

Ismail Yusuf College, Mumbai 60.
“आज की बात” 2022-23

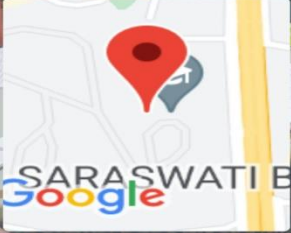
22nd July 2022:





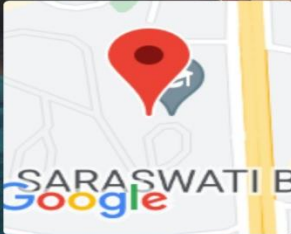
16th Nov 2022:

Mr. Siddhesh from SYBA spoke on one article 'Branding in eSports: An Empirical Analysis of the Specifics of Public Relations Compared to Traditional Sports' from IUP Journal of Brand Management Vol.19 (2) June 2022 p.07 The session aimed to shed light on the unique aspects of branding within the eSports industry as opposed to traditional sports. Librarian Smti. Phadke encouraging students to actively participate and engage in discussions. She emphasized the importance of overcoming stage fear and encouraged students to express their opinions and thoughts freely.



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Lat 19.133563°
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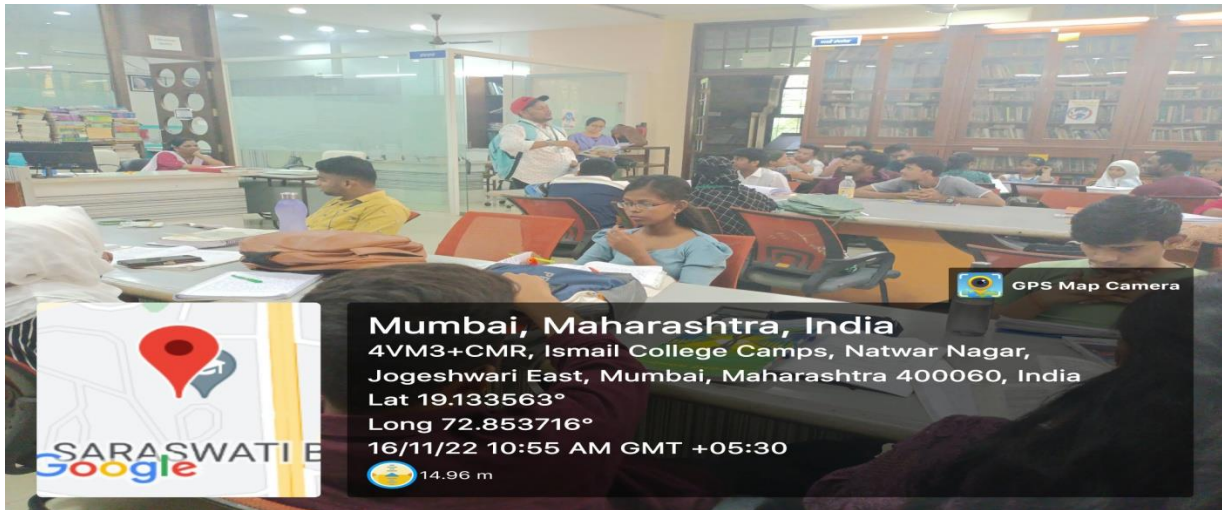
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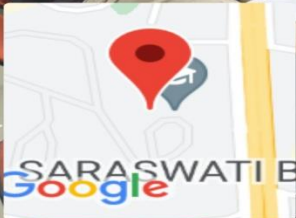
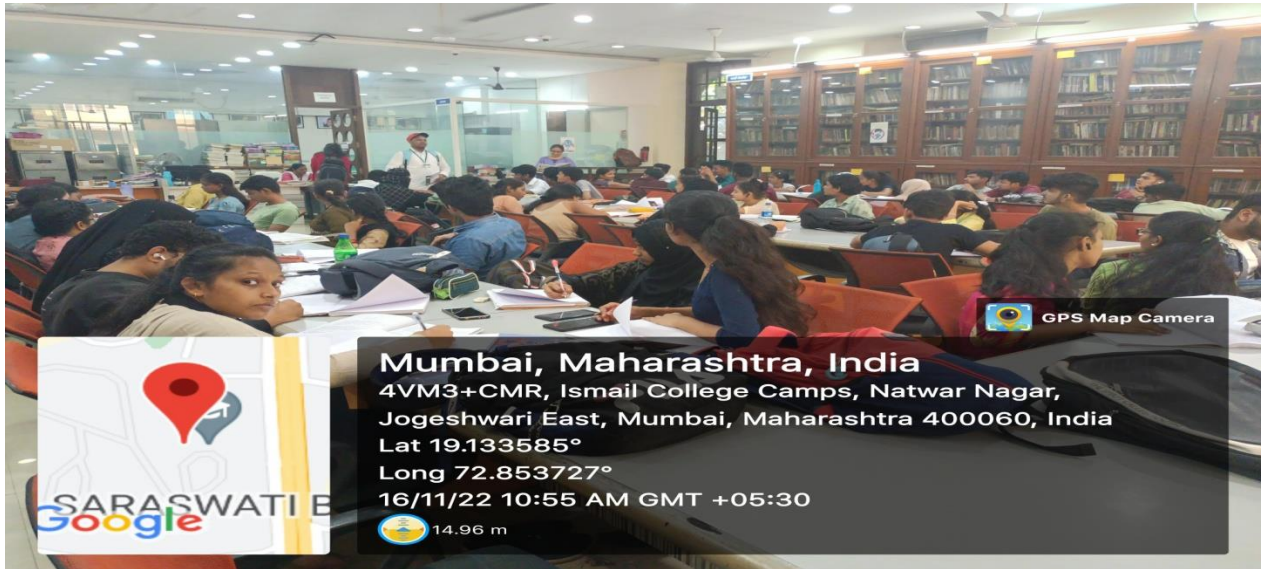




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