



NEWSLETTER

Volume- II, Issue- VI, May, 2024

The LaunchPad

Top News

- **A Patent granted on Innovative Wearable Sociometric Device.**
- **Seminar on Revolution of Media from Print to Digital and Beyond**
- **Interactive session on Cognitive Behaviour Therapy Practices for Anxiety: Citing case illustrations**
- **National Workshop on “Scholarly Publication Process & Referencing Techniques**
- **Students’ Corner**



The LaunchPad

Committee and Editorial Board

President: Dr. Nandan Gupta

Vice-President: Prof. (Dr.) Subrata Kumar Dey

Convener: Mr. Neelanjan Mitra

Joint Convener: Dr. Mainak Chakraborty

Secretary: Mr. Jeet Goswami

Advisory Board:

Mr. Saurabh Adhikari

Prof. (Dr.) Somsubhra Gupta

Prof. (Dr.) Kallal Banerjee

Prof. (Dr.) Shantanu Chakraborty

Mr. Tanmoy Mazumder

Prof. Amitabha Gupta

Editor-in-Chief:

Dr. Anirban Hazra & Mr. Soumen Nath

Editorial Board:

Dr. Sanjay Bhattacharya

Dr. Shantanu Chakraborty

Dr. Tridib Kumar Chatterjee

Mr. Sourav Chatterjee

Ms. Soumi Chakraborty

Dr. Niyaz Ahmad

Mrs. Moumita Aich Som

Mr. Souvik Majumdar

Ms. Chandrika Banerjee

Ms. Moumita Acharya

School of Management:

Over the years, School of Management has emerged as a professional school with focus on business management, hospital management and administration, agri-business, industry-academia interface, sectoral business strategies and such focus is reflected in several major activities under this school: Innovation, Research, Expertise and Entrepreneurship leads to create a knowledge hub of ultimate Business Excellence.

Mission of the School:

To provide quality-based management education to built business leaders with competitive global environment and conducting technology based innovative research for imparting Knowledge in different areas of management and promote young mind for entrepreneurship development for the betterment of the society.

Vision of the School:

To attain global presence by implementing leadership, innovative ideas, and responsible corporate leaders through flexible, skill based allied management education driven by high impact research areas.

A Patent granted on "Innovative Wearable Sociometric Device for Enhanced Analysis and Optimization of Workplace Team Dynamics"

A Patent Granted on "Innovative Wearable Sociometric Device for Enhanced Analysis and Optimization of Workplace Team Dynamics" by School of Management, Swami Vivekananda University, Barrackpore.

