

IITM

Nurturing Excellence

INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT
New Delhi



Navonmesh

Students' Magazine

2017



Nurturing Excellence

INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT
NAAC Accredited, Affiliated to GGSIP University & Assessed as 'A' Grade by
GNCTD, A+ SFRC, ISO 9001:2008 Certified Institute
D-27 & 28, Institutional Area, Janakpuri, New Delhi-110058

INSIDE THIS ISSUE

From the Chairman's Desk.....
From the Director General's Desk....
From the Editor's Desk.....
Musings (Poetry Section).....
Short Stories and Jokes.....
Monographs.....
Travelogues.....
What's on TV.....
Artwork.....
Star Students (Photo Gallery).....
Our Student Achievements.....

VISION

The Institute aims to be a Centre of Excellence promoting value-based Quality Education in the emerging areas of professional studies in Information Technology & Management.

MISSION

The Institute endeavors to contribute towards meeting the growing demand for competent and trained Information Technology professionals, Software Engineers and World Class Managers determined to achieve excellence.

EDITORIAL BOARD

Patron: Shri Ravi Sharma
Director General: Prof. (Dr.) C.P Chawla
Faculty Editor: Ms. Surbhi Kakar
Student Editors:
Aashna Thapar BBA(M1), 5th Semester
Shrutika Bansal BBA(E2), 5th Semester
Aman Sharma BCA(M2), 1st Semester
Designing Team:
Shivam Gupta BCA(M2), 1st Semester



I feel great pleasure in handing the issue of our annual College Magazine “Novonmesh”. The institute’s magazine is a reflection of the creativity and expression of the students. We at IITM, introduce our students to the Outcome Based Education and train them with skills in various disciplines.

In addition to developing excellent technical and managerial skills, the students are motivated not only to dream big but also encouraged to think unconventionally to face the challenges of the future.

It has been our constant endeavor to instil in our students ethical values thereby making them socially responsible citizens.

The institution has stood for quality and excellence and still thriving to be the best in the years to come. As Zoey Sayward says “Don’t wait for the perfect moment. Take the moment and make it perfect !”

We prepare our students to make the best out of the opportunity. I take this opportunity to express my gratitude to the faculty and staff members for their continuous efforts, they have dedicated in shaping this institute. I wish you all the best.



It is a great pleasure to see the creative expressions of students who have contributed to 'Navonmesh'. IITM has grown significantly in the recent past and continues to work relentlessly to sustain its growth. Through this edition, readers will realize the tremendous changes that are happening in the IITM campus.

The magazine highlights a glimpse of growth of the institution on many fronts. The college has been simply unstoppable in its progress as it has been actively involved in various activities that have brought to light the hidden talents of students.

The highly qualified and dedicated members of staff have always carried out their duties with a high level of commitment. This magazine has recorded contributions such as poems, articles, short stories and art work of the students.

They stand as a witness to the monumental efforts taken by the management to make the college a center of excellence in education and research. I wish the management, staff, and students of the college success in their future endeavors.

The Editorial Board of the Institute proudly presents its unique creation in the form of the Annual Magazine 'NAVONMESH' every year which serves as a platform to highlight the literary and artistic segment of the IITM family.

As in the previous editions, our student magazine 'Navonmesh' highlights a culture of knowledge sharing among students in a variety of areas which further gives a thrust to our motto of 'Nurturing Excellence'. The magazine reflects the 'metamorphosis' in the students life through the development of knowledge which is evident through the fine quality of monographs submitted with every new edition. The editorial team remains grateful to the faculty members, staff and students for a regular contribution of materials and photographs for the magazine. While we have made sincere effort, any error is deeply regretted. We look forward to your comments and suggestions!

All images except Artwork and Travelogues have been taken from Flickr.com.

Best Wishes- Ms. Surbhi Kakar

kakar.surbhi3@gmail.com

MUSINGS (POETRY SECTION)

PONDERING OVER FUTURE?

Its 3 pm in the evening and I'm looking out the window thinking!!!!

I'm going to be 21 soon and I still don't know where I will see myself in five years
or What I want to become.

Even though I try to be a nonchalant and optimistic like Ted Mosby.

Somewhere deep down, I know I am wasting my time.

Lot of people had seen great potential in me and hoarded lot of expectations, but I couldn't
Live up to them, as I was tardy and sluggish.

So many opportunities that as I look back and I had.

An old man once said to me" Thinking is the most difficult thing we do especially when we
consciously don't take an effort for it".

