



## **MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES**

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Tel. Office: 8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)

### **POWER WEBINAR AND QUIZ “RESEARCH ANALYTICS - A CAREER PERSPECTIVE”**

**August 7, 2021**

**Under the Aegis of IQAC**

**In Association with ICT Academy**

Maharaja Agrasen Institute of Management Studies in association with ICT Academy organised **Power Webinar and Quiz on Research Analytics- A Career perspective** - on August 7, 2021.

The Event started with a welcome address by Dr. Shilpee Aggarwal, Associate Professor who introduced the topic of Research Analytics and its essence in the modern world, followed by theme address presented by Prof. (Dr.) Vijay Kumar Khurana, Head of Department- Business Administration, Coordinator IQAC. He highlighted the various initiatives undertaken by Maharaja Agrasen Institute of Management Studies in the recent years, faculty development programs, skill enhancement courses, webinars and power seminars for the faculty and students of MAIMS etc. Thereafter Prof. (Dr.) Ravi Kumar Gupta, Director - MAIMS addressed the audience with his insightful words.

This was followed by interactive session by the speakers Ms. Nidhi Hola, Director – Integrated Marketing, Microsoft Corporation India Limited, Ms. Saakshi Nagpal Manager Marketing - Napino Digital Solutions and Mr. Anand Babu Pushparaj Senior Manager – ICT Academy, Delhi.

Mr. Anand Babu sir on behalf of the ICT academy opened the panel discussion by asking the other speakers to give initial remarks on the title of the webinar i.e. Research methods and design. He threw light on some of the most commonly used terms in Research and explained the relevance of research.

Ms. Saakshi Nagpal, focused on research methods and their application in the field of marketing and emphasized on the role of research from a brand’s as well as customer’s perspective. She also threw light on the drawing insight from data using research tools. She also mentioned the main characteristics of an entrepreneur i.e. ability to envision, learn and clarify the data and information available and the right way of interpreting it. She emphasized that to succeed in the field of marketing one must be curious enough and ready to research the market using numerous methods and tools and consume more and more knowledge.

Ms Nidhi Hola shared her experiences about research analytics and elaborated on how different research methods can be used to understand the customer journey and how the information can be integrated to get insights and to formulate further strategies. She emphasized that One should have a growth mindset and should be hungry always to learn. Purpose of every business is to generate value by focusing on the customers through various mediums for which Research is instrumental.



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The event was followed by Question-and-Answer session in which the Speakers answered to various questions asked by the students and other faculty members regarding digital marketing and how to pursue a career in digital marketing.

It was followed by a Quiz which was conducted by Ms Meenakshi Gupta, Assistant professor. Participants namely Praveen Chaturvedi, Ankit Kumar and Abhishek Kumar Gupta were announced as winners of the quiz. The webinar ended with presentation of vote of thanks by Dr. Sushila Gupta, Assistant Professor. Total 159 students participated in webinar.

### Faculty Coordinators-

- **Dr. Sushila Gupta** (Assistant Professor – Business Administration)
- **Dr. Shilpee Aggarwal** (Associate Professor – Business Administration)
- **Ms. Meenakshi Gupta** (Assistant Professor – Business Administration)

### Student Coordinators-

- **Mr. Alan Sebastian, Ms. Chestha Singh, Ms. Kirti Negi, and Ms. Sneha Sharma**

### LIST OF QUIZ WINNERS

S. No.	Student Name	Program	Organization	Cash Prize
1	Mr. Praveen Chaturvedi	BBA	Kamal Institute of Higher Education	Rs. 500/-
2	Mr. Abhishek Kumar Gupta	BBA	MAIMS	Rs. 500/-
3	Mr. Ankit Kumar	BBA	MAIMS	Rs. 500/-



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## Glimpses of the Power Webinar & Quiz

The image displays two screenshots of a Zoom meeting interface, illustrating a webinar and a quiz session.

**Top Screenshot (Webinar View):** Shows a grid of 20 participants. The participants listed in the grid include: Saakshi Nagpal, MEENAKSHI GUPTA, Shilpee Aggarwal, Sneha Sharma, Vijay Kumar Khurana, Kirti Negi, Sushila Gupta, Ravi kumar gupta, Alan Sebastian, Sushila Gupta, Shweta Rastogi, Raghav, Dr. Charu Mohla, Shaurya\_BBA2F..., Sakthi Mathy, Simran Gambhir, SRIGAYATHRI T.D Commerce, CHESTA SINGH, Anand Babu | ICT Academy, Nidhi, disha garg, Shikha Sharma, Gatik Dargan, Ritika Chhabra, and Rishabh Jain 2F. The right sidebar shows a list of 155 participants, including hosts and co-hosts like MEENAKSHI GUPTA, Ravi kumar gupta, Alan Sebastian, Anand Babu | ICT Aca..., CHESTA SINGH, Kirti Negi, Nidhi, Saakshi Nagpal, Shilpee Aggarwal, and Sneha Sharma.

**Bottom Screenshot (Quiz View):** Shows a close-up of three participants: Saakshi Nagpal, Nidhi, and Anand Babu | ICT Academy. The right sidebar shows a list of 159 participants, including hosts and co-hosts like MEENAKSHI GUPTA, Anand Babu | ICT Aca..., Nidhi, Saakshi Nagpal, and Alan Sebastian. The chat window shows messages from Shilpee Aggarwal: "Impressive knowledge.." and from Sneha Sharma: "Very informative !!!!!".



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