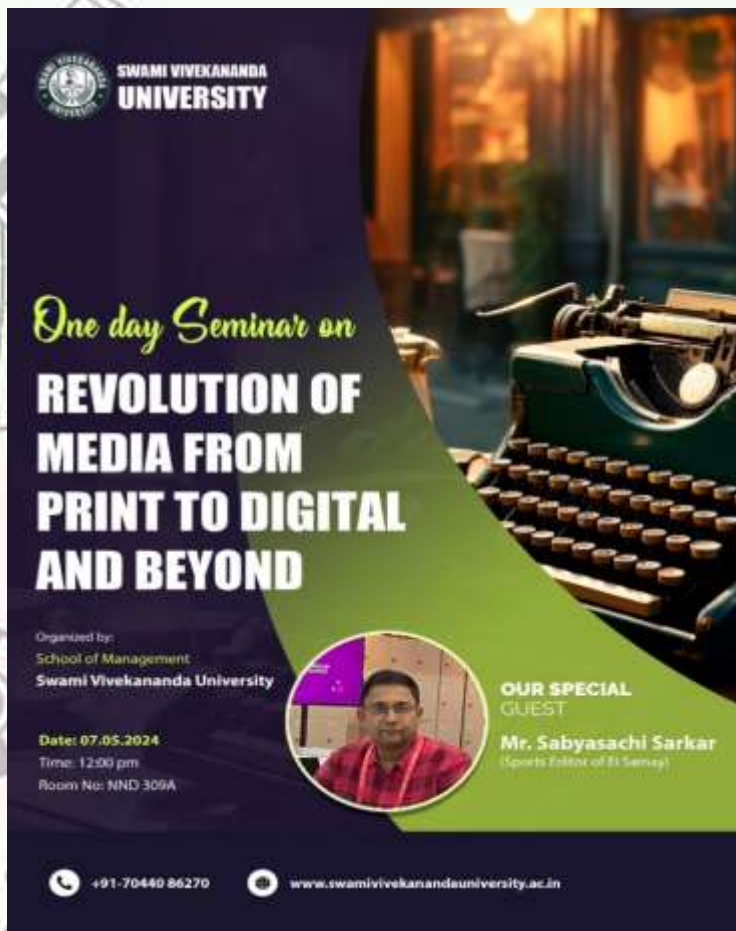


The patent on an "Innovative Wearable Sociometric Device for Enhanced Analysis and Optimization of Workplace Team Dynamics" presents a cutting-edge solution designed to revolutionize the way organizations understand and enhance team performance. This wearable technology, which could take the form of badges, wristbands, or smart clothing, is engineered to collect detailed sociometric data. It monitors various aspects of team interactions, such as voice tone and volume, proximity between team members, physical activity levels, and the frequency and duration of interactions. By leveraging real-time data processing and advanced machine learning algorithms, the device identifies patterns and trends in team behaviour, providing valuable insights into communication dynamics, leadership roles, and collaborative efficiencies.

These insights are delivered through intuitive feedback mechanisms, including visual indicators, comprehensive reports, and interactive dashboards, empowering managers and team members to take informed actions to optimize team performance. Additionally, the patent emphasizes robust data privacy and security measures, ensuring that all collected data is anonymized and securely stored to protect individual privacy. This innovative device is poised to become an indispensable tool in diverse settings, from corporate environments to research institutions, significantly boosting productivity, innovation, and overall team effectiveness.

One day Seminar on Revolution of Media from Print to Digital and Beyond

One day Seminar on *Revolution of Media from Print to Digital and Beyond* had been conducted by School of Management on 7th May, 2024 with a gracious presence of our special Guest Mr. Sabyasachi Sarkar, Sports Editor, Ei Samay and Ms. Sibani Bhattacharya, Additional Director of Employment (Retired on Superannuation), Government of West Bengal.



SWAMI VIVEKANANDA UNIVERSITY

One day Seminar on
REVOLUTION OF MEDIA FROM PRINT TO DIGITAL AND BEYOND

Organized by:
School of Management
Swami Vivekananda University

Date: 07.05.2024
Time: 12:00 pm
Room No: NND 309A

OUR SPECIAL GUEST
Mr. Sabyasachi Sarkar
(Sports Editor of Ei Samay)

+91-70440 86270 | www.swamivivekanandauniversity.ac.in

It captivated attendees with a comprehensive exploration of media evolution. Our esteemed speaker traced the journey from traditional print media to the dynamic digital landscape. Topics included the decline of newspapers, the rise of social media, and the impact of digital platforms on journalism and communication. Interactive sessions highlighted the augmented reality in shaping future media. Students and professionals engaged in lively discussions, gaining insights into the ethical implications and challenges of the digital age. The seminar underscored the necessity for adaptability in media professions and encouraged participants to envision the future of media innovation. The event concluded with a networking

session, fostering collaboration and ideas for future research and career opportunities in the ever-evolving media landscape.