So, let's all take some time off and think hard where do you see yourself in coming five years
which will make you proud of yourself!!

-Joel Johny BBA(M1), 5th Semester

RECOGNITION

So what if you are not recognized for
The work you do.
Getting the reward is not important
Put in effort & remain constant.
Constant efforts will lead you to great success.
And then no one can stop you from reaching your Everest
What you want to achieve is your Everest..
Which is your perfection!!
Irrespective of whether you get or not,
The fame for recognition
To wish for recognition is sincere and true
But success appears suddenly out of blue.
Keep chasing, keep moving
Stop not by fear,
Don't let your heart sink or eyes filled with tears.
Keep your eyes open And mind fixed
Don't let your goal be diminished
Otherwise.. You are finished!!

-Sambhav Jain B.COM(H), 5th Semester

POVERTY – LET'S TOGETHER MAKE A CHANGE

Just because their hands are dirty, doesn't mean they aren't allowed to eat.

Just because their color matches the sand, doesn't mean they aren't allowed to wear.

Just because their hair is rotten, doesn't mean they'll left forgotten.

Poor is not just a word now, it's been a community.

Why are rich people not in this community?

Why there is a community?

Why can't there be no community?

Is it always the money that matters? With which the rich people always flatters?

Like what? I don't understand?

Today millions cry,

Broken bottles under children's feet,

We get the eat and drink when tomorrow they die,

Body strewed across the dead-end street.

A woman cries out.

But no, you just walk on, don't look back.

Because you are embarrassed to be there, don't you?

Not everyone is like that. I know, believe me, I do.

But the people I can trust are only a few.

Words aren't the solutions but it's the action that will speak.

Famous politicians' speech won't get them out of the garbage reap.

And no, they won't bite you,

No, they aren't misfortune that they'll touch you and you will fall ill.

No, they won't make you tanned,

But all they need is a helping hand.

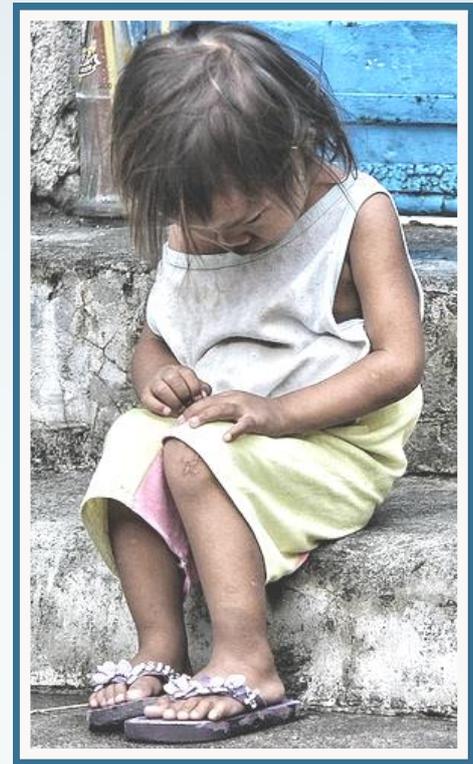
There must be something you can do,

Something you can say

We all wait for the world to change,

We stand at a distance

And we wait for the world to change.



-Shrutika Bansal, BBA (E2), 5th Semester

(SHORT STORIES)

(A MYSTERY DISCLOSED AT LAST!)

There was a beggar. Early at dawn he would start going round the houses begging for alms. He got his breakfast and lunch, often the leftovers, from the houses he went to. By evening he would get some money to buy a meager supper. He always carried a bundle of rags under his arm. If somebody asked him what the bundle contained, he would say “it contained his heritage and so he would never open it to show what it had.” Before his death, his grandfather handed over it to his father, and his father passed it on to him before he died. One day the beggar suddenly died. Before his body was interred, a curious bystander untied the bundle to see what it contained. Lo and Behold! It had a huge diamond, other precious stones and gold ornaments worth millions. He had kept this treasure in a dirty bundle and he was wandering around begging for alms! He had not known what the bundle contained. He never opened it and naturally he did not know how precious and valuable it was. Often we do not realize the precious things we possess. Each one of us has a precious thing hidden in us which we are not aware of. We should find them and utilize it in the best way.

-Sherin Sunny, B.COM(H) (M), 1st Semester

(ABOUT A WOMAN)

When I recollect my memory I always remember a woman, for me she was beautiful, and as stronger on outside softer on inside. I don't know how, but she gave me everything beyond my expectations. But why couldn't I give her anything!! Maybe just because I didn't had time for her. On my last birthday she gave me more than she could just to see me happy and make me feel special.

