

NEW DELHI INSTITUTE OF MANAGEMENT

NDIM DIORAMA

CONGREGATION.....COLLABORATION.....INSPIRATION
QUARTERLY NEWSLETTER

BUSINESS IN THE ERA OF APP WORLD

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App World Has Made Life Simpler



It is hard to imagine, today, doing business without the electronic support. Does anyone even remember the time when there were only typewriters? Or computers in black & white curved screens with no windows and mouse trackers? We thought that computers had made life easy for business people but then came the mobile phones and soon thereafter the various

Apps.

It is these Apps that have changed the world and most certainly the business world. It is easy today to do away with office assistants as there are Apps that stay with you 24x7. No need to hire a steno-secretary as the CEO dictates into an App on the mobile phone and the auto-transcribe App converts the voice into the required text. Travelling, which used to be a complex task, has also been made easy by the various Apps available. To take this thought even further,

I foresee a day not too far away when the airlines will not need the in-flight entertainment system with its content; the fliers will simply use an App provided by the airlines to watch the desired content on their own handsets/tablets/laptop screens. Indeed, already I can see may fellow travelers watching audio visual content on their own gadgets.

Besides convenience one of the biggest benefits of the various Apps being available to the business world is the ease of tracking and monitoring various processes. There are Apps that have done away with the mandatory DSRs – Daily Sales Reports that needed to be filled in by sales and marketing people. A simple App takes care of not only the data but also the MIS that is generated. An average business head today has much more data and analyses on his gadgets and this reflects in better productivity at work places.

Despite all the trivial and non-trivial benefits that are the result of all the Apps that are available, to my mind, the biggest advantage is the increased transparency in all areas of life. The Apps make it easy to track and monitor any and every process in our daily work lives. The days when work was delayed due to non-transparent processes that no one could track are clearly over. While it is a huge benefit it also puts immense pressure on officials to keep the processes flowing.

We may think that the Apps are the last cog in the large business wheel that have made life simpler. However, I would watch this space for more as I really do not know what is the next bit that will improve our work lives. But what I do know for sure is that Apps are not the last innovation we have seen.

Ms. Sonu Bhasin
Founder & Managing Partner
FAB - Families And Business



It's an Appy World!!



On a recent visit to the US, I walked into a retail clothing store to try out some readymade garments for myself. I was intrigued to see some people standing in front of a series of screens and making some strange gestures. Shortly I too was directed to stand in front of a similar screen and asked to "try out" the garment of my choice! I was completely astonished! As it turned out I was face-to-face with a Virtual 3D Dressing Room!

The Magic Mirror (as it is called) is a very interesting app based on Augmented Reality. It is a console/kiosk with a digital screen that allows you to "try" on different outfits using simple hand gestures. 3D clothes chosen from the stock catalogue are superimposed onto you and it moves, rotates and scales according to your movements. In short, it is a virtual fitting room. You can try out different clothes and mix and match accessories without actually getting into a fitting room with a handful of clothes and accessories.

The convergence of cloud, mobility, Internet Of Things, big data/ analytics and Augmented/Virtual Reality is spawning innovative apps that are transforming the way we live and also the way business is conducted. Even a traditional business like garment retail is getting transformed.

Mobile applications have come a long way. E-commerce, Supply Chain Management and Gaming industries have taken the lead. Mobile apps have become absolutely integral to both working and daily lives. Most businesses now rank mobility as their top business functionality.

The enterprise has already embraced the mobile and app revolution. The majority of businesses have created their mobile applications and are now looking at how they can integrate these with their legacy systems. Organisations are building the majority of their apps with a mobile component.

The mobile app ecosystem has exploded with over 3 million apps available to the end customers across the app stores. This makes discoverability extremely hard. Mobile app developers need a really high value proposition to attract users to their products. The current trend is that people are spending more and more time with a limited number of apps. A typical mobile user spends most of his time on 20 apps at most.

