

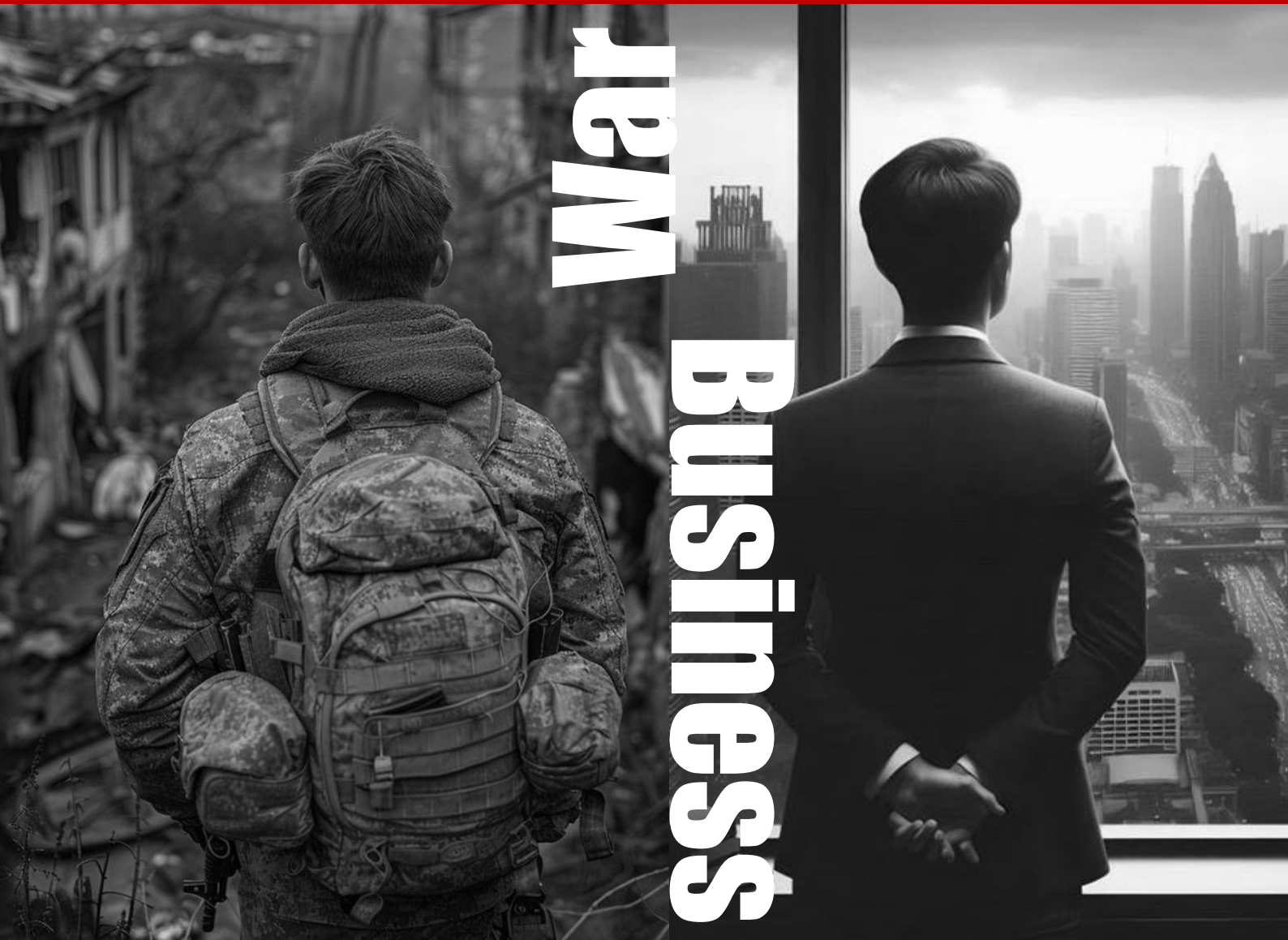
THE COMMERCIO

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How do business
adjust their strategies
during war?

How does war
impact business
strategies?

