

Bharati Vidyapeeth (Deemed to be University), Pune
Abhijit Kadam Institute of Management and Social
Sciences, Solapur

Report on

IQAC of AKIMSS, Solapur organized

Series of International Web Seminars

“The Secrets of Most Successful Companies: Insiders’ Insights”

Topics

Session 1: Application of Market Research as an integral part of business decisions

Session 2: Role of Talent Management in keeping the organization afloat and sailing

- **Location: Online (Google Meet)**
- **Date: Saturday, May 15th 2021**
- **Time: 12.30 pm to 3.30 pm IST**
- **Attendees: MBA & MCA Students and all the faculty members.**

Session 1: Applications Of Market Research In Marketing & Business Decision Making Summary.

- On May 15th2021, at 12.30 pm IST (Moscow Time: 10.00 am to 11.00 pm) Mr. Abhijit Matkar (Technology & Telecom Head, Europe) Nielsen, Moscow, RUSSIA had delivered an excellent webinar on the subject for the students of AKIMSS.
- It started with Dr.Pritam Kothari (HODMBA) giving the Welcome Speech
- Dr. Prabhat Kumar(Secretary, IQAC) gave a brief introduction and some personal insights about the honourable guest.
- Mr.AbhijitMatkar completed his Mechanical Engineering and worked in as an engineer in chemical industry for few years and then he discovered that he can do something better and joined MBA where he fell in love with Market Research. He completed a project for ElctroluxKelvinators in which he surveyed 400 retailers and 100 customers to get the insights and then presented the results to ElctroluxKelvinators.
- This project in MBA was the beginning of the Market research journey that he began and never looked back.
- After the introduction, Mr. Abhijit Matkar started with his presentation



Fig.1.1

- In short, he gave content that would be covered in the presentation and told how the MR can be used to help customers and companies to get what they want and fulfill each of their needs.

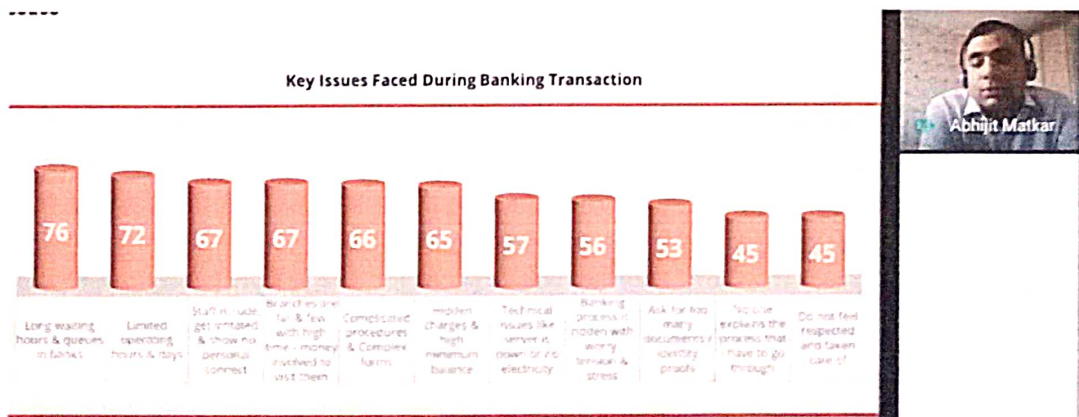


Fig.1.2

- In Case Study – 1 he stated how Airtel Payments Bank mitigated the ongoing market pain points to come through.
- In this case they devised a sample plan and then used computer aided telephonic interview method to get the MR data as it was the most cost effective method.
- This MR addressed the key issues faced in banking sector as shown in Fig.1.2.
- This researched data was then used by Airtel to come with the commercials and successfully launched their Payments Bank.

