



**VIDYABHARTI TRUST COLLEGE OF
BUSINESS, COMPUTER-SCIENCE AND RESEARCH, UMRAKH**

(Affiliated with Veer Narmad South Gujarat University, Surat)

**Department of Business Administration
Newsletter**



KNOW-WIZ
SPREADING KNOWLEDGE

VOLUME 05

ISSUE 11

NOVEMBER 2025

Contents

The Ultimate Self-Fulfilling Prophecy.....	3
Importance of Human Psychology.....	5
The Automated Ascent: Redefining HR in the Digital Age.....	6
Student Portfolio.....	7

The Ultimate Self-Fulfilling Prophecy: Being Your Own Pygmalion (ପ୍ରାମେଲିଯନ)

from *Pygmalion in the Classroom: Teacher Expectation and Pupils' Intellectual Development*,
(by Robert Rosenthal and Lenore Jacobson, 1968.)

We are constantly influenced by expectations—from parents, teachers, and peers. But the most profound influence comes from “**within**”. The **Rosenthal Effect**, or **Pygmalion Effect**, reveals that your performance tends to rise or fall to meet your self-imposed expectations. Understanding this is key to personal growth, but it requires balancing conviction with continuous effort.

The Power of Inner Expectation

The Rosenthal Effect, named after psychologist Robert Rosenthal, demonstrates that high expectations can create a **self-fulfilling prophecy**. While the original studies focused on how teachers' beliefs influenced students, the principle is most potent when applied to **self-belief**.

When you approach a difficult task—be it learning a complex skill, navigating a career change, or mastering a difficult subject—with a deep-seated belief that "I am capable of figuring this out," you activate your inner Pygmalion.

The Critical Difference: Confidence vs. Complacency

While belief is crucial, the line between healthy confidence and toxic overconfidence is razor thin. The Rosenthal Effect works because **high expectation leads to improved effort and behavior**. Overconfidence, however, is a belief system that **removes the need for effort**.

Self-efficacy is the healthy goal. It is the grounded belief that you possess the **ability to execute the actions** required to achieve a specific goal. This belief is strategic and humble. A self-efficacious person says: "I believe I can ace this exam, so I will dedicate four hours tonight to reviewing my weakest chapters."

Overconfidence, conversely, is a belief that exceeds actual preparation. The overconfident person says: "I'm smart, I don't need to study." This individual relies on past success or inherent talent while neglecting the **effort necessary for present success**.

The failure here is not the Pygmalion Effect itself, but the lack of follow-through. If your high self-expectation doesn't translate into **high, consistent effort**, it becomes mere arrogance—a recipe for disappointing results.

Being Your Own Best Mentor

To truly harness the power of being your own Pygmalion, you must constantly link your belief to your actions:

- ✓ **Set High, Actionable Goals:** Ensure your self-expectations are challenging but translated into daily, concrete tasks.

- ✓ **Use Failure as Feedback:** Acknowledge setbacks without letting them shatter your belief. A confident person treats failure as data, not as a personal verdict.
- ✓ **Anchor Belief in Discipline:** High self-expectation should always fuel the discipline needed to show up every day.

You are the only person who can set your ultimate limits. Choose to believe fiercely in your potential, but maintain the humility and discipline to ensure your actions meet the demanding standards of your belief.

“The greatest performance booster available to you is the expectation you hold for yourself.”

—Use it wisely.

~ Prof. Anees Multani
Assistant Professor, BBA
VTCBCSR

Importance of Human Psychology

Human psychology plays a vital role in understanding the thoughts, emotions, and behaviours of individuals. In a world that is constantly changing, psychology helps us make sense of why people act and react in different ways. It provides deep insights into human behaviour, allowing individuals to understand themselves better and build healthier relationships with others. The study of psychology is important for improving mental health, as it helps people identify stress, anxiety, and emotional challenges early, encouraging them to seek support when needed. It also strengthens communication skills by teaching empathy, patience, and understanding, which are essential for resolving conflicts and maintaining harmony in personal and social life. Psychology supports learning by helping teachers understand how students think, learn, and stay motivated, thereby improving the overall educational experience. In workplaces too, psychology plays a key role in improving teamwork, leadership, and productivity by understanding employee behaviour and motivation. Moreover, psychology helps society address issues such as prejudice, discrimination, and social conflict by promoting awareness of group behaviour and cultural differences. Overall, human psychology is important because it contributes to personal growth, emotional well-being, healthy relationships, and a peaceful, cooperative society.

~ Prof. Rakhi Parmar
Teaching Assistant, BBA
VTCBCSR

The Automated Ascent: Redefining HR in the Digital Age

In today's rapidly evolving business landscape, Human Resources (HR) is undergoing a significant transformation, moving from administrative overhead to a strategic powerhouse, largely driven by **HR automation**. This isn't just about digitizing paperwork; it's about harnessing the power of Artificial Intelligence (AI) and Robotic Process Automation (RPA) to fundamentally reshape how organizations attract, manage, and nurture their talent.

The core benefit of HR automation lies in its ability to **streamline operations and enhance efficiency** across the entire employee lifecycle. From recruitment to onboarding, performance management, and payroll, automated systems drastically reduce manual tasks, freeing HR professionals to focus on higher-value, strategic initiatives. For instance, AI-powered tools now efficiently screen resumes, match candidates to roles, and automate interview scheduling, significantly cutting down time-to-hire. Digital onboarding processes with e-signatures and virtual orientations ensure a seamless and engaging welcome for new hires, often reducing onboarding time by as much as 80%.

Beyond efficiency, automation greatly **improves the employee experience**. Self-service portals empower employees to manage their personal data, request leave, and access information instantly, fostering autonomy. AI-driven chatbots provide 24/7 support for routine queries, minimizing wait times and boosting satisfaction. In countries like India, the adoption of such AI-powered HR solutions is surging, with a strong focus on personalized employee engagement and data-driven decision-making. Automated payroll systems ensure accuracy and compliance with local regulations, reducing errors and enhancing trust.

Furthermore, HR automation enables **data-driven decision-making**. By collecting and analyzing vast amounts of employee data, HR leaders gain actionable insights into workforce trends, talent gaps, and retention challenges. This allows for proactive workforce planning and the development of targeted strategies, moving HR from a reactive to a predictive function. Generative AI is increasingly used for content creation, such as drafting job descriptions and training materials, while predictive analytics helps forecast staffing needs and optimize compensation structures.

However, implementing HR automation comes with its challenges. **Resistance to change** from employees and management, **integration issues** with existing HR systems, and **data privacy concerns** are common hurdles. Budget constraints, particularly for SMEs, and the need for in-house technical expertise also pose challenges. Ensuring compliance with data protection regulations and customizing solutions to meet specific organizational needs are crucial for successful adoption.

The future of HR with automation is not about replacing the human element but **augmenting it**. While repetitive tasks are automated, HR professionals are empowered to focus on critical human-centric aspects: fostering emotional intelligence, resolving complex interpersonal issues, ensuring ethical AI usage, and driving strategic organizational development.

~ Prof. Maitri Bhatt

Teaching Assistant, BBA

Student Portfolio

1. If you feel like you are losing everything remember, trees lose their leaves every year, yet still stand tall and wait for better days to come.
2. "Be ambitious towards the win. Destiny may not change but time will surely change."
3. Success is not in the destiny it is in hardwork.
4. "Spend some time for yourself. You are your first priority."
5. Focusing on improve yourself, not proving yourself.

Ami Rathod

BBA, SEM 6, HR Specialisation

ID 23BBA225

VTCBCSR