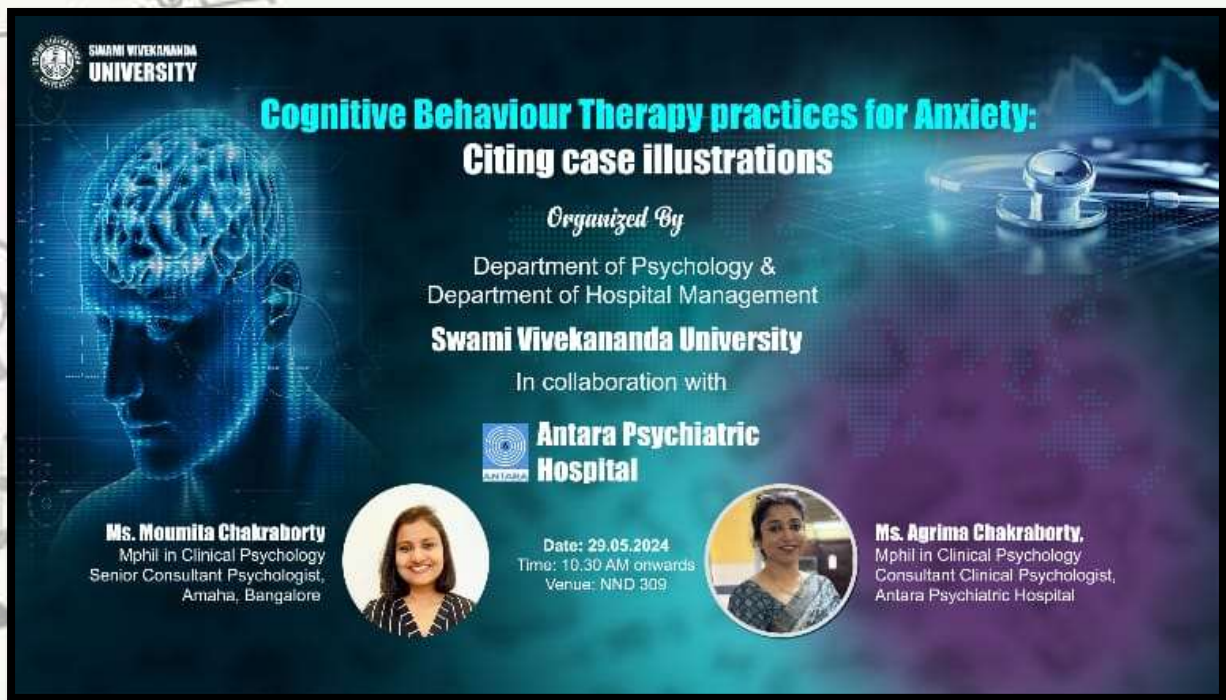


Interactive session on Cognitive Behaviour Therapy Practices for Anxiety: Citing case illustrations

On 29th May, 2024, an interactive session on *Cognitive Behaviour Therapy Practices for Anxiety: Citing case illustrations* had been jointly organized by Department of Psychology and Department of Hospital Management in collaboration with Antara Psychiatric Hospital.

Our respected speakers mainly focused on the application of CBT in treating anxiety disorders, emphasizing real-world case illustrations. Through CBT, the individual learned to challenge irrational beliefs about social interactions and gradually engaged in social activities, resulting in significant improvement. Another case focused on a middle-aged person with generalized anxiety disorder, where cognitive restructuring helped reduce chronic worry and physical symptoms of anxiety. Participants actively engaged in role-playing exercises, practicing CBT techniques in small groups, which facilitated a deeper understanding of the therapy's practical application.

Overall, the interactive session offered valuable insights into CBT practices for anxiety, equipping attendees with practical tools to apply in clinical and everyday settings.



The poster features a blue and purple background with a glowing brain graphic on the left and a stethoscope on the right. The text is centered and includes the Swami Vivekananda University logo at the top left. The event title is in large, bold, cyan letters. Below the title, it lists the organizing departments and the collaborating hospital. Two circular portraits of the speakers are placed at the bottom, with their names and credentials listed next to them. The date, time, and venue are also provided.

