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Message from the Chancellor

The Symbiosis International (Deemed University) always practices and preaches the concept, ‘World is One Family’ – ‘Vasudhaiva Kutumbakam’. It always promotes friendship, co-operation and understanding between foreign and Indian students. Symbiosis today is the premiere educational institute of Pune and brand equity in providing quality management education. The different institutes that come under the umbrella of Symbiosis International (Deemed University) are the catalysts of change which contribute to the symbiotic growth of the University.

Research gives birth to new knowledge and answers a lot of existing questions. Such initiatives are a plethora of knowledge and contribute to the prevalent research culture in the university. I would like to congratulate the entire team of SCMS on the launch of their Seventh Journal – “Annual Research Journal of SCMS–Pune” on the theme *Data Analytics and Business Model Innovation*. This initiative taken by SCMS will take it forward by leaps on the path of recognition and reputation. I wish them good luck and success in all their endeavors.

Prof. Dr. S.B. Mujumdar

*(Awarded Padma Bhushan and Padma Shri by
President of India)*

*Founder & President, Symbiosis, Chancellor,
Symbiosis International (Deemed University)*

Profile of the Pro-Chancellor

Dr. Vidya Yeravdekar is the Pro Chancellor of Symbiosis International (Deemed University). She is also the Principal Director of Symbiosis Society, which encompasses the Symbiosis schools and institutions under the Symbiosis International (Deemed University). A dream of her father, Dr. S .B Mujumdar, Founder and President of Symbiosis of creating 'a home away from home' for international students, Symbiosis today, has transformed itself into a multi-disciplinary, multinational, multi-cultural International University having students from all states of India and international students from 85 different countries.

The University has institutes under 7 faculties viz. Management, Law, Humanities & Social Sciences, Health & Biological Sciences, Computer Studies, Engineering, Media Communication & Design. Dr. Vidya holds a Post Graduate Degree in Medicine, a degree in Law and is a Ph.D. in 'Internationalisation of Higher Education in India'.

To promote international understanding through quality education, she has brought in innovative approaches at Symbiosis International (Deemed University) through international collaborations with some of the top Universities in the world. Dr. Vidya has been able to influence policy regulations for promoting and bringing in innovative approaches to higher education in India through her appointments on various governmental bodies. She has been a member of University Grants Commission (UGC), Central Advisory Board of Education (CABE) and Indian Council for Cultural Relations (ICCR).

She is member on the Board of several organisations like Indian Institute of Corporate Affairs, Yeshwantrao Chavan Maharashtra Open University, Symbiosis University of Applied Sciences, Indore, Symbiosis Skills and Open University, Pune, State Knowledge Advisory Board of Higher Education, Government of Andhra Pradesh, Sub-Group on Higher & Technical Education and Skill Development of Chief Minister's Advisory Council, Government of Rajasthan, Task Team of Arts Management Strategy for Karnataka, Research Committee of the Association of Indian Universities (AIU) and Public Health Foundation of India.

She is a member of many corporate bodies such as Federation of Indian Chambers of Commerce & Industry (FICCI), Confederation of India Industry (CII), and Not for profit organisations like HK Firodiya Foundation, India International Centre (IIC), Pune International Centre (PIC) & Pune Citizens Police Foundation (PCPF).

Dr. Vidya has been appointed as a Independent Director on the Board of RITES Limited under Ministry of Railways, Government of India. Dr. Vidya has presented papers at various National & International Conferences and has numerous research publications to her credit. She has authored

a book on 'Internationalization of Higher Education in India' based on her experiences and research in this field. This book is published by SAGE.

Dr. Vidya's hard work has won her numerous awards and accolades and she is now focused on making Symbiosis International (Deemed University) benchmarked amongst one of the best Universities in Asia.

Profile of Vice Chancellor

Dr. Rajani Gupte is the Vice Chancellor of the Symbiosis International (Deemed University). A distinguished academic, she received her Doctorate degree in Economics from the prestigious Gokhale Institute of Economics and Politics, Pune. She has been actively engaged with higher education for over thirty years, both as a professor and researcher. She has taught at many foreign universities as well, including the Oakland University, Michigan, US, and Bremen University of Applied Sciences, Germany.