On the other hand, mobile Internet usage is still growing at a fast pace, meaning that users are increasingly accessing the mobile web, but through a decreasing amount of specific applications.

In days to come we are going to witness a great amount of increase in the usage of Web and Mobile applications for transactions. Its also evident that not only urban but rural and peri urban areas are also witnessing a steep penetration of applications and its usage.

Mr. Arun Karna
Managing Director at AT&T
Global Network Services India Pvt. Ltd.



CHAIRMAN'S MESSAGE



In an era of profound digital transformation, business leaders and IT experts are truly working on the theme of innovation and improvement. It was given further impetus by launch of the "App World" which has off late become the success mantra of any business. The modern smartphone era primarily launched by Apple in 2008 has seen a geometric progression in less than 10 years and the technology giants reached more than multi-billion App Store downloads. From the initial focus on encouraging (paid) downloads to the current focus on monetizing in-app usage, mobile app publishers are beginning to think about what's next for monetizing the app. In particular, they're thinking about how they can leverage insights and data to maximize success. As the new era of mobile apps dawns, the winners will be those companies that not only build a desirable app, but who best understand their users and figure out how to maintain a profitable long-term relationship with them. It has become a successful catalyst to leverage business opportunities for sustaining competition and growth. With the latest move of the India government towards Digital payments this would further compel the businesses towards the world of "applications". The thematic issue chosen for this issue is very suitable in the current essence of the business survival and acceptability amongst people.

I congratulate the Editorial team for being on the right track for the second successful issue.

V M Bansal

TEAM'S MESSAGE

It is a delight to launch the second issue of Quarterly Newsletter, NDIM Diorama, a topical theme based initiative by NDIM. The initiative focuses on a theme in every issue and tries to collaborate the perspectives of the Corporate, Academia and Students. The theme for this issue is "Business in the era of App World". The world is digitising today at a very fast pace and Apps have become the fastest way to communicate with the customers. We are amazed with the response our first issue received and hence, we are delighted to share that we received articles from many respected industry professionals. We present the perspective of the academia and the young talented students as well. We are grateful to Hon'ble Chairman for always guiding us. We would like to express our gratitude to all the contributors for sparing their valuable time and sharing their views with our readers. Last but not the least, our appreciation to the student coordinators.

Happy Reading!



Coordinator



Editor



NDIM Hosted a FDP on Research Paper Writing on January 7, 2017

“THE RICH AND INTERACTIVE EXPERIENCES WE HAVE COME TO EXPECT ON MOBILE APPS HAVE CREATED NEW STANDARDS AND EXPECTATIONS FOR ALL DIGITAL MEDIA INCLUDING THE WEB. THE RESULT IS WEBSITES ARE EVOLVING TO BECOME MORE APP-LIKE IN THEIR RICH FUNCTIONALITY.”

RAJ AGGARWAL



FDP's @ NDIM

- ◆ Entrepreneurship and Case Study Method, Dr. Anuradha Basu, San Jose University, USA
- ◆ Sourcing and Managing Large Scale Management Projects in Social Sector by Dr. Shashank Shah, Harvard University, USA
- ◆ Using Case Method as a teaching tool by Dr. B.V. L. Narayan, Director, Centre for Railway Information Systems , Fellow in Strategic Management , IIM Ahmedabad

CORPORATE VIEWPOINT



The Application World: Is this the Need of the Hour??

It's a fascinating time to deliberate the future of business in this obligatory Indian mobile era. An explosion in UI technologies and demonetization is reshaping the relationship between brands and its consumers purchasing prowess.

Against this backdrop, while the world is busy witnessing the intake of smartphones as the fastest adopted technology; proliferation of wearable devices and apps that allow people to take ownership and manage their business in a way that perhaps has never been possible before.

