



**MBA@IICMR**

**TEAM BELIEVERS**

**Student Development Program  
(SDP)**

**on**

**Desk Research**

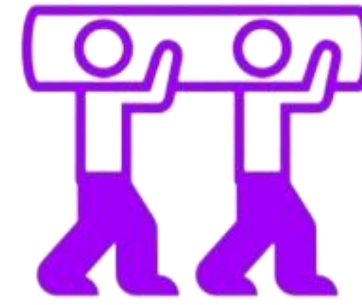
**On**

**Disruptive Business Practices**

**Case Study Development and Presentation**



# ABOUT US



## TEAM BELIEVERS

- SHWETA RUIKAR

- EKTA SADHWANI

- PINKI MAURYA

- SANIKA TARADE

- DEEPTI BORHADE

- SATYAJEET SHELKE

- SHRADHA BHALERAU

- PINKY PATEL

- AMBIKA BATTULA

- PRASAD PAWAR

- SAHIL HIRNAIK

❖ Mentor :- Dr. Vinod Bhelose

**Desk Research On**  
**Disruptive Business Practices**  
**Case Study Development and Presentation**

# **INTRODUCTION**



# Desk Research On Disruptive Business Practices

## Case Study Development and Presentation

**Entertainment & Media**

by  
**Satyajeet Shelke**

❖ **INTRODUCTION**





# Entertainment & Media

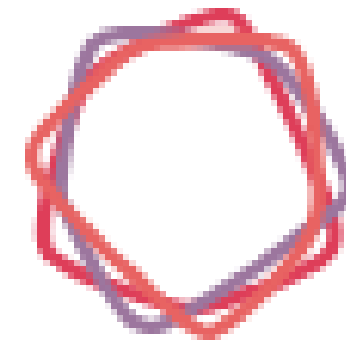


TITLE	OBJECTIVE	SCOPE	KEY LEARNING	CONCLUSION
Disruptive Business Practices In Entertainment & Media i.e Introduction Of OTT Platform On Netflix	<ul style="list-style-type: none"><li>▪ To Evaluate the Impact of Data-Driven Decision-Making.</li><li>▪ Analyze the Role of Original Content in Subscriber Acquisition and Retention</li></ul>	<ul style="list-style-type: none"><li>▪ Examine Netflix's Evolution From A DVD Rental Service To A Global Over-the-top (OTT) Streaming Platform</li><li>▪ Provide Insights Into The Key Descriptive Business Practices That Have Propelled Netflix To The Forefront Of The OTT Industry</li></ul>	<ul style="list-style-type: none"><li>▪ Adaptability in Response to Market Shifts.</li><li>▪ Strategic Embrace of Data Analytics.</li><li>▪ Global Expansion as a Growth Driver</li></ul>	Netflix's introduction of the OTT platform represents a strategic and innovative business practice that has revolutionized the entertainment industry. By leveraging the power of digital streaming, OTT platform has allowed Netflix to reach a global audience,

# Desk Research On Disruptive Business Practices

## Case Study Development and Presentation

**Innovation & Design**  
by  
**Pinki Maurya**



# LIVSPACE

## ❖ INTRODUCTION



# Innovation and Design

TITLE	OBJECTIVE	SCOPE	KEY LEARNING	CONCLUSION
Transforming Homes, Redefining Design: A Case Study on Livspace's Business Practices	1.To understand the current Scenario of interior design business. 2.To understand the disruptive business practices adopted by the selected company. 3.To analyze and evaluate how disruptive innovation of Livspace affects the entire market	The topic selected for the desk research has been conducted on Livspace under the Innovation and Design Sector	Understanding of the interior design sector  How to write a case study.  Importance of Disruptive Business practices	How Livspace established itself a leader in a competitive market.

