



DOCUMENT

INSIDE THIS ISSUE

PG. 2

BUSINESS NEWS – Catch up with the business world as we bring you its biggest stories

PG. 4

FAMOUS PERSONALITIES – Siddhartha Lal

PG. 6

BRAND STORIES – Will the Berry Rise Again?

PG. 8

CASE STUDY (HR) – Positive Psych in the Workplace



BUSINESS NEWS

By Srikruth Reddy

Who let the Doge(Coin) Out?

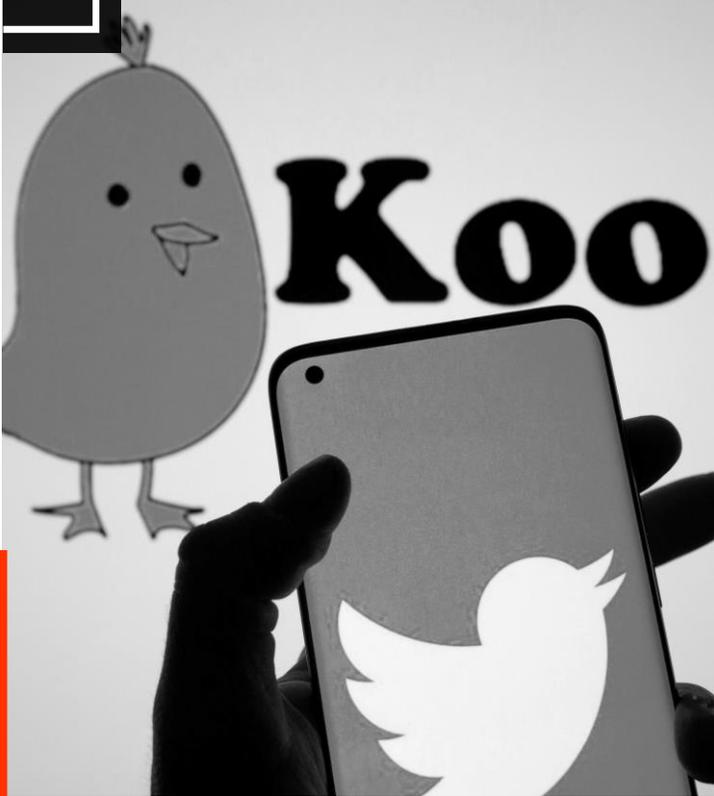
Cryptocurrencies continue to dominate headlines well into 2021, from Bitcoin topping \$50,000 to the rise of Dogecoin. Dogecoin is a meme-based digital currency whose value has surged more than 950% since the beginning of the year. While it initially started as a joke, it led to practicality as its large supply and low price facilitated efficient micro-tipping on social media content. Following tweets from Tesla CEO Elon Musk and rapper Snoop Dogg, Dogecoin's market cap topped \$7 billion.

Facebook 'unfriended' Australia!

For decades, internet companies got rich at the expense of global news outlets by selling advertisements linked to their reports without sharing revenue. In an attempt to remedy this, the Australian government has passed a News Media Bargaining Code. This code seeks to legislate tech giants into paying media publishers for linking to news content on their platforms. Tech firms have fiercely opposed this code, from Facebook blocking Australian users from viewing or sharing news to Google agreeing to pay R Murdoch's News Corp for content from news sites across its media empire.

Clash of the Titans: Amazon and Reliance

Amazon and Reliance, led by two of the world's richest men, Jeff Bezos and Mukesh Ambani, are in a legal scuffle due to different deals made with the same retailer, The Future group. In 2019, Amazon bought a 49% stake in Future Coupons, which gives it an indirect ownership stake in Future Retail. During the pandemic, Future group ran into a significant lack of cash flow and cut a deal with Reliance to acquire Future Retail and keep it afloat. Amazon, enraged by this deal, served Future a legal notice for breaching the terms of contract. The Supreme Court has currently put a halt to Reliance's acquisition of Future Retail.



Felt Koo(t), Might Delete Later.