Glocally, one can't deny the escalation of mobile media. They have redefined the role of marketing for all genres of business, all sizes. Social media app's like Snap chat, Instagram and Facebook Messenger are constantly re-strategizing their marketing from being mere socializing tools to becoming major ROI platforms. 65% percent of the traffic comes from mobile browsing; *Uber* the star app is proof of how brands can increasingly engage and convert to deliver services, via mobile media.

Big data, big policies. Yet conversion rate is still stuck at about 12% since 2012.

While academics and experts reason mobile media is really just the beginning of much deeper changes that technology is going to bring to the business processes. Globally, mobile is the only way forward common-man knows, but are we really ready?

The present conversation capturing India is all about *"the shock given to the currency"* aiming to accelerate the process of the digitization of the economy - Nandan Nilekani. Without declining the demonetizer, are our experts equipped with professional expertise & hardware to digitize India? If loading data of Adhaar cards on a computer qualifies for digitized India, I am afraid our media study is inadequate. Forcing a country of billion mobile subscribers to go cashless and digital over night with only thirty percent of our population using smartphones cannot *digitize India*. Add to that, barely 1/3 of our entire population uses the Internet. Where is the bandwidth? Who is protecting us from the hacking? Where is the money for most to buy an economical smartphone? Can a 100% Indian's differentiate between the world wide and dark web?

While global media experts are discussing mobile compared to web being relatively slower; they further argue that not only does mobile not have identity and transaction capability scale therefore in terms of finding what you want and paying for it on the medium is still quite not up to the mark.

No doubt, e-wallets like PayTm have become the biggest beneficiaries of demonetization and have witnessed transactions that have taken them months ahead of their estimated target; most people in India don't have access to a smartphone. Short run plans make PayTM a success, overnight. In the long run, all these business propositions are almost, as if, under developed ideas. As a nation, we cannot adopt ideas that may have worked globally. India is not a market for cut – copy- paste. Language is a barrier, education is incomplete, most importantly, and hardware is missing. For the educated elite making transformation, besides also focusing on the basis, we must graft brand experience (BX), customer experience (CX) and user experiences (UX); all of these are disparate. They are all disconnected.

For mobile to get more active and have business benefit, the next big move will have to be a combination of existing yet *identity enabled* UI creating a never seen before experience that abbreviates the expanse concerning browsing and owning a product; leveraging threads for third parties to enhance existing capabilities acknowledging identity support, transaction capabilities, language translations and providing context.

Should Reliance JIO (arrange identity on purchase of sim, provide internet and hardware at most economic rate) combine with PayTm, (most accessed e-wallet at the end of 2016) come together to "Digitize India"?

Demonetization while on the one hand is taking care of the excess cash flow in the society is the sure shot successful way to bring our nation to the *Rapid Digital India* upfront. Planned and more carefully paced steps may lead to a "Safer Digital India".

The choice is well, India's.

Ms. Mallika Bajaj
Chief Marketing Officer (CMO)
Little Yellow Beetle and Mixilion (Doha)



How Technology has changed the mindset of corporate people

Technology has made us more responsive, more able to gain access to information over a broader spectrum. It has taken our information and, instead of putting it into little cubbyholes of the company, made it broadly accessible.

Technology is basically a slave to the information you give it. But it makes that information much more functional and dynamic. A filing cabinet is just a box of papers; the same information set up on a computer on a network can give you a dynamic sense of your customers.

When technology breaks down, it makes you realize how effective it is when it's working. Its value hits home when there is a piece of information outside your spectrum, and you're so aggravated that you say, "I can't believe I have to go look for this here!" You almost come to assume that everything should be right at your fingertips at the click of a mouse.



We are adding a dimension of technology to an industry in which there has been none. It's an industry that's been hands-on and face-to-face, and we're trying to maintain that personalized feeling, but we're taking it a step further.

Now a days technology has taken over the globe and not just the corporate industry and to me i feel its boon and now i cannot even think about working without computers or phones. I or anybody for that matter would want his work on his fingertips in this competitive world where u have to prove your worth to people anytime anywhere basically all the time. Technology is something humans has evolved so better use it and not misuse it.

