

AN ORGANIZATIONAL STUDY AT WINGS BRAND ACTIVATIONS PVT LTD

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ABSTRACT

Event management is a multifaceted discipline that requires a delicate balance of organizational prowess, creative vision, and strategic execution. This abstract explores the essence of event management, emphasizing its significance in modern society and the intricacies involved in orchestrating successful events. Events serve as powerful platforms for communication, celebration, and networking across various domains, including corporate, social, cultural, and educational spheres. They have the potential to leave a lasting impact on attendees, shaping perceptions, fostering connections, and driving change. However, behind the scenes, event management entails a myriad of tasks, from conceptualization and planning to implementation and evaluation.

REVIEW OF LITREATURE

This has important effects on academic endeavour. Moskaleva and Akoev (Citation2019) analysed non-English language publications in citation indexes and found that English-language journals are ranked higher in total than non-English ones. This means, as Panko (Citation2017) notes: 'Native English speakers tend to assume that all important information is in English'. Stockemer and Wigginton (Citation2019) conducted a survey of 856 non-native English-speaking researchers publishing in Springer journals, which indicated that the average non-anglophone researcher makes approximately 60% of their journal submissions in English. Younger scholars and those working at European universities reported the highest levels of publication in English. Previous studies have indicated different roles for 'international' (usually English) and 'national' journals (Neylon, Citation2018). As Murudkar (Citation2022) points out, this is important because in terms of issues such as food preferences, or lifestyle, one may find vast differences due to diverse social culture and norms, ethnicity, population structure and research etiquettes.

Mugnaini et al. (Citation2014) reviewed 400,000 articles published between 1998 and 2012 in journals indexed in the WoS and compared these with the Brazilian SciELO indexing system. They

The use of English is stimulated by the increasing global reach of the language and the growing internationalisation of research and education. English is widely used as a medium of instruction and as the language of research projects in non-English speaking countries. European Union research projects are often conducted in English (Kushner, Citation2003). The level of dominance of English as the major academic language is striking and appears to be growing. Huttner-Koros (Citation2015) reported on a 2012 study of the Scopus database, which indicated that

around 80% of sources listed were entirely in English. A review of 2018 Scopus listings by Vera-Baceta et al. (Citation2019) indicated that 92.6% of the documents were in English. English is pushed as a working language by the increasing ‘publish or perish’ culture of universities worldwide. Publications often only count as recognised output for academics when they are published in peer-reviewed English journals with an impact factor.

This raises several issues, including challenges of communication and understanding and inequality between academics and between different countries. Panko (Citation2017) argues that the dominance of English can introduce bias into research results. The availability of English publications also reduces the access to information for non-English speaking academics and may lead to duplication of efforts and a loss of knowledge. As Panko (Citation2017) comments: ‘the dominance of English as science's lingua franca makes it more difficult for researchers and policy makers speaking non-English languages to take advantage of science that might help them’.

As well as producing bias in research results, concentration on English can also lead to a less diverse academic landscape and a loss of meaning. Although it is widely argued that diversity is a source of creativity (Arizpe, Citation2015), trends in academia seem to be causing a loss of diversity, and in particular, cultural and linguistic diversity. Different academic traditions are being marginalised in an English language paradigm that emphasises empirical research, traditional scientific method and particular styles of writing and presentation.

This paper considers the position of the event management literature, and attempts an initial assessment of the extent to which non-English language sources are incorporated into the body of knowledge. In doing so, we first consider the forces affecting the global academic field, and then we review the literature on language use in scientific production in general, and in the event management field in particular.

