputed journals and attended various National and International Conferences.

Patent by Dr. Anshul Mishra

Title of the Invention: Ai-Powered Reminder Device For Optimizing Productivity And Service In The Banking Sector.

Details:

The field of invention pertains to the integration of artificial intelligence (AI) technology within the banking sector to create an innovative AI-powered reminder device. This device aims to optimize productivity and enhance customer service by intelligently generating reminders for financial commitments, appointments, and promotions. Additionally, the device facilitates natural language interactions to provide information and address customer inquiries, thus contributing to a more efficient and customer-centric banking experience. The invention intersects the domains of AI, machine learning, natural language processing, human-computer interaction, and business management to offer a transformative solution for modernizing banking operations and service delivery. This research embraces a multidisciplinary approach, encompassing elements of technology, human-computer interaction, and business management. Methodologically, a combination of data collection, algorithm development, and user experience testing will be employed to ensure the device's effectiveness and usability. Ethical considerations, including data privacy and fairness, will be integral to the design and deployment process.

Claim

- A method for optimizing productivity and improving customer service in the banking sector using an AI-powered reminder device.
- A system that intelligently analyses historical transaction data and user behaviour patterns to generate personalized reminders for financial commitments and appointments.
- A machine learning-based algorithm that adapts and refines reminders based on evolving user preferences and real-time insights.
- A natural language processing component that enables the device to engage in context aware and human-like interactions, providing accurate responses to customer inquiries.
- A user-centric design that enhances financial planning and time management for both bank employees and customers



Dr Anshul Mishra is working as Associate Professor at Lal Bahadur Shastri Girls College Of Management, Lucknow. His research is focused on developments in the area of Software Engineering and e-health. He has more than 14 years' experience in Research and Teaching. He has published about 25 papers in International/National Journals of repute. Some of these projects are in the area of Green Communication, E-Health, and E-Learning. He is member of several editorial boards and technical committees of international and national level societies.

He has also been the reviewer for many reputed research journals.

WINTER SCHOOL – 2023



Ms. Vishakha Gupta serves as an Assistant Professor at the Lal Bahadur Shastri Group of Institutions. She is a postgraduate in Management with a specialization in Human Resource Management and Marketing. In addition, she is a dedicated research scholar who has successfully cleared the UGC-NET examination in Management. With over five years of teaching experience, she has contributed to reputed national and international journals with her published research papers. Furthermore, her background includes practical experience in both corporate and entrepreneurial sectors.

Vishakha Gupta recently participated in a five-day Faculty Development Program (FDP) on "Developing Competencies, Pedagogical Innovation, Publishing in High-Quality Journals, and Contemporary Research Methods" organized by Jaipuria Institute of Management, Lucknow. The FDP provided a comprehensive platform for educators to enhance their skills in teaching methodologies, explore innovative pedagogical approaches, and gain insights into publishing research in high-impact journals. Educators and scholars were benefitted from the diverse sessions, fostering a deeper understanding of contemporary research methods. This FDP not only enriched academician's professional development but also equipped them with valuable tools to contribute meaningfully to the academic landscape.

www.jaipuria.ac.in



Certificate of Participation

This is to certify that Mr./Ms./Dr. **Vishakha Gupta** has

participated in **Winter School on
Developing Competencies-
(Pedagogical Innovation-Publishing in High-Quality Journals-Contemporary Research Methods)**

Organized by
Jaipuria Institute of Management, Lucknow
From
December 10 to 14, 2023

Dr. Pallavi Srivastava
Convenor

Dr. Anubhav Mishra
Convenor

Dr. Arti Chandani
Convenor

Dr. Kavita Pathak
Director

Research Paper by Ms. Uma Gupta Garg



Ms Uma Gupta Garg recently published a paper titled **“Quantification of Agile Security Issues”**

in **“International Journal for Scientific Research & Development”** . The purpose of this paper is analyzing the security-related aspects of agile requirements specifications for web applications. This technique takes into consideration the requirements that have been established and seeks to solve security concerns throughout the early phases of the agile software development lifecycle.

Ms. Uma Gupta Garg is an Assistant Professor working with Lal Bahadur Shastri Group of Institutions. She is a Post Graduate in Computer Science and an ‘A’ level from NIELIT. She has a teaching experience of 10 years.



IJSRD

INTERNATIONAL JOURNAL FOR SCIENTIFIC RESEARCH & DEVELOPMENT

CERTIFICATE OF PUBLICATION

is here by awarding this certificate to

Uma Gupta Garg

in recognition of the publication of the paper entitled

Quantification of Agile Security Issues

published in e-journal

Volume 11, Issue 10, in Dec-2023

Chauhan

EDITOR-IN-CHIEF



pdpm

EXECUTIVE-EDITOR

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Christmas Celebration



On the 23rd of December, 2023, which was the day during which Christmas was celebrated, a get-together celebration was arranged for the members of the LBSGCM teachers and staff. On the occasion of the festival, members competed against one another in antakshri. Additionally, a cake was cut in order to commemorate the birthdays of those members of the faculty whose birthdays fell between the last quarter of 2023.

Additionally, snacks were made available to the members of the faculty who were there.



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GROUP OF INSTITUTIONS



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