But as usual I forgot her birthday this year, but I must thank to social networking sites, they gave me a reminder, then I wished her but with empty hands, yet the best thing was that she still smiled and kissed me on my forehead. I loved seeing her smiling face, now I can do anything for a single peek of that face because in her smile I see something more beautiful than the stars and the moon. But I wasn't a good person for her. At last what she got being a mother? Nothing, where in the world she being a mother deserved everything from her son. But I, her hopeless son never cared enough to do anything for her. It is my Mother who made me wise. But now she is not there with me anymore when I realized her importance in my life. But she had taught me everything about life somehow that I will always cherish. She was the most beautiful woman I had ever met. She made me who I am.

It Is My Mother Who Made Me Wise.....

-Haider Rafi, BCA(E2), 1st Semester

(JOKES)

1. Atheists don't solve exponential equations because they don't believe in higher powers.
2. I grew a beard thinking it would say "Distinguished Gentleman." Instead, turns out it says, "Senior Discount, Please!"
3. Team work is important; it helps to put the blame on someone else.
4. The Man Who Created Autocorrect Has Died. Restaurant In Peace.
5. According to most studies, people's number one fear, is public speaking. Number two, is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy.
6. Smoking will kill you... Bacon will kill you... But, smoking bacon will cure it.
7. Women spend more time wondering what men are thinking than men spend thinking.
8. Never laugh at your girlfriends choices... your one of them.
9. What do you call a dictionary on drugs? HIGH-Definition.
10. Your family tree must be a cactus because everybody on it is a prick.
11. Best friends: Ready to die for each other, but will fight to the death over the last slice of pizza.
12. If you're violent but also creative, try paintball.
13. "Who's there?"
"A broken pencil."
"A broken pencil who?"
"Never mind. It's pointless."

-Sanjeet Singh, BCA(M2), 1st Semester

(MONOGRAPHS)

FAILURE: IS THE KEY TO SUCCESS

The things you are afraid of, haunts you more and more over time, till you overcome it. We all are afraid of failure, but very few know that success and failure are the two sides of the same dice. If you are successful then there must be some kind of failure behind it. Without failure, you cannot get to know the right way to proceed. It teaches us what we are doing wrong in life, but it is human nature that we lose hope and accept failure because no one wants to do the same thing repeatedly.

Failure is a part of success, but if your determination of being successful is strong enough then the failure will never overtake you. Failure is just a word which is made up of 6 alphabets, it can't decide your future rather it gives you an opportunity to do things in different ways, it teaches you many things about life which you can use in your success time. Use your failure as a key to success.

Learn to accept success as well as failure, and just follow your aim and inspiration, they will take you to the top. Fail humbly and allow yourself to learn and achieve greater in a much better way!!

-Riddhi Mahajan, BCA(M2), 1st Semester

AN APARTMENT ON MARS

We humans have reached far enough in space from exploring to new Planets in our Solar System to finding new Galaxies. But instead of going this far let's look at the nearest planet to us, Mars. We have been exploring Mars for decades but it was last year when Elon Musk, founder of SpaceX, spoke about the vision of colonizing Mars.

The dream of Multi planetary civilization will come to reality if the SpaceX creates what they are envisioning. They are aiming to send people to Mars using the ITS (Inter Planetary Transport System) technology. Elon Musk has created the plan of reusing the rocket and spaceship combo which will reduce the cost of Red planet trip from \$10 billion to \$200,000. Since last year SpaceX is working hard to create their dream and they aim that by 2028 they can start sending people to Mars. This mission can take around 1 million people to Mars in next 50 to 100 years, this might sound a long time but when we have waited so long, few more years would not be tough.

We still don't know whether this mission will occur or not. What would it feel like living on the Red Planet? How is the life going to be? But if this mission is initiated, everyone will surely want to have a seat on one of these spaceships.

-Sanchit Bhargava, BCA(M2), 3rd Semester

PEOPLE ARE LOSING REAL PERSONALITIES TO GRAB ATTENTION IN SOCIAL MEDIA!

Today individuals consider online networking as an idea of a progressive advancement that enables us to post photographs, tell individuals how we grope or catch up with friends. Sounds sufficiently straightforward, isn't that so? Wrong.

