



**RUKMINI DEVI**  
Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

NAAC Accredited, 'A+' Grade(2nd Cycle)  
Category 'A+' Institution by SFRC, Govt of NCT of Delhi.  
Highest category 'A' by Joint Assessment Committee  
of GGSIPU & DHE, Govt. of NCT of Delhi.

## DOSSIER

ON

*Role of Social Media and Communication in Management  
Studies*

**Academic Committee**

ON

08/04/2019



<b>Submitted By:</b>	Smita Mishra
<b>Designation:</b>	Professor
<b>Submitted On:</b>	16/04/2019
<b>Approved On:</b>	23/04/2019

<b>Title</b>	Submission of Dossier for " Role of Social Media and Communication in Management Studies"
<b>Resource Person/Facilitator</b>	Prof. Kenneth Werbin -Head of Department, Wilfrid Laurier University, Canada, Prof. Diwakar Sharma - Regional Manager, Wilfrid Laurier University, Canada, Mr. Ajay Kumar Gupta- Director, ICSSR, and M
<b>Date</b>	08/04/2019

### Summary

Seminar enlightens the students by giving them a glimpse of the practical aspects of the industry. For this academic committee conducted the seminar on the topic Role of social media and communication in Management studies for MBA II and BBA IV Semester on 8th April, 2019 in the Lecture Theatre at 9:30 a.m. - 12:30p.m. Prof. Diwakar Sharma, Prof. Kenneth Werbin, Mr. Ajay Kumar Gupta and Ms. Poonam Singh shared their valuable insights with the students on the subject of "Role of social media and communication in Management studies.

Prof. Kenneth Werbin - Head of Department, Wilfrid Laurier University, Canada shared his point of view that social media communication has increased among businesses, and has changed the dynamics of how businesses communicate internally and externally. Social media is one of the most important communication channels for businesses. Although there is a more generic approach to leveraging social media by advertising on this platform there are other ways through which a business can communicate with its customers using social media. Here are four unique ways that have evolved: Connections, Campaigns, Visualization and Round the clock presence. Prof. Diwakar Sharma - Regional Manager, Wilfrid Laurier University, Canada discussed that Social Media has already transformed the business world, making it easier for managers, job seekers, small businesses, entrepreneurs, and others to establish and maintain beneficial connections.

Mr. Ajay Kumar Gupta - Director, ICSSR shared that the ability to get vital information out in a moments notice is a powerful reason to engage in the use of social media in the management studies. Sir also shared the research policy of ICSSR with the students and faculty members. Ms. Poonam Singh - Assistant Editor Business World shared her valuable view with the student that managers use social media sites to efficiently communicate with individuals inside and outside their organization. She also discussed the online marketing concepts to the students.

The seminar was an interactive and informative one and all queries of students were addressed to their satisfaction.

### Dossier Image



Prof. (Dr.) Kenneth C. Werbin addressing the audience



Ms. Poonam Singh addressing the audience



Mr. Ajay Gupta addressing the audience



Interactive question and answer session between the experts and the audience.



Prof. (Dr.) Kenneth C. Werbin and Prof. Diwakar Sharma in discussion with Prof. (Dr.) Raman Garg, Director RDIAS and Mr. Deepak Chhabra, Assistant Professor, RDIAS.



---

Approved By  
(DEAN)



---

Approved By  
(DIRECTOR)