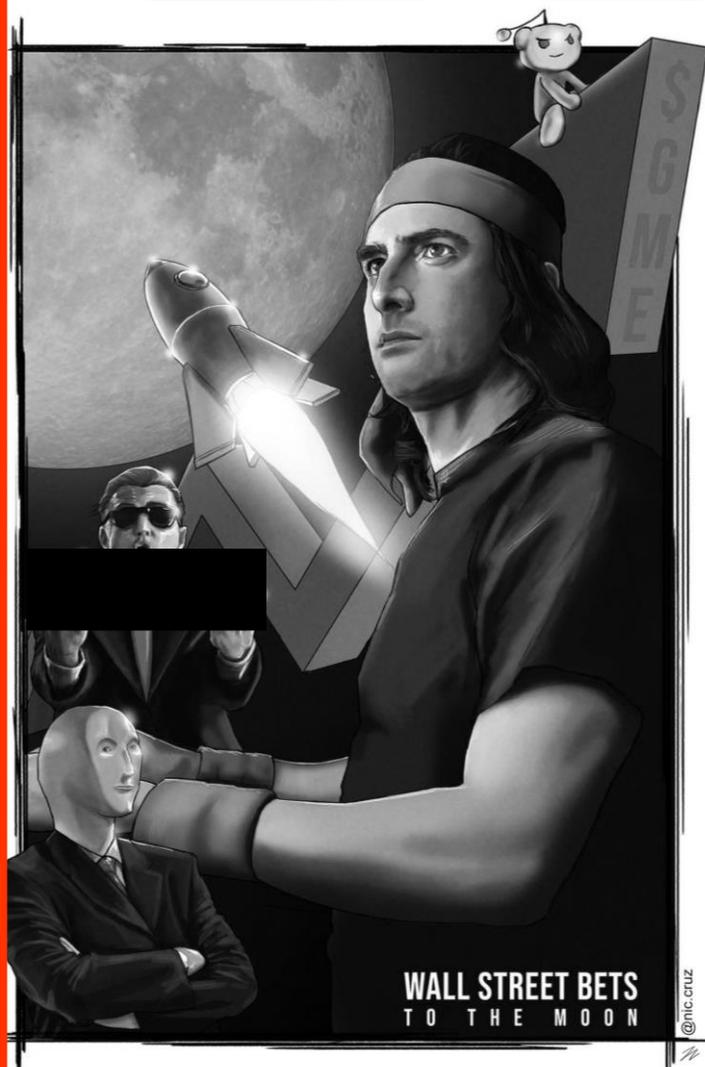
Of late many influential Indian government officials have been endorsing 'Koo,' a little-known microblogging website that aims to be a made-in-India alternative to Twitter. Several ministries and departments have created accounts on Koo. Koo's overnight fondness came after Twitter sought a formal dialogue with the Indian government, which had asked the tech-giant to take down 1,178 accounts allegedly spreading misinformation about the farmers' protest. Following this event, Koo received funding of \$4.1 million from a troop of investors.

However, only time will tell how long this app's shine will last. The past year has seen many Indian alternatives to popular international apps emerge. Many of which enjoyed a short but brisk rise in popularity but have since faded into obscurity.

Chicken Tendies and Diamond Hands

Tendies, rocket ships, diamond hands — this is the language of WallStreetBets (WSB), the white-hot subreddit on the Reddit platform powering the GameStop (GME) frenzy on the stock market. Strings of rocket emojis signify how the group wants to send GME's price "to the moon." Users encourage each other to have "diamond hands" (represented in emojis, of course), a riff on the strength of diamonds and a user's strength to last through big market swings.

A user of the subreddit going by "DFV" figured out that the GME stock had been shorted in a volume attune to 140% of the actual number of shares floating in the market. This meant that stock theoretically could not be sold anymore as the sell orders were 40% in excess of the number of shares existing. This triggered a massive 'co-ordinated' influx of buy orders, mainly from r/wallstreetbets users, increasing the price of the stock. The sudden increase in stock price meant that the large number of short positions, mostly held by massive hedge funds and amounting to billions of dollars, had to be squared off in order to limit losses. In order to square off their short positions the hedge funds had to buy back all shorted shares resulting in what's called a short squeeze. This massive buyback is what eventually shot up the price of the GME stock from \$17.25 to \$500 over the course of a month.



FAMOUS PERSONALITIES: SIDDHARTHA LAL

By Vipul Kumar

As much as it is today, Royal Enfield bikes were not very popular 20 years ago. The company was then owned and run by Delhi-based Eicher Conglomerate, making vehicles, footwear, and garments. However, Eicher was not the market leader in any of its 15 different businesses. Sales were at an all-time low, and Eicher considered shutting down Royal Enfield!

Here stepped in, Siddhartha Lal, the new Eicher COO and son of Eicher boss Vikram Lal. Siddhartha, a biker and an Enfield enthusiast himself, asked for some time to prosper the business. The former CEO of Royal Enfield started forming some interesting strategies.