# **Desk Research On Disruptive Business Practices In Practo – Revolutionizing Healthcare Access through Technology**

**by Miss Sanika Sukhadev Tarade**

## **❖ INTRODUCTION**



**•practo•**



# Health and Wellness

TITLE	OBJECTIVE	SCOPE	KEY LEARNING	CONCLUSION
Practo - Revolutionizing Healthcare Access Through Technology	sustainable development.	A]Technology Sector.  B]Gathered from different e-resources.	A]Online Appointment Booking B]Health Records Management C] Mobile App Accessibility	Accessibility, Efficiency, And Patient-centricity

# **Desk Research On Disruptive Business Practices in Business Entrepreneurship**

**by**

**Ms. Shweta Ruikar**

## **❖ INTRODUCTION**



**PEPSICO**



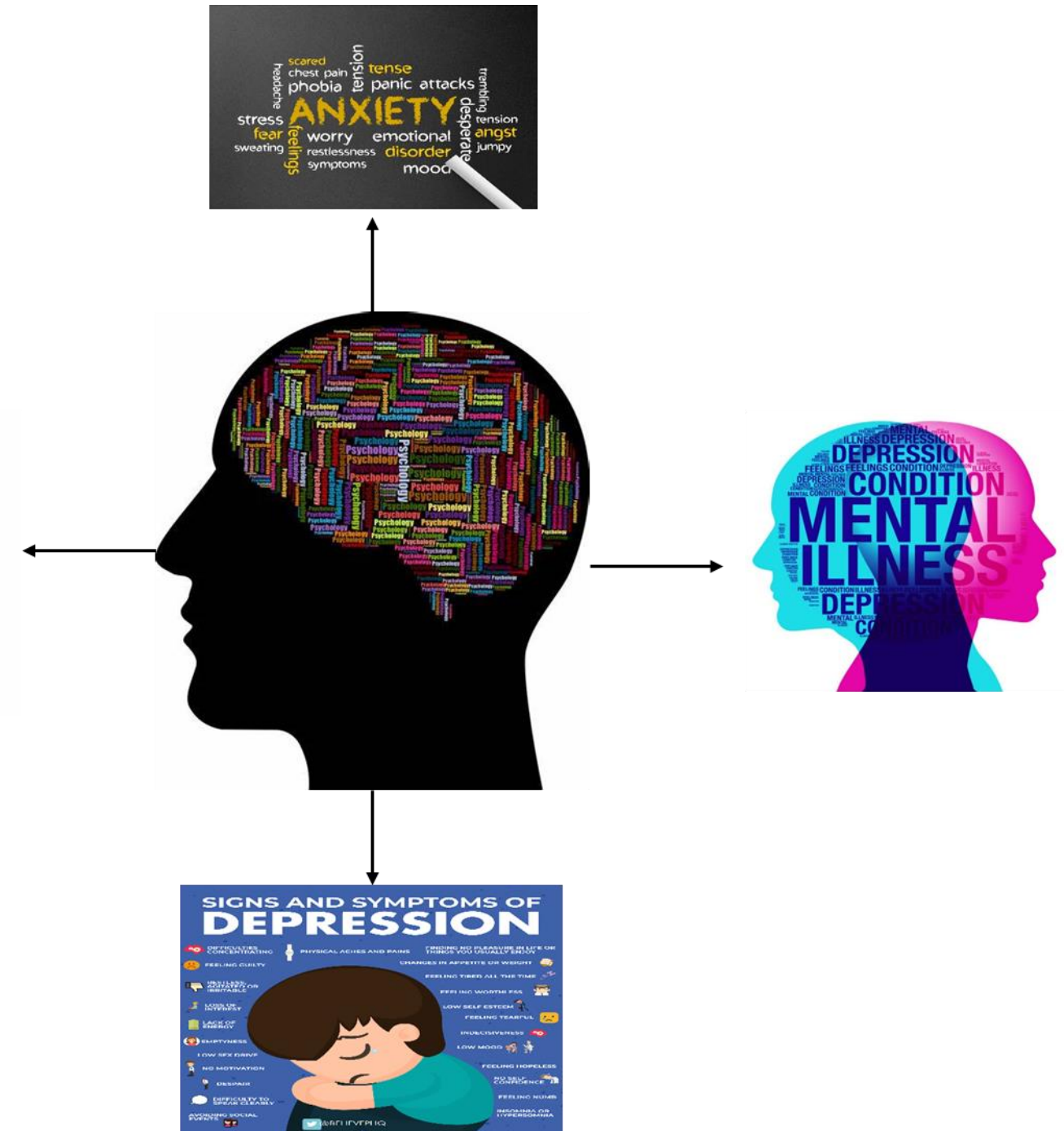
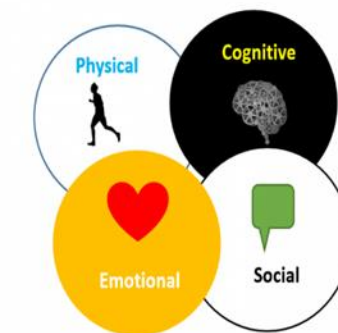
# Business Entrepreneurship

