



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

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA Tel.

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REPORT

Research Congress

Tuesday, May 25, 2021

The session started with the welcome address by the convener, Dr. Parul Kumar, Senior Assistant Professor, Maharaja Agrasen Institute of Management Studies. She welcomed the dignitaries and motivated the participants by some amazing quotes about life and hard work. Following this, Prof. (Dr.) Vijay Kumar Khurana, HOD – Business Administration & Coordinator, IQAC addressed the audience about the theme of the session. He introduced the participants with the achievements of the MAIMS. He also wished the participants good luck for their future endeavors in research. The inaugural address has been delivered by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. He welcomed the keynote speaker Prof. (Dr.) Md. Aminul Islam, Professor, Faculty of Applied & Human Sciences, Universiti Malaysia, Perlis. He also thanked the coordinators of the event for their hard work in organizing the event. Prof. (Dr.) G.P. Govil, Advisor, MATES and Prof. (Dr.) S. K. Garg, Director General, MAIMS, also appreciated the team, and addressed the need of good quality research. The Inaugural session was concluded by the address of Alumnus of BBA, Batch 2010-13, Mr. Jaffy Gill. He not only shared his broad experience about his journey of becoming a Project Manager at NIELSON, with the attendees, and motivated them with his kind words. The sessions had around 350 participants.

The theme of the first session of One Week Research Congress 2021 was “Essentials of Research”. It has been delivered by Prof. (Dr.) Md. Aminul Islam, Professor, Faculty of Applied & Human Sciences, Universiti Malaysia, Perlis. The session focused on the significance of different aspects and factors of research. According to him, Research is the ‘Telling and selling a story is research’ or ‘Finding a solution to the problem is research’. He explained the research by taking an example of a full-grown tree, calling it ‘The Tree Analogy’. He described the Inductive and Deductive theories with an example of a garden full of flowers. He also elucidated about other topics like language of research, steps of identification and definition of a research problem, organizing literature review, types of variables, theoretical framework, hypothesis, idea of sampling and data analysis and hypothesis testing. At the end, he concluded his session by comparing researchers with a kid, both are inquisitive about their respective subjects. He had covered all the points in the easiest way to make the audience understand the subject better. The session concluded



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with the query session, which were answered by speaker in the most interesting way possible. His session has brought new insights to the attendees on the subject. Finally, Ms. Rachita Aggarwal, Co-Convener of Research Congress 2021, and Assistant Professor, MAIMS gave the concluding remarks and vote of thanks. One Week Research Congress focused on the significance of LinkedIn. The session started with the welcome address by Ms. Sarita Garg, Associate Professor, MAIMS. She delivered a welcome speech for all of the students and dignitaries and gave a brief explanation on the benefits of LinkedIn. With her warm greetings, she introduced Ms. Jinal Shah, the resource person of the session. Ms. Jinal Shah, Assistant Professor, NMIMS discussed the LinkedIn usage for everyone in very lucid manner. According to her, branding is what your social media profile has to say about you.

She initially started with the topic of why personal branding is important and how we leverage LinkedIn for our benefit. She counseled participants about the importance of LinkedIn and how LinkedIn helps one to improve his/her profile. She said that LinkedIn helps in networking and 85% of jobs are available because of networking. She also gave some tips on how to make a LinkedIn profile and how to use it.

She also delivered a brief idea of the target audience on LinkedIn. Subsequently, she made us do an experiment in which we had to type our name on google and share the results. With this experiment, she said that "Your brand is not what you say about it, it's what Google says it is." Further, she focused on the LinkedIn profile by suggesting being authentic. She also focused on the point of what we should post and share on LinkedIn. She further extended her topic by discussing the types of visual content to boost visual content marketing. She gave some tips to share content on LinkedIn that we should post in a week minimum of two times and a maximum of five times and always use hashtags not more than five hashtags. Also, it is important to be regular and engage consistently by liking and sharing the content. Then the participants got the privilege to see a live demo session on how to manage LinkedIn profiles. In a live session, she discussed how to post anything and then she discussed some posted content and told us how the content should be qualitative and not quantitative.

Later, Ms. Jinal gave a summary of how anyone can find or apply for jobs and opportunities on LinkedIn in just a few steps. She covered all the points in the easiest way to manage the profile and how to engage and how we can bring professionalism in our LinkedIn profiles. After the session, the participants asked questions in the Q&A session. Her session was truly informative for all the attendees and has brought some new insights & self-branding techniques using LinkedIn. After her session, Dr.



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Ravi Kumar Gupta, Director, MAIMS joined us, and motivated us with his enthusiastic message. A vote of thanks was extended by Dr. Charu Mohla, Associate Professor, MAIMS. The session was indeed amazing and left a great impact on the attendees.