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS





Mr Sojan Joseph

Assistant Professor

Editorial

Welcome to our Department newsletter, your gateway to staying informed, inspired, and connected with our vibrant college community! As we navigate the ups and downs of academic life, it's easy to get caught up in our individual pursuits. But the truth is, our college experience is so much richer when we engage with one another, share our stories, and support each other's passions.

That's what this newsletter is all about: fostering connection, sparking conversation, and celebrating the diverse voices and experiences that make our department so special.

In the following pages, you'll find a wealth of news, features, and insights that showcase the best of our department. From academic achievements to extracurricular adventures, we're proud to share the stories that make our community thrive.

In this issue, as business leaders, we acknowledge war's impact and adapt. By promoting peace, stability, and responsible business practices, we can build resilience and foster a more sustainable future. Share your thoughts on how war affects your business, and let's work together to create a more peaceful and prosperous world.

So take a moment to read, reflect, and connect with the faces and voices that make our college so extraordinary. Let's build bridges, spark ideas, and create memories that will last a lifetime.

Happy reading!

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Contents

War and Business

First World War and Business

Global Business Implications of the Israel-Gaza Conflict

Impact of Russia and Ukraine War on Business

Did You Know?

Burnt Coins

Famous Cartoons

News Paper Reports Of Different Times

In Times of War

Best War Related Documentaries

Quotes

War and Business

Meenakshy K Nair

Throughout human history, war has been a devastating force with far-reaching consequences. It has caused immense grief and destruction, affecting the planet in numerous ways. Besides demolishing property and infrastructure, war results in loss of life, physical impairments, psychological trauma, and refugee crises. Additionally, wars often lead to environmental degradation and have long-term economic effects, including increased poverty and unemployment.

Wars significantly disrupt various business sectors by interrupting global supply chains. This disruption can lead to shortages, delays, and inflation, which, in turn, increase production costs and consumer prices. Market uncertainty during conflicts typically results in decreased investment and stock market volatility. Consumer behaviour often shifts towards essentials, leading to reduced spending on non-essential goods and services. Operational challenges include interruptions in business continuity, increased security costs, and difficulties in accessing resources and maintaining a workforce. Regulatory changes such as sanctions and trade restrictions can further complicate business operations. The humanitarian effects of war, including displacement and reconstruction needs, add additional layers of complexity.

In the long term, war can result in slow economic recovery and shifts in global market dynamics, although certain sectors, like defence, may experience growth. Overall, the immediate and long-term impacts of war on business are profound and vary based on the conflict's nature, the affected regions, and global economic conditions.

First World War and Business

Steena C D, Jeess Theres

The First World War, fought between 1914 and 1918, was a watershed moment in modern history, leaving deep scars on the global economy and forever altering the business



landscape. As nations mobilized for war, industries were transformed, new technologies emerged, and governments took unprecedented control over economic life. The conflict accelerated the growth of certain sectors, such as military supplies and aircraft production, while devastating others, like international trade and finance. The war's far-reaching consequences, including widespread destruction, economic instability, and unprecedented government intervention, forced businesses to adapt and innovate in order to survive.

The consequences of World War I on business were far-reaching and profound, leading to:

1. Economic instability: The war disrupted global trade, leading to inflation, price controls, and economic instability.
2. Government control: Governments took control of industries, leading to a more planned economy and increased regulation.

3. Labour shortages: The war led to labour shortages, as men went to fight, and women entered the workforce.
4. Supply chain disruptions: Trade restrictions, blockades, and destruction of infrastructure disrupted global supply chains.
5. Increased government debt: Governments' war efforts led to significant debt, which impacted businesses and the economy.
6. Changes in global trade: The war led to a shift in global trade patterns, with new trade routes and partners emerging.
7. Innovation and technological advancements: The war drove innovation and investment in research and development.
8. New industries emerged: The war created new industries, such as aircraft and chemical production.
9. Business failures: Many businesses failed due to the economic instability, supply chain disruptions, and government control.

Businesses that struggled:

1. Import/export businesses: Businesses that relied on international trade were severely impacted by trade restrictions and supply chain disruptions.
2. Small and medium-sized enterprises: Smaller businesses struggled to adapt to the economic instability and government control.
3. Industries dependent on international trade: Industries such as textiles, coal, and steel were severely impacted by trade disruptions.