Drivers of the ‘Western publication regime’

As Cohen et al. (Citation2018) note, the power of global publishers strengthens the standardisation of scientific output and can stifle many voices. They identified a ‘Western publication regime’, which creates problems for the promotion of academic staff and the production of local knowledge. Regulation of the publishing process by international publishing houses, such as Taylor and Francis, Elsevier and Emerald, has globalised and standardised publication formats, privileging English language output. This system is supported by the metrification of research output, which drives academics towards the global publishers and publishing in English. This system is now spreading to emerging economies, where universities are adopting research assessment systems developed in the global north. Journals originally established and published in emerging economies have been acquired by global publishers, and other journals have ditched their local languages in favour of English. Cohen et al. (Citation2018) remark that leading universities in emerging countries have also begun to pressure staff to publish in high impact (English language) journals. Quality assessment systems reinforce this trend, because publication metrics feature high in the assessment of university quality.

STATEMENT OF PROBLEM

A set of historical events was chosen, human subjects were obtained, and a design for the experiment was developed. Fact sheets were developed for all of the historical events selected. Then, as the experiment was conducted, Tackett’s (2009) initial model was extended over several iterations. At the conclusion of the experiment, an analysis of results commenced. Based on this analysis, adjustments to the model were made to improve the agreement between the model and the human experts. It is envisioned that, once calibrated sufficiently, the model may be used by military staff members in conjunction with other decision criteria in the comparison of COAs. In the future, “evil” or “intentional harm” might be included among decision criteria. The UAH untsville model software implementation,

although not a field-ready software product at present, has design features intended to support its conversion to a robust tool that could be used in the field.

OBJECTIVE OF STUDY

A meeting is defined as “an event where the primary activity of the attendees is to attend education sessions, participate in meetings/discussions, socialize, or attend other organized events” (CitationConvention Industry Council, 2005). Conventions include meetings; however, in many cases there is also an exhibition element in which a company or an organization representative displays products, services, or information about their affiliation (CitationConvention Industry Council, 2005). Unlike conventions, meetings, and exhibitions, which are often more business oriented, events may be planned for the general public or a special interest. An event is used to describe any function that brings people together for a specific purpose, which may include, but is not limited to, a sports tournament, festival, or concert (CitationGetz, 1997). Incentive travel is also an important element of the MICE industry, though it typically receives less attention because it represents a smaller percentage of the total MICE market. Corporations offer incentive travel trips to top-performing employees as a reward for fulfilling strategic goals and to stimulate continued productivity (CitationAstroff & Abbey, 2006).

Currently, there are more than 200 hospitality and tourism programs worldwide offering MICE courses, of which 67 are located in the United States (CitationGoldblatt, 2002). Most hospitality and tourism programs offer only a limited number of convention and event management courses, while a select few offer a separate MICE major with 16 or more related courses (CitationUniversity of Central Florida, 2007; CitationUniversity of Nevada–Las Vegas, 2008).

RESEARCH METHODOLOGY

The study adopted a qualitative approach, drawing upon a case study of Kobe City, Japan, a non-host city of the Tokyo 2020 Olympic Games. Data were collected using diverse sources such as site visits, field notes, newspaper articles, destination marketing materials, archival data from sport and tourism facilities, and workshop with key stakeholders.

FINDINGS

Objective of the client or what he looking for, the territory or territories of operation, scale of operations and thenceforth discussing the pros and cons of a specific sort of organization that's most fitted to satisfy the objectives.

Registration of the company: Drafting of charter documents such as memorandum and articles of association. Operating in India or in numerous different regulated jurisdictions calls for analyzing the special regulatory requirements.

Guidance: They guide them in this process and help them in starting a new company

CONCLUSION

In conclusion, this internship opportunity has provided me with an incredibly insightful experience in the realm of Operation service and marketing department. It has highlighted the significance of prudent financial planning and the value of early investments. Throughout this learning journey, it is evident that the company is dedicated to meeting its clients' needs by offering valuable insights and strategies for navigating the financial market. Moreover, one of the significant accomplishments of this internship was the development of a novel trading strategy under the guidance of Manager Mr. Jobin Babu who provided invaluable support throughout my internship. The workplace culture left a positive impression, and the quality of service delivered was exceptional. The company's ability to clients needs and by fulfilling their wishes for profit demonstrates their high level of expertise in market trading.

REFERENCE

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