



SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA

Empower Yourself @ IMR

NAAC Accreditation with Grade "B+"

Sayli-Silvassa Road, Silvassa – 396230, UT of DNH & DD

Approved by AICTE & Permanently Affiliated to Savitribai Phule Pune University, Pune

Phone: 0260 2681114, director@ssrimr.edu.in, www.ssrimr.edu.in

Journal Day Celebration

Marketing Management Specialisation

Marketing Sparklez

On 4th Feb. 2022

Coordinator: Dr. Rajesh Kumar Pandey

SSR IMR Marketing Specialisation Students, the Marketing Sparklez celebrated Journal Day on 4th Feb. 2022. As part of the Journal day celebration students were engaged in reviewing & presenting a research article from any marketing journal. Such exercises



Journal Day Celebration

Selection of the Journal & the Research Article in the Journal

Presentation of the Article

have the

potential of developing strategic marketing acumen in students. The students from Batch 2020-22 performed well during the Competitive presentation session. **Mr. Parth Bhanushali** was adjudged as the winner of the Competition, **Mr. Karun Agrawal** stood at the 2nd Position and **Mr. Akshay Nair & Mr. Siddharth Tripathi** stood at 3rd Position. The Director **Dr. Praveena Muley** addressed the students & encouraged

them to utilise the services at Library and wished them success in academic career.



Journal Day Celebration by Marketing Sparklez Team Batch 2020-22

XXXX