Swami Vivekananda UNIVERSITY

Cognitive Behaviour Therapy practices for Anxiety: Citing case illustrations

Organized By
Department of Psychology &
Department of Hospital Management
Swami Vivekananda University
In collaboration with
Antara Psychiatric Hospital

Ms. Moumita Chakraborty
Mphil in Clinical Psychology
Senior Consultant Psychologist,
Amaha, Bangalore

Ms. Agrima Chakraborty,
Mphil in Clinical Psychology
Consultant Clinical Psychologist,
Antara Psychiatric Hospital

Date: 29.05.2024
Time: 10.30 AM onwards
Venue: NND 309



National Workshop on “Scholarly Publication Process & Referencing Techniques

A Three-Day National Workshop (Online) on “Scholarly Publication Process & Referencing Techniques” has been organized by School of Management, Swami Vivekananda University, from 28th – 30th May, 2023 in the evening hours. The Resource person was Dr. Parthasarathi Mukhopadhyay, Professor, Department of Library and Information Science, University of Kalyani. This workshop has given A to Z guidelines about academic publication for researchers and faculty members. This Workshop was coordinated by Dr. Shantanu Chakraborty, Professor & Director (Research), School of Management. A total of 134 researchers and faculty members have registered and participated in this Workshop from different states of the country.

Three Day's National Workshop
On
Scholarly Publication Process & Referencing Techniques
Organized by
School of Management,
Swami Vivekananda University,
Baranockpore, West Bengal.

Dates:
28th - 30th May, 2024

A-Z Guidelines for Quality Publication

ONLINE MODE
Evening 7:00 PM to 9:00 PM

Dr. Parthasarathi Mukhopadhyay
Professor, Department of Library & Information Science,
Kalyani University, W.B.
Resource Person

Workshop Coordinator :
Dr. Shantanu Chakraborty,
Professor & Director (Research)
School of Management, SVU.

Registration Fees:
₹ 300

shantanuc@svu.ac.in
933 088 4802

Please Register through the following link:
<https://tinyurl.com/b4rdsdshv>
*Participation Certificate will be issue to all after the workshop.

Bank Details

A/C Name: Swami Vivekananda University
Bank: ICIC Bank Ltd. (Non-Metropolitan Branch)
A/C No. 141101001732
IFSC Code: ICIC0014111
UPI ID: swami.vivekananda.univ@upi

Course Content:

- ✓ How to find academic resources: -
 - Concept of Open Access (OA) and Paths of OA
 - Specialized Tools for searching OA resources (Pathfinders, Search engines)
 - Journal Selection mechanism & Informetric Indicators like (Impact factor, H Index etc.)
 - Journal Indexing System, INFLIBNET
- ✓ How to make your research visible: -
 - Economics of Scholarly Publication
 - Journal selection and clue for avoiding predatory publications
 - Managing Researcher profile (ORCID, Vidyas, G-Scholar, RePEc etc.)
 - Making Research Visible through OA (Tools and Rules)
 - OA Licensing System
- ✓ How to manage References and visualize research: -
 - Managing References through Zotero
 - Gathering Related References through AI-enabled Tools
 - Research Visualization and Faceting Tools
 - Literature review including Automated Systematic Review

Join the WhatsApp Group after submission of Registration Form through
<https://chat.whatsapp.com/DhM5U9TMA207P1W889>

Google Meet Link for the Workshop: <https://meet.google.com/dzd-rthw-tws>

Parthasarathi Mukhopadhyay (Presenting)

WHAT IS IT?

Open Knowledge: is a term used to denote a set of principles and methodologies related to the production and distribution of knowledge objects in an **open** manner.

Knowledge object is interpreted broadly to include:

- **Data** -- scientific, historical, geographic or otherwise
- **Contents** such as journal papers, reports, books, music, films etc.
- **General information** for example that produced by government and other administrative bodies

Open way -- Open submission, Open peer review and Open access without any discrimination

7:15 PM | dzd-rthw-tws

Students' Corner



My name is Samabesh Chatterjee, and I am pursuing an MBA at Swami Vivekananda University. I recently secured an internship with Grosum, where I will enhance my skills in relationship-building and effective communication. This opportunity will also provide me with invaluable practical experience in a professional organizational environment.



I am Rajdeep Chatterjee from the MBA class of 2023-2025. I am pleased to announce that I have been selected as a consultant at GroSum, where I am responsible for content marketing and call marketing. This role has provided me with valuable insights into creating lead-generating content and effectively communicating to convert prospects into leads. This experience has significantly enriched my understanding of marketing.