The issue that the web-based social networking sites have given us is, that we take cover behind screens, enabling others to judge us for the lives we need them to think we have, the lives we depict on the web. It's sufficiently simple to do. There are two reasons why online networking accounts assist our capacity to communicate more virtually than we do, face to face. The principal reason, is sufficiently simple to spot. The second reason is that it's difficult for us to understand our own selves, and do an introspection of what we do daily and why we want to do it. Here's the place it gets very genuine: The more you include yourself with online networking, the more you may get a handle on the way that you have less resilience for individuals. When they start to "like" and "remark" on our photographs, we think they genuinely like what we're giving them, or they need us to help them in the same way.

The world was less demanding when we didn't need to demonstrate anything to anybody. We absolutely shouldn't these days, in any case. Web-based social networking should not be an approach to impart to your companions how you live. Perhaps it's likewise on the grounds that

we need individuals to believe we're secure when in fact, we don't really need anyone to tell us our worth. On the off chance that others can take a gander at our photographs decidedly and think we have extraordinary lives, at that point perhaps we can as well. We don't need our companions to believe we're forlorn, so we post photographs and statuses that show how much fun we can have. We don't need anybody to know we eat a considerable measure, so we post photographs of educated plates of mixed greens. Online networking skews our impression of reality. Being eye to eye with somebody is all of a sudden a change from seeing him or her through a screen. It's extraordinary, and we're confronted with the stun of good antiquated correspondence.

To a ton of web-based social networking clients, it's simpler to be pleasing and sweet through an application. A large portion of people don't have extraordinary lives. So why say something else on the web?

-Aashna Thapar, BBA (M1), 5th Semester

THE MAGIC BENCH

Delivering the best of content in movies, Tv shows, and books, Disney has always made us happy and now they have brought their most amazing creation 'The Magic Bench'. The Magic Bench, unlike any normal bench, is a platform for interacting with your favorite Disney characters face to face, by sitting next to them. "We want technology to be as seamless as possible, we don't want to instrument the user with hardware," says Moshe Mahler, a principal digital artist at Disney Research.

This could have been possible by improvising the Mixed Reality Technology, which changes the orthodox use of VR players. As you sit on the bench, before you can fix your cowclick, an elephant would sit next to you and hand over to you a golden orb. But one of the drawbacks of this technology is that you still can't touch the character sitting next to you. So no physical contact; and the only available characters right now is an elephant and a toad, but Disney promises to improvise its tech.

If Disney makes it better imagine, what would it feel like sitting next to Mickey Mouse, talking to Baloo or Mowgli? From Fairy Tales to cartoon characters Disney has always fulfilled our dreams.

-Sanchit Bhargava, BCA(M2), 3rd Semester

THE FIGHT

It Hurts! It hurts a lot when you are nowhere. You cry out loud but there is no one to hear it. You madly seek for help but there is no one to help. You are fighting a fight that you don't even know for what. Being aimless, you wander here and there.

Your choices, your opinion, your views, your attitude, it all changes. Being a male/female you can't cry because you are scared of this judgmental world. This is a fight you are fighting with yourself, it's a fight you have to fight even if you don't wish to.

Maybe this is why you are born, just to FIGHT. A warrior without a destiny, a fighter with a lot of will, a survivor with great patience, a philosopher in search of wisdom, a traveler in search of something new and a human who does not know where to go. The thoughts are messed up, tangled with a million more thoughts. Maybe sunshine is waiting ahead. This is the only thing that has kept me alive.

-Vishakh Chhikara, B.COM(H)(E), 5th Semester

ARTIFICIAL INTELLIGENCE

Days after Tesla CEO Elon Musk said that artificial intelligence (AI) was the biggest risk, Facebook has shut down one of its AI systems after chat bots started speaking in their own language, which used English words but could not be understood by humans. The social media giant had to pull the plug on the AI system, which its researchers were working on, "because things got out of hand". The trouble was, while the bots were rewarded for negotiating with each other, they were not rewarded for negotiating in English, which led the bots to develop a language of their own. From SIRI to self-driving cars, artificial intelligence (AI) is progressing rapidly. While science fiction often portrays AI as robots with human-like characteristics, AI can encompass anything from Google's search algorithms to IBM's Watson to autonomous weapons. Artificial intelligence today is properly known as narrow AI (or weak AI), in that it is designed to perform a narrow task (e.g. only facial recognition or only internet searches or only driving a car). However, the long-term goal of many researchers is to create general AI (AGI or strong AI).