She has been a part of the leadership team at Symbiosis for over two decades. She joined Symbiosis as a founding member of the Symbiosis Institute of International Business in 1992. She was the Director of the Institute between 2004 and 2012. Her headship led the Institute to be established as one of the top-ranking business schools in India. A capable institution-builder, Dr. Gupte has also earlier held the positions of Dean- Faculty of Management, Dean-Academics and Pro-Vice Chancellor at the Symbiosis International (Deemed University).

She is an independent Director on the Governing Board of NSDL and Board of L& T Finance Limited, L& T Housing Finance Limited and L& T Finance Holdings Ltd. She has been frequently invited on committees of important organizations, such as International Trade Panel - Confederation of Indian Industries (CII), World Trade Organization Committee, Govt. of Maharashtra, and Chemtech World Expo. She has also served on committees appointed by the UGC and on working groups on higher education.

Dr. Gupte is one of the ten women selected from across Asia who have attended the 'Women in University Administration programme' sponsored by the U.S. Department of State.

She was invited to be a part of a committee of eminent economists formed by NITI Aayog to interact with the Honorable Prime Minister on "Economic Policy: The Road Ahead" in January 2018.

Dr. Gupte has received several awards for her outstanding contribution to Education-

The Lokmat National Education Leadership Awards 2015, the "Swayamsidha Puraskar 2015" by Lions Club of Pune Elite, the 'Think Pure Award' by the 'Think Pure Social Welfare Foundation' in 2016, For being one of the most influential Vice Chancellors amongst the top 100 Vice Chancellors in India by the World Education Congress award in 2016, "The Iconic Leader Award - Creating a better world for all" at the WOMEN ECONOMIC FORUM 2017 and a "Visionary Eduleader of India" for being an institution builder at the hands of Shri Pranab Mukerjee, Former President of India.

From the Director's Desk

It gives me great pleasure to present the Seventh volume of “Annual Research Journal of SCMS”, Pune. The Journal is now indexed on J gate, ICI (Indian Citation Index) and archived on academia.edu.

The theme for the journal this time is ‘*Data Analytics and Business Model Innovation*’. Bigdata platforms provide the platform for improved operational efficiencies and generation of greater revenues with enhanced business growth. There is very little research that is narrowly focused on data-driven business model innovation. This edition aims to share with you papers providing a direction in this area.

Research in management sciences helps one to gain new knowledge, expand and testify existing knowledge. It is the inquisitive questioning minds which have been instrumental in bringing out most of the breakthrough progress in any field. This journal is an attempt to contribute towards building an academic knowledge base by a compilation of well researched and peer reviewed articles. The articles are well articulated and substantive and have tried to address the broad theme of the journal.

I also extend my gratitude to all authors, editors and reviewers who have provided support at all stages. I also welcome suggestions that would help us improve the quality of our Journal.

Dr. Adya Sharma

Director,

Symbiosis Centre for Management Studies, Pune

From the Editorial Desk

In the increasingly growing complex world, corporations and other service providers are trying to capture more and more data about users in order to identify trends and place their products accordingly. Data Analytics has increasingly become the buzz word and is helping to understand patterns, extract behavior and trend and institutions and corporations are being setup whose only job is to analyze data and extract valuable information on users to take core and strategic business decisions.

To discuss data analytics and business model innovations so that business could take better informed decisions, the present journal had invited various studies/papers/cases from researchers, academicians, corporate, students, users and the creators of data.

Mr. Yuvraj, Ms. Barkha and Dr. Dhiraj in their case study discussed how blockchain technology has been helping the card payment industry in reducing costs, eliminating intermediaries and increasing efficiency, the authors also discussed the other emerging issues due to the adoption of blockchain technology while **Mr. Sushil and Mr. Jaysing** reviewed how blockchain could be used for an effective Supply Chain Management and also studied how it could be used for enhancing the same.

Ms. Sonica and Dr. Shreya talked about leveraging social media platform for greater customer participation in developing newer products and proposed a model for the same. They identified the positive aspects of social media which could be used effectively developing newer products.

Dr. Navendu and Dr. Pisolkar talked about spatial data as a new frontier in Data Analytics and threw light on to illustrate the nature and the potential of spatial data and its relevance to businesses.

Ms Mannon and Dr. Sharmila talked about the role of International relations with respect to Sustainable development and raised many questions which the International Governance system is yet to solve.

Dr. Nishant Khandelwal proposed a set of seven principles to meet the demands of the time and opined that they could be applied in a different context as was the nature of any governing principle in any domain.

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