"Why be a mediocre player in 15 small businesses when we can be really good in one or two of them?" Lal recalls his theory today, 15 years later, when Royal Enfield bikes are in huge demand. In 2004, Eicher sold 13 of its 15 businesses and started focusing only on bikes and trucks, bikes being the priority. At a time when the sale of established companies was quite unconventional, this was a bold move. Now Siddhartha took some long bike trips himself, understood what could be improved, and made some quality changes to Royal Enfield bikes. A real biker and a practical businessman. Lal's vision was to transform and market them in a way that leads people to associate Royal Enfield bikes with endurance and durability. A Royal Enfield should be a bike you could ride to the mighty Himalayas!

From selling 25,000 bikes in 2005 to reaching heights of 3 lakh domestic bike sales and 6,000 units in global exports in 2014, Eicher and Royal Enfield's journey has been tremendously successful. If you'd bought a Royal Enfield for ₹55,000 back in 2001, you would have an old bike today. But had you invested the same ₹55,000 in shares (at ₹17.50 per share) of Eicher Motors, your investment would have been worth more than ₹5 crores now. Such has been the growth of Royal Enfield and Eicher Motors.

Royal Enfield's resurgence is an excellent example of how one man's passion powered a business and drove it towards glory. "Siddhartha Lal is Royal Enfield's biggest asset.", says RL Ravichandran, a senior board member of Eicher Motors, till 2014. Lal is now working towards globalising the market of Royal Enfield bikes. In 2015, he relocated to London to be close to the R&D centre in Leicestershire, UK. "We are in the process of developing engines for the international markets, and lots of developmental work is happening in the UK.," Lal summarised. He was also named 2018's Entrepreneur of the year for his successful efforts to revive Royal Enfield bikes' sales in the past decade.

Summing things up, it has been a long bullet ride for the motorcycle brand. Royal Enfield was founded 120 years ago in England, which licensed itself to Madras Motors in the 1970s and was acquired by Eicher in 1994. The brand's tagline, "the oldest global motorcycle brand in continuous production," says it all. In 1952, the Indian Army selected this bike for patrolling duties on the borders; such has been the aura of this two-wheeled beast. Today, riders associate Royal Enfield with road trips to the mountains, a feeling of royalty, and a classic vintage feel. Would it not be a pity if such a brand, such a legacy, had halted its operations due to insufficient sales! Thanks to the bright minds and bold decisions of entrepreneurs like Siddhartha, we still see people riding these vintage bikes on Indian roads and mountains.





WILL THE BERRY RISE AGAIN?

By Kelvin T. Kurian

BlackBerry was a prestige symbol at the start of the last decade, the king of smartphones, and the portrayal of royalty at a point in time. In today's issue, we'll see how the king of smartphones fell out of grace and was eventually replaced by new players. And if it still can make a comeback.

BlackBerry once reigned as king of the smartphone, selling more than 50 million units at its peak in 2011. They were designed and marketed by Canadian company BlackBerry Limited. It was one of the most prominent smartphone brands globally and was well known for the keyboards on most of its devices. The company garnered huge revenues, had government contracts and big business deals, which sparked more consumers to buy their products.

The BlackBerry phone had a simple design that the company marketed to business professionals and premium consumers. The full keyboard made it possible for them to work outside the office. The most notable feature of the BlackBerry was the BlackBerry Messenger. It sounds a lot like the iPhone, right? Steve Jobs and his iPhone targeted the exact market and customers that BlackBerry did.

In contrast, the iPhone was a full screen and was a giant leap for innovation in the mobile industry. However, much like Nokia, BlackBerry too wasn't afraid of advancements in technology or innovation. Instead, it counted upon customer loyalty rather than shifting their resources and time toward developing new products based on their customer's interests. Like Apple, BlackBerry believed that they knew what their customers wanted rather than giving the wants of their customers thought. This type of strategy is counter-intuitive; it works when you've got customer loyalty and will be able to retain them. Sadly, this strategy failed for BlackBerry, and their demise was much faster as they dug their own grave by not making a move.

Consumers wanted something new, and companies like Apple and Samsung were more than willing to provide them with what they wanted while making profits. The battle of the smartphones then shifted to be the battle of IOS Vs. Android, by which time BlackBerry was nowhere in the picture. Unable to continue with production, distribution and make an impact

with the customers. BlackBerry tried to save face by selling new products with more features and security options. On 28 September 2016, BlackBerry announced it would cease designing its phones favouring licensing to partners. TCL Communication became the global licensee of the brand, under the name "BlackBerry Mobile."