Mr. Savya Saachi Raina
CEO (Sales &Marketing-Mantra)
Baidyanath Pharmaceuticals Pvt Ltd



ACADEMIC DOSSIER

The "App Jungle"



The 'App Jungle' has been pretty welcoming for almost any kind of business that exist on the planet. There is an app for every function of a business house. From B2B to B2C, from buying decisions to post-sale services, the app world has it



all. Amidst such revolution, it is certainly hard to say whether the apps work due to businesses or the businesses work due to apps. But the question still remains, do these apps guarantee the success of the firms? For companies which work purely through apps, constantly face a challenge to come up with user-friendly programs and constant updates which prevent their app from stalling. Companies like OLA, which are app-dependent attempts to simplify their app so that people from all walks of life get accustomed to it.

For the same reason, few able to maintain their existence while mostly perish in this 'App Jungle'. Companies like Peppertap, launched with a big bang fail in their endeavors, not because

they did not have a full-fledged app through which they can work but due to the fact that their planning portion lacked on some major fronts.

Therefore, a sound app alone can never serve the purpose. Instead of considering it a boon or a trap, it should be looked at as a "catalyst" to enhance the activities. For a business to lead a successful path, it needs to mix the modern business tools with some of the classical management theories.

Dr. Saumya Singh
Associate Professor &
Ms. Harshita Gupta
Research Scholar
IIT Dhanbad



Demonetisation & The App World



It was the evening of the 8th of November and my smart phone exploded with various apps sending notifications about the demonetisation move by the honourable PM. It was my friends on whatsapp sending shared messages, the newspaper apps sending notifications, youtube inviting me to see the PM giving the speech live. At that point of time, I was actually perplexed as to how I would pay my way through the next day.

This got me thinking about the various modes of payment that I could use instead of cash and realised how much we actually depended on all this technology without even knowing about it. Any payment from then on was mostly done through the debit/ credit card. I would see people around me swiping their cards at every place they visited. For most people like me, going cashless was not a problem as it was already a part of our day to day life. Still, I downloaded various payment apps on my smartphone such as Paytm so I could use them where the cards didn't work and I was left surprised when I saw the reach and depth of these apps.

Even a person having a tea stall was accepting paytm because people didn't have the new currency notes and otherwise he would face a lose. Paytm, Freecharge etc. saw one of their brightest and most profitable phase during the November-December period.

Even with re-injection of currency notes in the economy, though the usage of such apps have gone down but it is still considerably higher from what it used to be. People have discovered the benefits and ease of using such payment apps and have quickly adapted to them.

The Journey is on and hopes are high. Hope the world moves swiftly towards the "App World".

Dr. Vijay Chaurasiya
Assistant Professor
IIIT Allahabad

"IF YOU'RE NOT USING MOBILE MARKETING TO ATTRACT NEW CUSTOMERS TO YOUR BUSINESS, DON'T WORRY — YOUR COMPETITORS ARE ALREADY USING IT AND ARE GETTING THOSE CUSTOMERS INSTEAD"

JAMIE TURNER

STUDENTS' PERSPECTIVE

My Life My World



It was last Sunday that I was talking to a friend, over the phone, and was telling her that for the preceding whole week I have been ordering dinner from Swiggy. So the post galloping period lets you brood about the calorie intake, which led me to realize that it's high time I start working out. So the next best thing I do is buy a pair of shoes from Myntra to start my early morning jog while MyFitnessPal App would keep me updated with my body stats, and I would be learning Zumba from Youtube.

What I realized in the meantime was not how much I gained or lost but actually the business I gave to so many Ecommerce companies and that how dependent I have become on these.

Even the high-priority business decisions are taken over through Whatsapp, while Facebook and Google have become subjects of study in curriculums.