TITLE	OBJECTIVE	SCOPE	KEY LEARNING	CONCLUSION
Disruptive Business Practices with Respect To Sector Of Business Entrepreneurship	<ul style="list-style-type: none"><li>• To Understand the descriptive business practices adopted by the PepsiCo.</li><li>• To prepare a case study on business entrepreneurship</li></ul>	The topic selected for the desk research has been conducted on PepsiCo under the business entrepreneurship	<ul style="list-style-type: none"><li>• Embrace change</li><li>• Lead with empathy</li><li>• Stay committed</li></ul>	In conclusion, Indra Nooyi's journey reflects a remarkable success story in the corporate world.

# Disruptive Business Practices In Psychology And Mental Health

By  
Ms. Ekta Sadhwani

## ❖ INTRODUCTION





# Psychology & Medical Health



TITLE	OBJECTIVE	SCOPE	KEY LEARNINGS	CONCLUSION
<b>Disruptive Business Practices with Respect to Sector of Psychology and Mental Health</b>	<p>1. Technology is reshaping psychology and mental health. Talkspace, a disruptive force, challenges norms in delivering services. This report explores Talkspace's impact on the sector.</p>	<p>1- Technology Integration</p> <p>2- Remote Services</p> <p>3- Data-driven Approaches</p>	<p>1 - Regulatory Compliance</p> <p>2 - Continuous Innovation</p> <p>3 - Client Empowerment</p>	<p>Talkspace revolutionized mental health services by leveraging technology for text-based therapy, fostering increased accessibility and affordability. Despite positive impacts, challenges are acknowledged, marking a transformative shift in mental health support</p>

# **Desk Research On Disruptive Business Practices In "Social Issues And Activism"**

**by**

**SAHIL SANJAY HIRNAIK**

## **❖ INTRODUCTION**

- 1) Disruptive business practices on social issues and activism involve companies challenging traditional norms to address societal problems.**
- 2) This can manifest through innovative approaches, partnerships, or corporate activism, aiming to create positive impact while reshaping industry dynamics.**
- 3) Such practices emphasize the integration of social responsibility into business strategies, fostering a more sustainable and socially conscious marketplace.**



# Social Issue and Activism

TITLE	OBJECTIVE	SCOPE	KEY LEARNING	CONCLUSION
<b>Disruptive business practices with respect to Social Issues and Activism</b>	<p>1) To examine innovative approaches that challenge traditional business models, aiming to create positive societal impact.</p> <p>2)To explore how businesses can go beyond profit-driven motives.</p>	<p>1) Technology for societal impact.</p> <p>2) Social Entrepreneurship</p> <p>3) Consumer Activism</p> <p>4) Sustainability Initiatives</p>	<p>1. Commitment to Child Rights</p> <p>2. Global Advocacy</p> <p>3. Power of Grassroots</p> <p>4. Social Entrepreneur</p> <p>5).Collaboration and Partnerships</p>	<p><b>In conclusion, Kailash Satyarthi's disruptive business practices within the realm of social issues and activism have undeniably left an indelible mark on the landscape of child rights and labour advocacy</b></p>



