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# ACTIVITY REPORT



## LUCKNOW UNIVERSITY CONSULTANCY CLINIC (LUCC)



### Interaction with **DEPARTMENT OF BUSINESS ADMINISTRATION**

DATE: JUNE 11, 2021, 1:00 PM

Zoom Meeting ID: 82687494261

Password: growth

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Lucknow University Consultancy Clinic (PARAMARSH) successfully conducted the interaction session with the members of Faculty of Commerce on 11 June 2021 at 1PM through Zoom meeting. The group of participants comprised the members of three departments – Business Administration, Commerce and Applied Economics. The major outcomes that emerged out of the deliberations with the faculty members of Business Administration have been presented in the current report. The meet was held with the objectives of familiarising the faculty members with the functioning of PARAMARSH – how the portal can facilitate the liaison between consulting faculty members and the prospective clients and also play a constructive role in smoothening the procedures at the university level.

This meet was held to know about the potential areas of consultancy and prospective clients in the various areas of Business Administration and Management. The interaction was held online on zoom platform (Meeting ID: 82687494261, Password: growth), Day: Jun 11, 2021 Time: 01:00 PM IST with 11 participants from Department of Business Administration. The meet focused on exploring the ways to move forward to provide expert consultancy to industries and different public and private sector organisations.

The interaction was carried out by the Director, LUCC, Dr. Ritu Narang along with her team members namely, Er. M.K. Jain (Additional Director), Dr. Geetika Tandon Kapoor, Er. R. P. Singh and Dr. Nishant Kumar.

Dr. Narang officially welcomed the faculty members of the three departments and apprised the very concept and mechanism of Consultancy Clinic in University of Lucknow via an elaborative digital presentation.

Dr. Narang explained the Consultancy Policy of University of Lucknow and various benefits of providing consultancy during the career of university faculties. Further, she explained that consultancy could enrich the skillset of faculty members in specialization areas and could help in developing networks for enhancing the quality of researches in respective academic fields besides

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generating monetary benefits to the University and its teachers. Consultancy can bring out the talent of faculty on a larger platform and the multidisciplinary collaborations could open new vistas for creating new knowledge thereby contributing to society.

The following members from the Department of Business Administration were present:

Prof R K Maheshwari (Dean, Faculty of Commerce)

Mr. Sanjay Medhavi (Head of the Department)

Dr Himanshu Mohan

Dr Ritu Narang (Also Director, LUCC, PARAMARSH)

Dr Ajai Prakash

Dr Mohd Anees

Dr S K Kaushal

Dr Nishant Kumar (Also Member LUCC, PARAMARSH)

Dr Anu Kohli

Dr Ved Srivastava

Dr Richa Banerjee

### **Proceedings of the Interactive Session:**

After the brief presentation about the role of LUCC (Paramarsh), the floor of the house was open for all faculty members to present their ideas and opinions for bringing in consultancy projects and also the issues and challenges that might be faced.

- Dr Ajai Prakash raised the issue of mechanism for sharing the consultancy fee between the university and the consulting faculty that was clarified by Dr Ritu Narang.
- Dr S K Kaushal inquired about the scope of activities that could be considered under consultancy such as providing training and conducting various faculty development programs.

- Dr Mohd Anees and Dr Anu Kohli actively participated during the session and raised the need of getting better informed about the opportunities that faculty members could avail through PARAMARSH.
- Dr Ved Srivastava discussed about the importance of networks that could help in executing consultancy services.
- Dr Ritu Narang and Dr Nishant Kumar coordinated the interactive session between the faculty members.

**AREAS IDENTIFIED FOR CONSULTANCY IN THE DEPARTMENT OF BUSINESS ADMINISTRATION:**

<b>S No</b>	<b>FACULTY NAME</b>	<b>SPECIALIZATION AREAS FOR CONSULTANCY</b>
1	<b>Prof Sanjay Medhavi</b>	Corporate Strategy Business Process Re-engineering Change Management Information Technology in Business Use of AI (Artificial Intelligence) in Business E-Business and E -Commerce Entrepreneurship Business Incubation Research Methods and Market Research
2	<b>Dr Sangita Sahu</b>	Organization Change and Development, Leadership Development Talent Management HR Audit Learning and Development (Employee training Programs) Employee Surveys Employer Branding HR Policy Development
3	<b>Dr Ritu Narang</b>	Brand Building Brand Positioning Design of Promotion Mix Strategy Service Process Analysis Marketing Research Managing Customer Relationship Building Brand Loyalty
4	<b>Dr Ajai Prakash</b>	Sustainable Economic Systems, Sustainable Finance/Banking/Settlements

		Corporate Social Responsibility Systems of Organisations
5	<b>Dr Nishant Kumar</b>	Hedging Applications of Financial/Interest Rates/ Credit/Commodity Derivatives Structured Finance Advisory Financial Risk Management Advisory for Projects (Domestic and Global, Non-IT Projects)

The session was concluded with thanks to all the participants. It was also resolved that a video clip would be prepared to highlight the capabilities and strengths of the department for the purpose of consultancy.

### FEW GLIMPSES OF THE SESSION WITH THE DEPARTMENT OF BUSINESS ADMINISTRATION