And not to forget that 'sipping on your early morning tea while flipping pages of Times of India' has transformed into timely notifications through TOI App.

Business used to take place earlier also but the convenience and the distributed magnitude have got elevated through the App world. Thus in this era of App world we can say that "to get business let's give some".

Ms. Chitrta Banerjee
MBA Student-NDIM



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ARTICLES INVITED FOR NEXT ISSUE ON
"CASH TO LESS CASH: THE DIGITAL PAYMENT WAY"
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NDIM Hosted High Forum Meet, November 25, 2016

NDIM hosted the High Forum Meet'16 with 41 most sought-after corporate professionals from organisations like KPMG, TCS, Reliance, Ceasefire, Wipro, IBM, Business World, Mefcom & India Romania Chamber of Commerce, SERI, Cognizant, G4S Corporate Services, Greenlam, Axis Bank, Seed fund, Aircel, NHRD, ORAHI, Hyosung, E-com Xpress, Uflex, to name a few. The industry leaders appreciated the skill set of NDIM students and its' pedagogy & reiterated their commitment to assist NDIM in every manner possible, thus bringing immense industry support to PGDM student fraternity at NDIM.



Mega Summit on Blogging & New Media @ NDIM Campus, December 17, 2016

NDIM hosted its first ever blogging summit where famous bloggers from all arenas came to interact with the students and give them some tips and guidelines to become successful bloggers. Blogging is becoming larger than life these days courtesy of the deep internet penetration and popularity of the internet as a medium of communication. Realising the need of the hour, NDIM helped it's students get a chance to interact with the best of the best in the blogging field.



NDIM Hosted National Traditional Art Summit

NDIM in partnership with Mithilasmita organized the First National Traditional Art Entrepreneurship Summit at its campus where various prestigious & honorable dignitaries from the field of Art, Business and Academia participated and formed a human chain and pledged to work for the cause of Indian traditional art, craft & heritage. It was our extreme honor to have had Ms. Jaya Jaitly, Founder, Dastkari Haat Samiti as the Hon'ble Chief Guest of the event. The event witnessed huge participation from young entrepreneurs both from National and International forums. There was a display also of various artists from the country which received great support from the audience.



Special Talk by Shashank Shah Reverberates NDIM

Dr. Shahshank Shah, Project Director, Harvard University South Asia Institute (SAI); Visiting Scholar, Harvard Business School visited campus on January 25, 2017. He enlightened the audience with his deep rooted thoughts on celebrating Indian ways of doing business and how world can learn from India's experiences. He also introduced his recently authored book on the same subject and later explained the experiences through short stories of successful Indian Businesses. His magical presence, sensitivity towards society, eloquence and grounded personality touched all across NDIM and the guests who visited the campus especially to meet the dignitary.



CAG Graced the 24th Founders Day @ NDIM

Shri S K Sharma, CAG while speaking on the occasion emphasized that we need to strive for excellence in every profession as we cannot develop as a country without quality young professionals. After the address by the Chief guest, Business Excellence awards were given to eminent personalities from the corporate world including Satya D Sinha (CEO, Mancer Consulting Services), Deepak Kapoor (CEO, PwC), Prof Furqan Qamar (Secretary General, AIU), & Padmashree Dr Pritam Singh. Some of the awardees were represented by their colleagues including Rajiv Memani (Country Head, E & Y), Rana Kapoor (CEO, Yes Bank), Anuradha Joshi (Principal, Sardar Patel Vidyalaya), and Shikha Sharma (CEO, Axis bank).



Students Enjoyed Christmas & Winter carnival



Alumni Meet @ Gurgaon



NDIMites Creating Magic @ Bihu Celebrations

RECENT ACTIVITIES



Britannia Visited & Felicitated the Students of Live Project



Intra college Sports Event 'Spardha'



Lohri Celebrations @ NDIM



NDIM Family Celebrated Diwali