Businesses that thrived:

1. War-related industries: Industries such as aircraft, chemicals, and military supplies experienced significant growth.
2. Companies with government contracts: Businesses with government contracts, such as Ford and DuPont, benefited from the war effort.
3. New industries: New industries, such as aircraft and chemical production, emerged and thrived during the war.

Key industries impacted:

1. Aircraft: The war drove the development of aircraft technology and production.
2. Chemicals: The war created a huge demand for chemicals, leading to the growth of the industry.
3. Steel: The war increased demand for steel, leading to the expansion of the industry.
4. Automobiles: The war stimulated the growth of the automobile industry, as vehicles were used for military transport.
5. Shipping: The war led to an increase in shipping demand, but also disrupted global trade routes.

Notable companies that benefited from the war:

1. Ford Motor Company: Produced aircraft and tanks.
2. DuPont: Developed new chemical products for the war effort.
3. General Electric: Produced aircraft engines and other war-related materials.

Key Effects on Business:

1. Mobilization and War Effort: Governments mobilized industries to support the war effort, leading to increased production and innovation in sectors like munitions, aircraft, and shipbuilding...
2. New Technologies: The war accelerated the development and adoption of new technologies, such as tanks, airplanes, and submarines, which transformed industries and created new opportunities.
3. Government Intervention: Governments played a significant role in managing the economy, controlling prices, and allocating resources, setting a precedent for future government intervention in times of crisis.
4. Rise of New Industries: The war stimulated the growth of new industries, such as chemicals, pharmaceuticals, and automobiles, which became critical to the war effort.
5. Changes in Global Economic Order: The war marked the beginning of the end of European dominance and the rise of new global powers, such as the United States and Japan.

Overall, World War I had a profound impact on businesses, driving innovation, growth, and changes in the global economy, stimulating industrial production, and reshaping the global economic order. The war's legacy can still be seen in the modern business landscape, with ongoing government-business collaboration, investment in R&D, and the continued evolution of globalization.

Global Business Implications of the Israel-Gaza Conflict

Sniya A V

In a period marked by sophisticated technology, global integration, and the interconnectedness of economies and societies, contemporary conflicts have extensive repercussions that reach beyond the confines of the battlefield. Contemporary conflicts, frequently characterized by uneven warfare, guerrilla strategies, and battles in urban areas, can result in significant economic impacts. International disputes also lead to economic instability, posing difficulties for businesses in long-term planning. The lack of certainty may result in decreased investment, impacting the expansion of businesses.

The ongoing Israel-Gaza conflict is an example, with sanctions and economic instability impacting businesses. The global economy faces high inflation again as crude oil prices rise. If oil prices stay high, the US, India, China, and other major nations that import oil may see substantial import inflation. When oil prices rise, the cost of production for various industries and energy costs for businesses and households also surge, driving inflation higher. High energy prices and new inflationary trends could undermine the efforts of central banks to bring inflation under control. This can see interest rates at an elevated level for a prolonged period.

What is the impact on the Indian economy?

India continues to enjoy relative macroeconomic stability at this moment but is vulnerable to one key risk - supply disruption in crude oil prices because of escalation in the war, resulting in a spike in crude oil prices.

High crude oil prices hurt India impacting currency stability (making imports expensive), possibly worsening the government's fiscal deficit (the government is likely to absorb higher prices by cutting excise duty), widening the CAD further impacting currency adversely and affecting the profit margins of sectors such as aviation, paints, tyres, and chemicals. All these implications could have a negative impact on economic growth in the short term, as high inflation and low profitability in various sectors would hit disposable incomes and discretionary spending.

The conflict is not affecting India's trade with Israel immediately. Should the battle escalate, supply-side issues may arise. India's 1.8% merchandise exports to Israel are mostly petroleum products. Israel imports \$5.5-6 billion in refined hydrocarbons from India. India's exports to Israel were \$8.4 billion in FY23. India imports equipment, pearls, diamonds, and other precious and semi-precious stones from Israel. India imported \$2.3 billion from Israel in 2023.