Fast forward to 2021; BlackBerry seems more than ready to make a comeback by announcing a new line of products and services and by even partnering up with a Chinese company named Baidu. However, its stock keeps on plummeting, and analysts speculate it's too late to rectify. However, tastes and preferences might change at any point in time, favouring the old king of smartphones. For now, however, it's safe to surmise that the old king Berry won't make a comeback



Case Study



POSITIVE PSYCH IN THE WORKPLACE

By Sanam Lulla

Positive Psychology is a relatively new concept. The foundations for the concept were laid down in the 1960s and 1970s by Martin Seligman and the term was first used in 2000, by Seligman and Mihaly Csikszentmihalyi in a paper called Positive Psychology. It embodies the notion that a person's well-being is dependent on both emotional and mental variables in their individual lives. It involves looking into the positive aspects of a person's daily life, activities and routine.

As a result of consistent exposure to several different forms of media, human beings are instinctively drawn toward making comparisons and focusing on the negatives. This can make us a victim in our own life. Positive Psychology lends individuals with a mechanism to combat this myopic perception. It allows us to rewire the way our brain functions, and instills a deliberate attempt to seek positive influences in every moment. Thus, the result is a more balanced perspective on our life.

As per Positive Psychology, emotions, especially happiness, should be acknowledged when it is felt, rather than in retrospect. It attempts to enhance the influence of positive emotion, engagement and meaning in our lives.

Can you imagine if every day at work brought about the jittering excitement and happiness that comes the night before a fun event in your life? Or a time when our weeks don't begin with Monday blues? Positive emotions like these can give us a boost of energy. They entail lower stress levels, and thereby longer, more fulfilling lives.

Since positive psychology fosters these positive emotions, applying the concept at work can be instrumental in a happier work atmosphere, satisfied employees and superior work performance.

Organizations can implement positive psychology in a multitude of ways. In fact, the more creative they get with its implementation, the higher their probability of success. However, the best results involve the execution of a model known as PERMA, conceived by Seligman.

It is important to note that as human beings, it's nearly impossible to be happy all the time or to force ourselves to be positive. However, an emphasis on gratitude can alter our mindset. Happiness then becomes a natural corollary. In an organization, Positive Emotions can be garnered by allowing time to express gratitude during meetings. For example, thanking a coworker for their help in meeting a deadline, or assistance in preparing for a presentation.

Engagements can be maximized by allowing employees to use and deploy their key strengths. Managers must identify their team's strengths and ensure each individual's work is aligned accordingly. This allows feelings of greater confidence and higher focus levels. Celebrating achievements, applauding coworkers on their work, and reiterating their strengths can be instrumental.

Connecting through relationships is another key manner in which Positive Psychology can be implemented. Every human relies on connections, and we thrive when we invest in our relationships. The human brain is lined with mirror neurons that essentially control our moods by mirroring the emotions of those around us. For example, if you see your colleagues celebrating an achievement, or laughing over something, you are likely to react as if you were directly included too. Many employees find work enjoyable only because of the presence of their colleagues. Therefore, fostering these relationships at the workplace is essential. Team lunches and outings, annual sports or cultural events, informal meetings, coffee breaks can all be great ways of building relationships. Managers must also identify which coworkers work best together or gel well; teams can be created accordingly to synergize.

Employees do their best when they realize the purpose of their work. The feeling of gratification in knowing your work is making a difference is unparalleled. The meaning behind what the company does should be well identified and stated. This can be a source of motivation, resulting in better performance. Monotonous work can also become fulfilling if it contributes to positive change in the world.

Recognizing employee achievements is also worthwhile while applying Positive Psychology. Allowing opportunities to speak about these accomplishments — how it made them feel and what actions or key strengths helped them achieve the milestone — will lead to employees feeling valued and recognized.

Organizations around the world have used their own innovative techniques that are noteworthy. For example, companies like Google, AirBnB, Zappos have employed "Chief Happiness Officers." Many companies also hire consultants to carry out well-being programs for their employees. Google's infamous work culture and flexible environment allows employees to have fun, coach one another, and thereby, trust one another. Some companies like LinkedIn and Netflix have adopted need-based leave policies or "unlimited holidays."

Employees are free to take leave when they wish to, based on their needs, so long as they keep their managers informed. Studies have found that it has actually led to employees being more committed to their work, and taking lesser leave in the long-term.