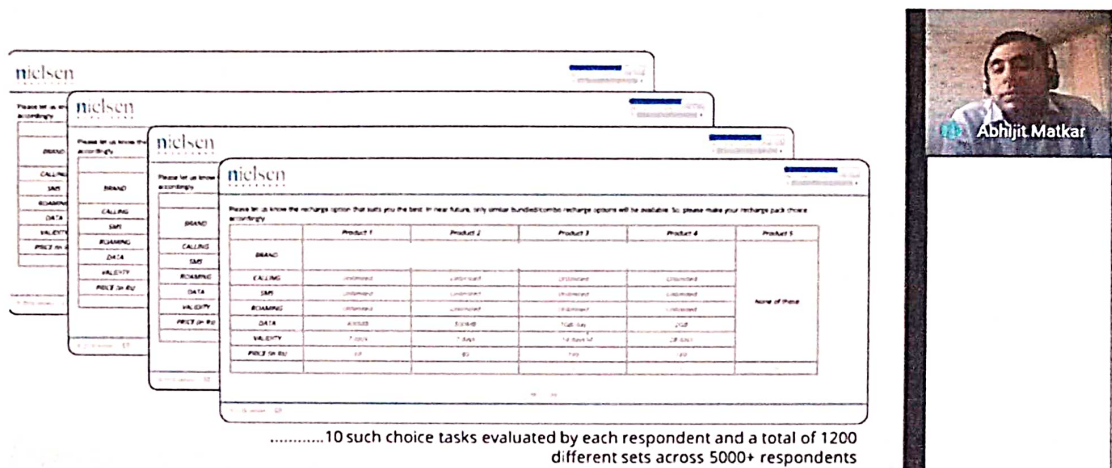


Fig.1.3

- Case Study – 2 was regarding to ascertain the market attractiveness for a range of bundle offers amongst client, competitions, consumers and resulting impact on the future revenue pools. In the past, the customers had to pay money/recharge for voice, data and SMS services separately. But this telecom operator wanted to get market insights about the impact it would have if bundle offers were launched and how would customer react to it.
- As shown in Fig.1.3 were the set of questions were asked across 5000+ respondents to the MR data.
- Through these questions following key points were to be accessed :-
 1. Proportion of Client consumers across ARPU (Average Revenue Per User) bands likely to shift to bundle options.
 2. Preference to different bundled options amongst those willing to move to a bundled only world.
 3. Ascertaining potential revenue gain/loss to client in bundled only scenario.
 4. Additionally, assessing openness among current competition users to shift to client bundled options.
- Fig.1.4 was the impact on the business which stated that 34% of existing customers would change to other operators, 18% increase in revenue due to the bundle offers, 31% others client customers will be willing to move to the plans launched because of which there would be 10% revenue increase and 16% of other operators customers will shift to this telecom operator.
- This MR data predicted future revenue pools which will generate when the telecom operator will launch the bundle options and also predicted the consumer and competition reactions to these as well.

Business Impact

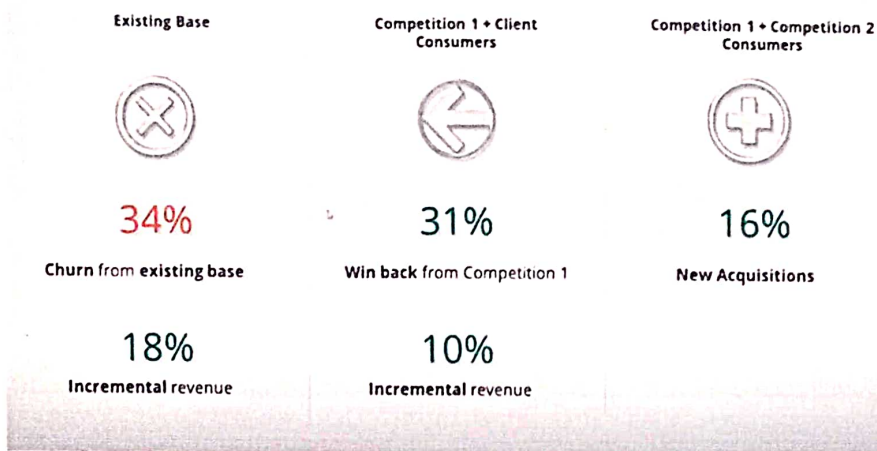


Fig.1.4

- Case Study – 3 was regarding the brand health of an undisclosed company which had to keep track of the branding in more than 174 cities of India including rural and urban areas.