Artificial intelligence helps us in reducing the error and the chance of reaching accuracy with a greater degree of precision becomes a possibility. Artificial intelligence is applied in various studies such as exploration of space. Intelligent robots are fed with information and are sent to explore space. Due to the programming of the robots, they can perform more laborious and hard work with greater responsibility. They do not wear out easily. In a way, they ease out the workload of humans but in doing so they also become uncontrollable or superior to humans. The AI is programmed to do something devastating: Autonomous weapons are artificial intelligence systems that are programmed to kill. In the hands of the wrong person, these weapons could easily cause mass casualties. Moreover, an AI arms race could inadvertently lead to an AI war that also results in mass casualties. To avoid being thwarted by the enemy, these weapons would be designed to be extremely difficult to simply "turn off," so humans could plausibly lose control of such a situation.

Stephen Hawking, Elon Musk, Steve Wozniak, Bill Gates, and many other big names in science and technology have recently expressed concern in the media and via open letters about the risks posed by AI, joined by many leading AI researchers. You're probably not an evil

ant-hater who steps on ants out of malice, but if you're in charge of a hydroelectric green energy project and there's an anthill in the region to be flooded, too bad for the ants. A key goal of AI safety research is to never place humanity in the position of those ants.

-Umang Dwivedi, BCA(M2), 3rd Semester

WANT TO WEAR YOUR SMARTPHONE?

This might sound fictional or some kind of imagination, but the fact is, it is true. The days of foldable and bendable smartphones have finally arrived. Dream of shaping your smartphone, according to you is being fulfilled by technology created by companies like Lenovo, Samsung, and Apple etc. So "No more Rectangular Phones" is the aim of this technology.

It was in the event of CES 2013 when Samsung showcased this concept. From then, efforts are made to make this concept a reality. C+ was a prototype created by Lenovo, but as always, Samsung is not far enough in contributing to the technology with its Samsung Galaxy X, which is supposed to be launched this year. Samsung Galaxy S7Edge was first of its kind to have a curved display and now Samsung has come up with infinite display in its phones. These shapely devices will give you more of a shifting 3D work surface to work on. So the technology we use to see in movies does not seem far enough from coming into our hands. We don't know whether those promises made by IT giants are going to be fulfilled on time or not, but we know one thing that this technology is going to bring a revolution in the mobile industry.

-Sanchit Bhargava, BCA(M2), 3rd Semester

MARKETING, THE PSYCHOLOGY OF PERSUASION AND SOCIAL INFLUENCING

The Psychology of persuasion has played a large part in marketing for a very long time. Indeed, marketing has been in the persuasion business since before the psychology of persuasion, as a field, even existed. So a question that has been there for long in my head is that, "Are these three the same or different? Has marketing moved beyond psychology of persuasion? Or will they always be inextricably linked?"

Social-interest theorists tend to define persuasion as a form of social influence - Influence investigates the causes of human change - whether that change is a behavior, an attitude, or a belief. Inducing a change in behavior is called compliance. Inducing a change in attitude is called persuasion.

But marketing efforts go well beyond this, with carefully honed techniques all designed around the primary, financial bottom line.

Persuasion marketing applies what we know about human psychology to develop techniques to market products or services. In this case, it specifically applies to the promotions aspect of the marketing mix and builds on a customer's impulsive behavior to lead them to purchase.

Adding to it comes the social influence in which the brands approach the well-connected people online or offline. A person who is having more than 5000 people following him/her turns out to be a social influencer as they are successfully inducing the changes in the minds and attitude of people on a large scale.

Social influence scholars have developed a variety of ways of categorizing the mechanisms through which people persuade others to change their behavior or attitude.

Robert B. Cialdini's, *Influence: The Psychology of Persuasion* is one such resource. In the book, Cialdini presents a number of principles of persuasion, citing and discussing a range of research and anecdotes. While most of his examples are drawn from the field of marketing, the principles themselves apply much more broadly. They offer insight into ways in which we persuade people to do things.

The beginning of the book goes about with the example of a mother turkey. Turkey mothers are good mothers-loving, watchful, and protective. They spend much of their time tending, warming, cleaning, and huddling the young beneath them. But there *is* something odd about their method. Virtually all of this mothering is triggered by one thing: the “cheep-cheep” sound of young turkey chicks. Other identifying features of the chicks, such as their smell, touch, or appearance, seem to play minor roles in the mothering process. If a chick makes the “cheep-cheep” noise, its mother will care for it; if not, the mother will ignore or sometimes kill it.

So unlike the mother turkey, we humans also have some trigger points that exist there in the subconscious mind. The marketer studies these trigger points and builds the strategy around it which is successfully carried forward by a social influencer and resulting in you going to that particular store or website and purchasing that product or service.

