



# PRESIDENCY COLLEGE

## (AUTONOMOUS)

AFFILIATED TO BENGALURU CITY UNIVERSITY, APPROVED BY AICTE, DELHI & RECOGNISED BY THE GOVT. OF KARNATAKA  
RE-ACCREDITED BY NAAC WITH 'A+' GRADE

### **BRIEF REPORT ABOUT THE GUEST LECTURE DATED 15<sup>th</sup> JULY 2022**

TOPIC: “The Invincible Power of Goal Setting”.

TIME : 1.30 pm to 2.20pm

DATE: 15/07/2022

TARGET AUDIENCE:II B.COM Section – ‘A’, ‘B’, ‘C’ and ‘D’.

### **Speaker – Dr Varsha Agarwal presently works as Faculty in Marketing Management for IMT Ghazibad PG Program.**

Previously she worked as Research Cell Coordinator & Assistant Professor at Center for Management Studies, JAIN (Deemed-to-be-University). She has more than 9 years of Industry, Academic and Research experience. She completed her MBA (Finance and Marketing) from ICFAI Business School, Gurgaon. She did her PhD in the field of Healthcare Service Quality from Christ University, Bangalore.

She is certified for Data Analysis skills from Harvard University and Johns Hopkins University. She has gained advanced level proficiency in Research Data Analysis software like SPSS, AMOS (Structural Equation Modelling) and R and has taken more than 20 workshops and trained approximately 45,000 faculty, PG and UG students so far. She has published more than 80 papers in many National, International reputed peer reviewed, UGC – Care and Scopus indexed journals including Sage, Springer, and Emerald.

She has published 7 Indian patents so far. She is also a certified Reviewer for CRC Press (Taylor & Francis Group) and Emerald Publishing Journals. She is author of 5 books and edited 12 books so far. She has presented many papers at various prestigious institutions such as IIM A, IIM B and IIM K etc. She was also one among the selected delegates from across the Globe for Harvard Conference 2021. She had also won Best Paper Awards. She has been awarded as Best Researcher from IJ RULA for her research contribution on “Green Accounting”.

She has also been awarded as “Bharat Vikas Ratan” at “International Conference on Recent Advancements in Commerce, Management and Legal Studies”. She has organized many FDPs, MDPs, International Conference, Summits, Symposiums, Conclaves, Workshops and Webinars. Her area of interest is versatile which includes Data Analysis Techniques,



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Healthcare, Entrepreneurship, E-Commerce, Consumer Behavior, Accounting and Foreign Exchange.

### **ABOUT THE EVENT:**

The Guest lecture session took place with welcoming speech made by Ms Manjushree M Guest lecture co-ordinator with brief reading of the speaker profile. Later the guest lecture was deliberated by the speaker for about 50 minutes. She deliberated about the Introduction of a " The Invincible Power of Goal Setting " is one of the most important aspects of the Personality development . she spoke about positive image of the future. Student should have solid goals, and a desire to achieve those goals. she also spoke about empathetic and compassionate. she explained the Ways to set goals. Resilience is the ability to bounce back when things don't go as planned. she spoke about challenge, commitment, and control. Finally, the speaker closed the entire deliberation addressing the queries of the audience. There were approximately about 125 participants.



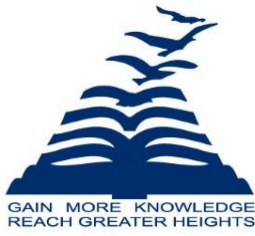
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15-Jul-2022 at 1:49:17 PM  
6, Ranna Road  
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15-Jul-2022 at 1:50:12 PM  
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15-Jul-2022 at 2:15:34 PM  
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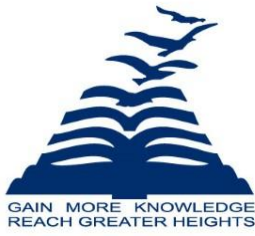
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Ms. Manjushree M  
Asst professor,  
Commerce and management dept,  
Guest Lecture co-ordinator,  
Presidency college, Bangalore.



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