Other methods include allowing employees mental health days off, period-leave for women, habitually practicing gratitude within teams, including exercise or gym facilities or providing membership to such facilities, providing happiness trainers, and facilitating mentorship

As organizations strive for their primary goal of profit-making, it would be ideal if they simultaneously practiced positive psychology. While earning a profit justifies their primary purpose — we must not forget that it is human beings, with real, complex emotions — running these organizations. The world will be a better place when we make space for our vulnerability, practice empathy and allow ourselves to cope with our emotions in the right ways.



FACULTY CORNER

Everyone has a similar journey of love. What's different is the experience.

Do you remember the crushes when you grew up? They brought you into the world of distraction, giggles and silliness. They are probably the sweetest of our memories, because of their innocence. Most of them were unspoken and the phase passed before you even knew.

And then...

That one story which never would have worked and you wish you had never said.

Another story which could have been, had it been the right place and right time.

The one story which you wish you were never a part of but the one that made you a hard nut to crack.

Love is something we crave, yet it is ambiguous how we define it. By the time you realise what love is for you, either you have lost hope, shut it out, had it without realising or just get along with life.

Love becomes the most feared word than fear itself.

And yet, if you are lucky, and life loves you, after all that you have been through, you will find a window of escape. Where you will shed your fear and will find the innocence and simplicity of love again. And if you are even more lucky, you will get to grow old with it.

- Urmila Sampath

FEATURED ARTWORK

Rohit Chanana, BBA Marketing, 3rd Year

Content Credits

Srikruth Reddy - *BBA 'F', 1st year*

Vipul Kumar - *BBA 'F', 1st year*

Ms. Urmila Sampath - *Assistant Professor*

Kelvin T. Kurian - *BCom 'A', 1st year*

Sanam Lulla - *BBA Professional, 3rd Year*

Rohit Chanana - *BBA Marketing, 3rd Year*

Editorial Board

Dr. Everil Fernandes - *Faculty Coordinator*

Mr. Praveen Kumar - *Faculty Coordinator*

Debanshu Pani - *BBA Professional*

Sourabh Pathania - *BCom 'B'*

Raunak Sharma - *BBA Financial Markets*

Sanam Lulla - *BBA Professional*

Heera Shetty - *BBA Marketing*

Advisory Board

Dr. Rashmi Yogesh Pai

Dr. Vikram Baliga

CITATIONS

Business News

Singh, Jagmeet (8 Feb. 2021). "[Dogecoin: What Is It, the Musk Connection, and Everything Else You Need to Know](#)"

Wilson, Cam (18 Feb. 2021). "[Facebook Bans News in Australia](#)"

Kajarekar, Radhika (23 Feb. 2021). "[Supreme Court Stops Big Bazaar-Reliance Deal Worth Rs 24,000](#)"

Chakravarti, Ankita (12 Feb. 2021). "[Koo microblogging platform now among top free apps in India](#)"

Hadly, Christina (4 Feb. 2021). "[WallStreetsBets is America](#)"

Image Credits:

/u/Sturmgewehrkreuz (31 Jan. 2021). "[Wall Street Bets: To the Moon](#)"

Forbes (8 Feb. 2021). "[Dogecoin Price Madness: How Billionaires, Musicians And YouTubers Memed Dogecoin To \\$10 Billion](#)"

Das, Avishek (23 Feb. 2021). "[Untitled](#)"

Business Today (28 Oct. 2020). "[Reliance-Future Retail deal: Amazon won in Singapore but can it win in India?](#)"

Ruvic, Dado (10 Feb. 2021). "[Twitter logo is seen on smartphone in front of displayed Koo app logo](#)"

Famous Personalities: Siddhartha Lal

Philip, Lijee (9 Sep. 2015). "[Meet Siddhartha Lal, the man who turned around Royal Enfield into Eicher Motors' profit engine](#)"

Gandhi, Anshul (29 Oct. 2015). "[Meet Siddhartha Lal, The Bullet Man Who Saved Royal Enfield From Dying](#)"

Image Credits:

Konduri, Vamsi (18 Jun. 2019). "[Untitled](#)"

Brand Stories: Will the Berry Rise Again?

Appolonia, Alexandra (21 Nov. 2019). "[How BlackBerry went from controlling the smartphone market to a phone of the past](#)"

Image Credits:

WTVY (20 Aug. 2020). "[BlackBerry phones are back](#)"

[Lu, Randy](#) (27 Feb. 2020). "[BlackBerry Classic](#)"

Case Study: Positive Psych in the Workplace

Image Credits:

Startup Stock Photos (19 Jun. 2015). "[Two Men Having Conversation Next to Desk in Building](#)"

McShane, Niall (24 Sep. 2020). "[Bringing Emotion To Process](#)"