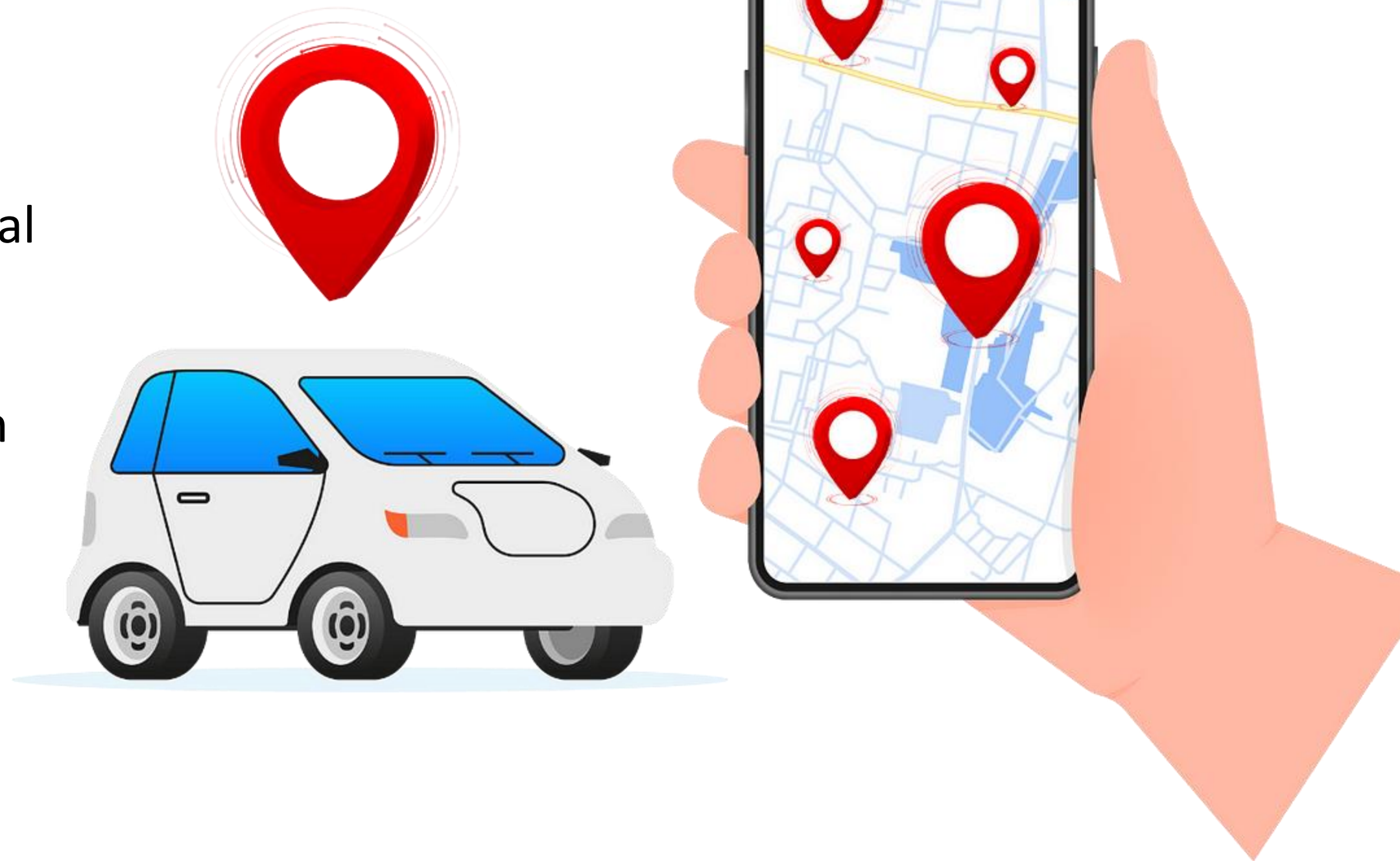
# Desk Research On Disruptive Business Practices in Economics

by

**DEEPTI DATTATRAY BORHADE**

## ❖ INTRODUCTION

In the dynamic landscape of economics, disruptive business practices play a pivotal role in reshaping traditional market structures and influencing macroeconomic trends. This introduction initiates a desk research report focusing on the economic implications of disruptive practices.





# Economics

TITLE	OBJECTIVE	SCOPE	KEY LEARNING	CONCLUSION
<p><b>Disruptive Business Practices in the ride sharing Industry</b></p>	<p>1. Globalisation Effect 2. Consumer Behaviour 3. Job Market Dynamics</p>	<p>1. Market Analysis 2. Economics Consequenes 3.Global Perspective</p>	<p>1. Economic Impact 2. Balancing Innovation and Responsibililty</p>	<p>The research concludes that disruptive business practices in the economics of the e-commerce sector have reshaped traditional models, fostering innovation and competition.</p>