Objectives: Measure Brand Health of all telecom operators and provide insights and guidance on communication performance, brand health and way forward on growing the marketing KPIs.

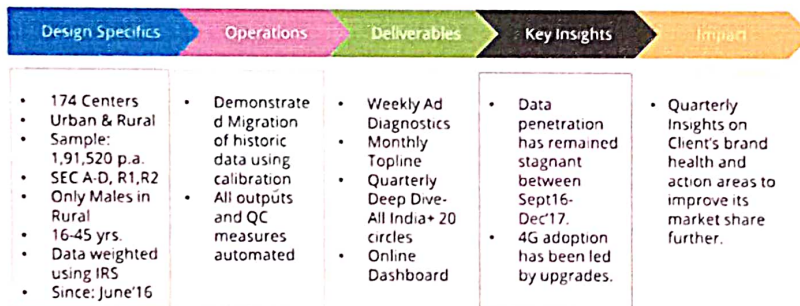


Fig.1.5

- Sample size of 200,000/annum was to be covered all the types of demographic quotas, regions and so on and so forth. It based on the factors shown in Fig.1.5.

	Brand 1		Brand 2		Brand 3		Brand 4	
	Jan 13	Jan 12	Jan 13	Jan 12	Jan 13	Jan 12	Jan 13	Jan 12
Average	57	42	55	42	50	40	64	55
Overall Quality Score for calling	64	42	64	44	64	51	64	51
Call waiting time for calling	19	-2	21	-2	18	-1	28	10
Call waiting time for MRD	28	-2	28	-1	14	1	37	11
Attention level for given P.O. No.	17	-2	25	-1	14	0	37	12
Knowledge of the product	13	-1	25	0	13	1	41	2
Overall Score	16	-1	25	0	13	1	49	4
Overall Score	15	-1	25	0	13	1	42	4
Call waiting time for MRD	16	-1	24	-1	12	0	39	8
Attention level for given P.O. No.	17	-2	23	-2	13	0	40	10
Knowledge of the product	17	-2	24	2	14	0	38	10
Overall Score	18	-2	27	-2	14	0	34	9
Overall Score	18	-2	26	-3	14	1	37	9
Recommended to others	17	-2	25	-2	13	0	36	9
Overall Score	18	-2	26	-4	15	1	32	10
Average	57	7	65	6	50	6	64	5
Attending customer	62	6	66	5	52	2	62	2
Service	50	7	66	7	45	6	60	8
Response time after service	47	7	64	7	50	7	57	3
Transparency	63	7	69	6	52	5	63	7
Attitude	57	6	63	7	49	6	68	5
Overall Score	58	4	67	6	52	6	67	3
Response time	57	6	63	8	49	9	71	1
For paper service	57	6	64	9	49	6	62	3
Calling brand	57	7	64	7	49	6	64	5
Preferred brand	58	9	68	8	52	8	60	6
Rating all brand	55	6	61	8	49	9	65	3

Fig.1.6

- Fig.1.6 shows the comprehensive comparison of different brands on different aspects.
- Fig.1.7 shows the actual business impact that is had by the MR data analysis provided to the brands and the increase/decrease in the revenue in the years.