So, the conclusion that arises is that all the three things i.e., Marketing, The psychology of persuasion and the social influence all are linked with each other and it is a never-ending cycle as the psychology of persuasion gets into the creation of the main requirements to sell the product, after which marketers play the big role in creating the best possible strategies adding to which the social influencer puts it in the best possible way in front of the consumers.

-Vishakh Chhikara, B.COM(H)(E), 5th Semester

TRAVELOGUES

PLANNING TO START TREKKING? HEAD TO **HAR KI DUN** FOR YOUR FIRST TIME

Stop, take a deep breath and trek away from the city into the world where the average pace of life is slower than slow. Even though trekking technically involves just walking, it is far from your usual walk in the park. I was leading a trek to HAR KI DUN. “Har ki dun” literally means valley (dun) of gods or Shiva (har) which is one of the most beautiful valleys in the western Himalayas!

Duration: 7 Days

Grade: Moderate

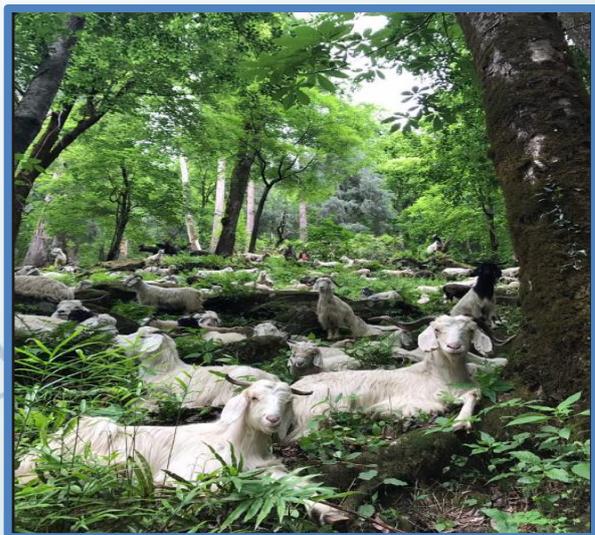
Max Altitude: 4300mts (Jaundhar glacier) 3600 mts (hari ki dun)

Approx kms: 64kms

Best Season: Apr-Jun, Sep-nov

HOW TO REACH?

- The har ki dun (in Uttarakhand) trek will start from a village called sankri which is the base camp for the trek. Then we start the day to reach taluka by driving for 40 mins.
- You will reach Seema by trekking of 13kms in one day.
- Next day you will reach har ki dun by trekking of 14kms. You must camp there for 1 day and feel the nature and its gratifying beauty.



-Ashu Gupta BBA (M1), 3rd Semester

“WHAT’S ON TV?”

Name of channel: **EPIC**

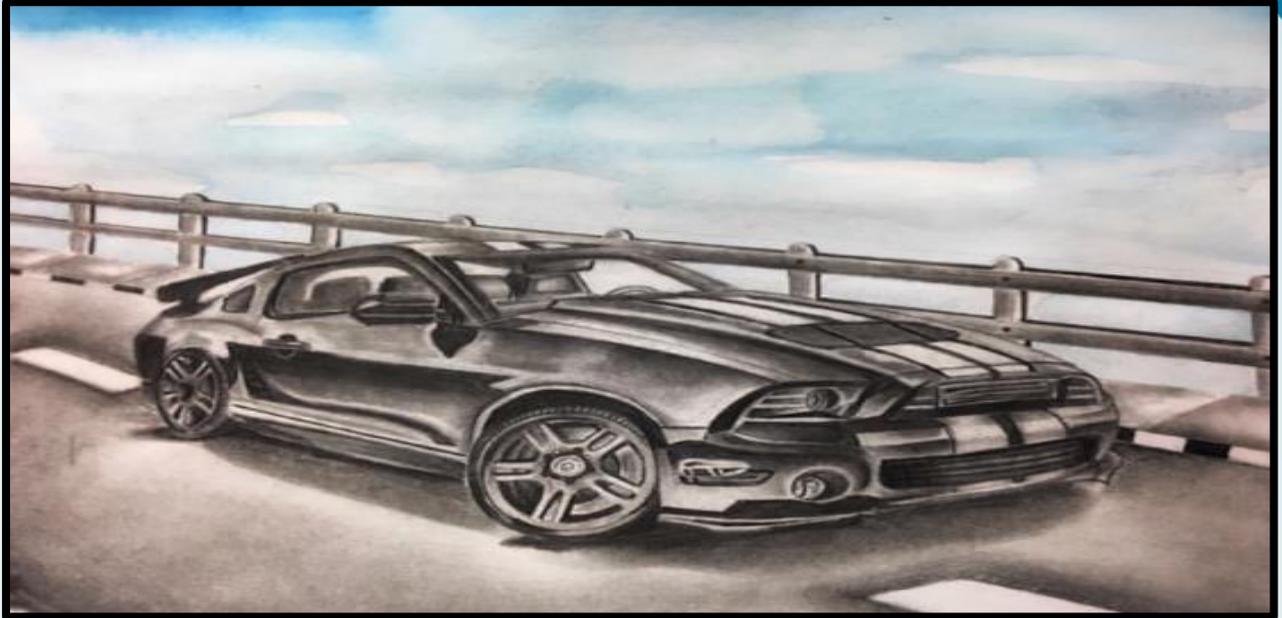
Slogan: “Kahaniyaan Hindustan Ki”