# Desk Research On Disruptive Business Practices In "Education" by PINKY PATEL

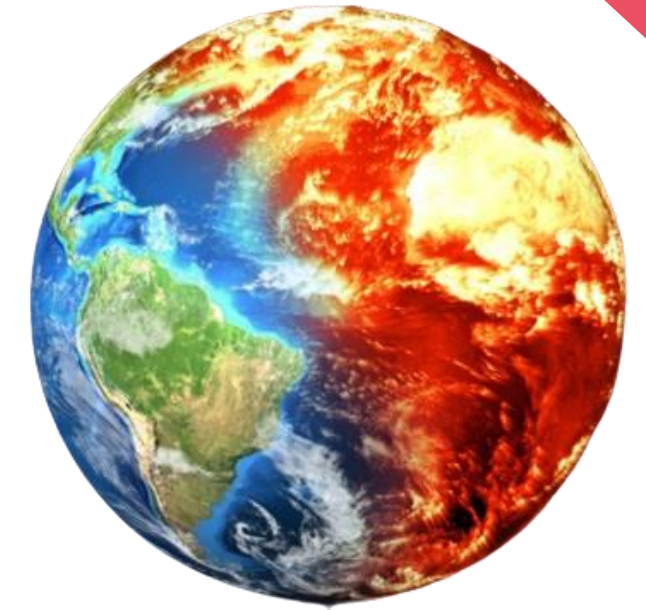
## ❖ INTRODUCTION





TITLE	OBJECTIVE	SCOPE	KEY LEARNING	CONCLUSION
<b>Desk Research On Disruptive Business Practices In Education i.e "Unacademy Transforming Education Through Disruptive Innovation"</b>	<b>1. to drive sustained success.</b>  <b>2. To extract and study the insights of the innovation, and resilience in an everevolving business landscape through case study development on Unacademy</b>	<b>1.To Understanding the implications of Unacademy’s growth in subscription</b>  <b>2.revenues expansion of its subscriber base</b>  <b>3.projected future milestones, including its impact on the overall online education sector.</b>	<b>1.Future Growth Potential</b>  <b>2.transformation in the education sector.</b>  <b>3.innovation, adaptability to market dynamics, and forward-thinking strategies in reshaping industries and driving sustained success.</b>	<b>the transformative power of disruptive business models and technological advancements in the education sector, underscoring its potential to continue revolutionizing the way learning is accessed and delivered in India.</b>

# Desk Research On Disruptive Business Practices In Global Issues by PRASAD PAWAR



## ❖ INTRODUCTION





# Global Issue

TITLE	OBJECTIVE	SCOPE	KEY LEARNING	CONCLUSION
<b>Desk Research On Disruptive Business Practices In Global Issues i.e. Russia's Invasion of Ukraine</b>	<ul style="list-style-type: none"><li>▪ To gain broader perspective on issue.</li><li>▪ To encourage awareness &amp; critical thinking.</li><li>▪ To identify gaps.</li><li>▪ To explore different perspectives.</li></ul>	<ul style="list-style-type: none"><li>▪ Industry Transformation</li><li>▪ Global Reach</li><li>▪ Sustainability &amp; Environment</li><li>▪ Technological Innvation</li></ul>	<ul style="list-style-type: none"><li>▪ Understand Importance Of Sustaining</li><li>▪ Understand Agile Adaptation</li><li>▪ Embracing disruptive models collaborations</li></ul>	<ul style="list-style-type: none"><li>▪ Represent a vital avenue for addressing and mitigating.</li><li>▪ These practices offer innovative solutions that challenge traditional norms, aiming to create positive impacts on a global scale.</li></ul>

# Desk Research On Disruptive Business Practices In Communication And Relationships- Telecommunication by

**SHRADHA BHALERAO**



## ❖ INTRODUCTION

- India is the world's second-largest telecommunications market.
- Policies of the Government of India for telecommunication sector.
- Telecom operators in India.
- In 2018, Vodafone India and Idea Cellular known as Vodafone Idea Limited.





# Telecommunication

TITLE	OBJECTIVE	SCOPE	KEY LEARNING	CONCLUSION
<ul style="list-style-type: none"><li>• Merger of Vodafone and Idea Telecom Services: A strategic Collaboration.</li></ul>	<ul style="list-style-type: none"><li>• To understand sustainable development and Collaboration of Vi.</li></ul>	<ul style="list-style-type: none"><li>• Telecommuni cation sector.</li><li>• Vodafone Idea Limited.</li></ul>	<ul style="list-style-type: none"><li>• Analyze Strategic Objectives.</li><li>• Examine Integration Challenges.</li><li>• Understand Industry Dynamics.</li></ul>	<ul style="list-style-type: none"><li>• The merger of Vodafone and Idea Telecom Services marked a significant development in the Indian telecommunications industry</li></ul>

# CONCLUSION







THANK YOU