Business Impact of the Research

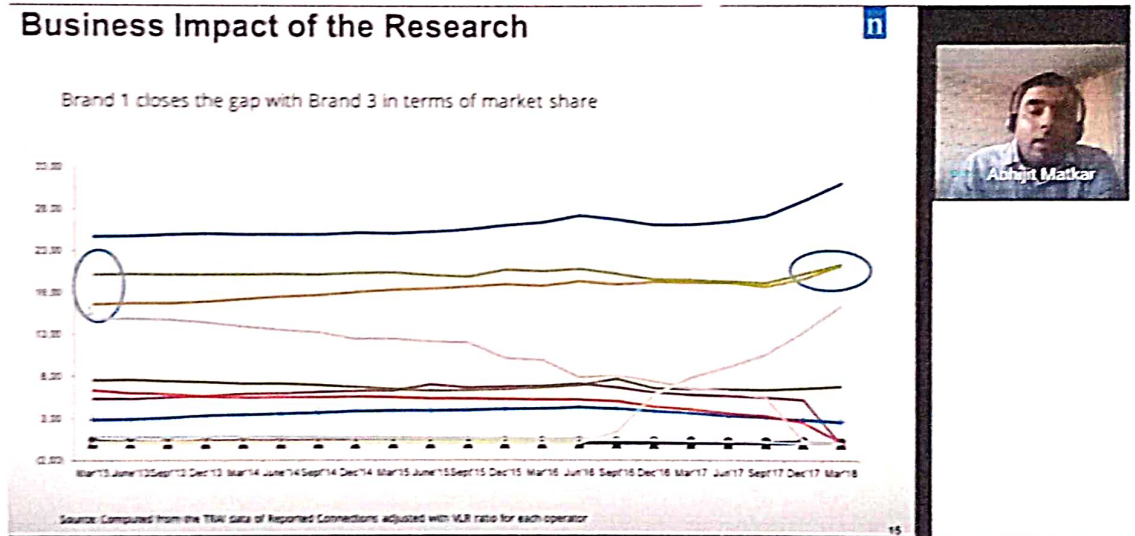


Fig.1.7

- With these intriguing Case Studies the presentation was concluded and Q&A session began.
- Different questions like cultural differences, insights on the new and upcoming technologies and many other such questions, from number of students were addressed by the honorable guest and explained them in the most engaging manner.
- Vote of Thanks was given by Dr.Prabhat concluding and thanking Mr. Abhijit Matker for the quality and quantity of knowledge that was dispersed during the webinar and also for the enthusiasm that he showed to respond to all the questions which were asked to him.

Session 2: Role of Talent Management in keeping the organization afloat & sailing.

- On May 15th2021,at 14.30 IST by M. Amit Kumar(Head, Talent Acquisition) Harbinger Group, Pune, INDIA had delivered a very in-depth webinar on the mentioned subject for the students of AKIMSS.
- The session was open and was completely Q&A based where all the students and faculty members were asking the questions.
- Mr.Amit started with his brief introduction and stated his interest in the field of HR and gave the insights into how HR is important and its role during the pandemic situation and the changes that has taken place during the pandemic situation
- He went on to add that every organization has its own culture and the culture developing and curating it can be only done by HR department and alsostaed the importance of the culture to any organization.
- Questions like – interview judgement, customer centric, inclusivity, cultural differentiations, talent vs experience, roles and responsibilites of HR, different departments of HR and so on and so forth were asked not only by the students but also the faculty members. The answer to each of such doubts and queries were given in amicable manner and explained with appropriate examples whenever necessary
- This session gave all the attendees a lot to take away and also gave the information regarding the direction of HR and were it is heading as well.
- After the conclusion of the interactive session, Vote of Thanks was given by Dr.Prabhat Kumar. He thanked him for sharing his ideas, knowledge, and valuable time with the students of AKIMSS. With that the session was wrapped up.

THE POSTER



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(DEEMED TO BE UNIVERSITY), PUNE
Reaccredited with 'A+' Grade by NAAAC
Category-I University Status by UGC



**Abhijit Kadam Institute of Management and Social
Sciences, Solapur**
Internal Quality Assurance Cell (IQAC)

Organises

International Web Seminar

**'The Secrets of Most Successful Companies: Insider
Insights'**

Saturday 15th May, 2021



Mr. Abhijit Matkar
Technology & Telecom Head, Europe
Nielsen, Moscow, RUSSIA
Time: (IST) 12.30 pm to 1.30 pm



Mr. Amit Kumar
Head, Talent Acquisition
Harbinger Group, Pune, INDIA
Time: (IST) 02.30 pm to 03.30 pm

Dr. Prabhat Kumar
Convener

Dr. P.P. Kothari
HOD (MBA)

Dr. A.B. Nadaf
HOD (MCA)

Dr. S.B. Sawant
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