EPIC is an Indian television channel that airs action, drama, comedy and narrative nonfictional and fictional programs which focus on Indian history, folklore, and mythology genre.

Some of its programmes are “Raja, Rasoi aur Anya Kahaniyaan; Kahi Suni; Dharmakshetra; Sanrachna and theses have been very popular with the Indian diaspora.

-Shakuntala Singh, BBA(E2), 5th Semester

(ARTWORK)



-Lovish Mahendru, BBA(E3), 1st Semester



-Lovish Mahendru, BBA(E3), 1st Semester



-Shrutika Bansal, BBA(E2), 5th Semester



-Sakshi Jain, BCA(E2), 1st Semester

BATCH WISE IITM TOPPERS: 2016-2017

BCA (MORNING)



Mehak Tawakley - 87.6
Batch: 2016-19



Anshu Chopra-89.5
Batch: 2015-18



Richa Bora-87.8
Batch: 2014-17

BCA(EVENING)



Hitesh – 88.6
Batch: 2016-19



Sahil Pruthi – 83.5
Batch: 2015-18



Parul Ganotra – 85.8
Batch: 2014-17

BCOM (H) (MORNING)



Prapti Chawla – 83.3
Batch: 2016-19



Divya Gupta – 82.83
Batch: 2015-18



Pushkar Kapoor – 87.48
Batch: 2014-2017

(BCOM (H) (EVENING))



Subhash Sethi – 79.60
Batch: 2016-19



Khushboo Bellani – 79.27
Batch: 2015-18



Suyash Shukla – 84.49
Batch: 2014-17

(BBA (MORNING))



Mohit Garg – 84.79
Batch: 2016-19



Aashna Thapar – 82.73
Batch: 2015-18



Srishti Verma – 80.34
Batch: 2014-17

(BBA (EVENING))



Smridhi Kakkar – 86.79
Batch: 2016-19



Sonu Singh – 84.38
Batch: 2015-18



Ritesh Verma – 80.54
Batch: 2014-17

STUDENT ACHIEVEMENTS

Muskan Bansal, a student of BBA(E1), Batch: 2017-20, is an International level power lifter. She has recently participated in the World Powerlifting championship. She played the following games in the championship:

1. Powerlifting
2. Bench Press
3. Weight Squats

She has won three gold medals in this competition.



FACULTY ACHIEVEMENTS

❖ **Dr. Sarmistha Sarma, Associate Professor (Management)**

A book on “Global Observations of the Influence of Culture on Consumer Buying Behavior” was published this year by our faculty member, Dr. Sarmistha Sarma, Associate Professor(Management). Positive consumerism is the backbone to a strong economy. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits. Global Observations of the Influence of Culture on Consumer Buying Behavior is an in-depth, scholarly resource that discusses how marketing practices can be influenced by cultural preferences. Featuring an array of relevant topics including societal environments, cultural stereotyping, brand loyalty, and marketing semiotics, this publication is ideal for CEOs, business managers, professionals, and researchers that are interested in studying alternative factors that impact the marketing field.



❖ **Ms. Isha Shingari, Assistant Professor (IT)**

Ms Isha Shingari published a book on kindle: “Backbone of Computer Communication: Connecting the World”. This is available on www.amazon.com. As we all know that Computer Networks have connected the world. This book provides an insight about the various topics on Computer which includes basic concepts, insight into fundamental and advanced networking and its applications. The book is meant for people from all age groups. This book can also be used by students pursuing graduation course in Information Technology.

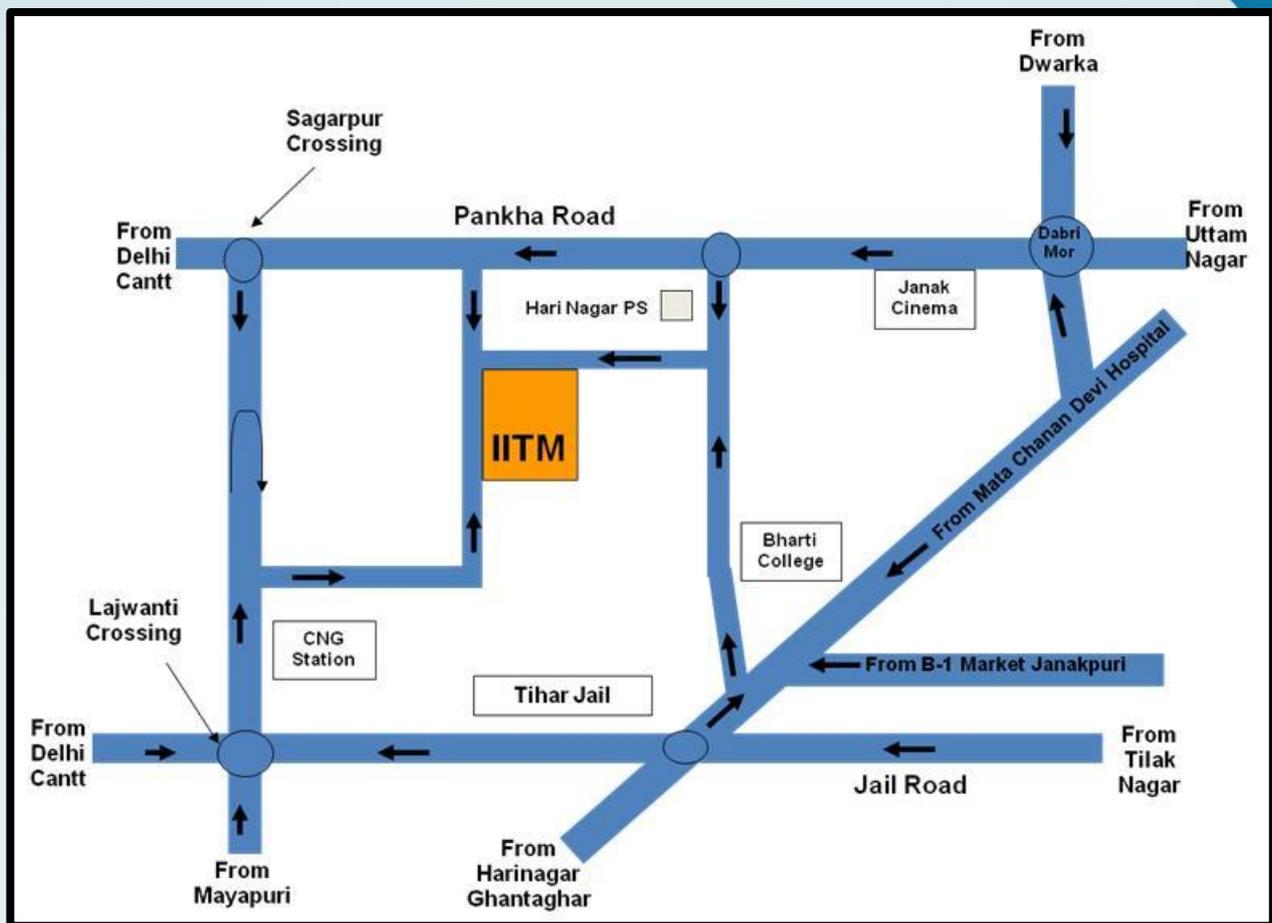


***More than 100 research papers published by the faculty members of the institute.**

(LIFE@IITM)



(ROUTE MAP)



INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT
NAAC Accredited, Affiliated to GGSIP University & Assessed as 'A' Grade by GNCTD,
A⁺ SFRC, ISO 9001:2008 Certified Institute
D-27 & 28, Institutional Area, Janakpuri, New Delhi-110058.
Landline: 01128520894, 01128520890 Fax: 01128520239

Facebook (Student): www.facebook.com/IINTMGroup
Facebook(Placement): www.facebook.com/IINTMPlacements Twitter: twitter.com/IINTMJJP
Website: www.iitmjp.ac.in Knowledge Portal: iitmjp.iitmcp.org