In conclusion, the Israel-Gaza conflict significantly impacts businesses both regionally and globally. Local enterprises in conflict zones face disruptions due to instability, damage to infrastructure, and decreased consumer spending. International businesses may experience volatility in supply chains, shifts in investment patterns, and heightened market uncertainty. The broader economic implications include potential fluctuations in global oil prices, adjustments in trade routes, and increased risk premiums. Overall, the ongoing conflict underscores the interconnected nature of modern economies and the ripple effects that regional conflicts can have on global business operations and economic stability.

Impact of Russia and Ukraine War on Business

Serin Cleetus

The 2014 overthrow of Viktor Yanukovich, the pro-Russian president of Ukraine, after a wave of protests marked the start of the Russia-Ukraine crisis. In retaliation, Russia annexed the Crimean Peninsula from Ukraine and backed separatists who supported Russia in the eastern Donbas region.

There are a number of factors that contributed to the start of the crisis, including:

- Ukraine's strategic location: Ukraine is located between Russia and the West, and it is seen by both sides as a strategically important country.
- Ukraine's desire to join NATO: Ukraine has expressed a desire to join NATO, a Western military alliance that Russia sees as a threat to its security.
- Russia's opposition to Ukraine's integration with the West: Russia has opposed Ukraine's efforts to integrate with the West, and it has taken steps to undermine Ukraine's sovereignty and territorial integrity.

Millions of people have been forced from their homes as a result of the humanitarian crisis in Ukraine caused by the Russia-Ukraine conflict. It also had a big effect on the state of the world economy and security.

The Russia-Ukraine crisis's impact on Indian businesses has manifested in several ways. Some of the key challenges that businesses are facing include:

Increased input costs: The crisis has led to a sharp increase in the prices of oil, gas, and other commodities that are essential for many Indian businesses. This has put upward pressure on production costs and reduced profitability for many Indian businesses, particularly those in the manufacturing and agriculture sectors.

Disruption of supply chains: The conflict has also disrupted supply chains, making it more difficult for Indian businesses to obtain the raw materials and components they need to operate. This is likely to have a negative impact on production and profitability.

Weaker rupee: The Russian invasion of Ukraine has led to a sell-off of Indian assets and a depreciation of the rupee. This has made it more expensive for Indian businesses to import goods and services and has also reduced their competitiveness in the global market.

Increased uncertainty and volatility in the global economy: The crisis has also led to increased uncertainty and volatility in the global economy. This has made it more difficult for Indian businesses to plan for the future and make investment decisions.

Reduced demand for exports: The war has also led to a decline in demand for exports from many countries, including India. This is due to a number of factors, including the weakened global economy, the disruption of supply chains, and the imposition of sanctions on Russia and Belarus.

Indian companies are addressing these issues in a variety of ways. Some companies are attempting to source more inputs domestically in an effort to lessen their dependency on imports. Others want to lessen their reliance on Russia and Ukraine by diversifying their export markets. To counteract the impact of increased input costs, some are nevertheless putting cost-cutting measures into place.

The following businesses are most affected by the Russia-Ukraine crisis:

Energy: The war in Ukraine has led to a sharp increase in the prices of oil and gas. This has had a significant impact on businesses that rely on these commodities, such as airlines, shipping companies, and petrochemical companies.

Manufacturing: The war has also disrupted supply chains, making it difficult and expensive for manufacturers to obtain the raw materials and components they need. This has had a negative impact on a wide range of industries, including automotive, electronics, and machinery.

Agriculture: The crisis has also disrupted the global food supply. War has led to higher food prices and shortages of some commodities. This has had a negative impact on businesses in the food and beverage industry, as well as on consumers.

Tourism: The conflict between the two countries and the subsequent sanctions on Russia have led to a decline in tourism in both countries. This has had a negative impact on businesses in the travel and hospitality industry.

Financial services: The conflict has also had a negative impact on the financial services industry. The sanctions on Russia have made it difficult for Western banks to operate in the country. This has led to increased uncertainty and volatility in the global financial markets.

Unquestionably, the Russia-Ukraine conflict has had an impact on Indian enterprises, bringing with it a new wave of unheard-of difficulties and concerns. These effects can take many different forms, such as higher input costs, supply chain interruptions, depreciation of the rupee, and elevated global volatility. Indian companies are adjusting quickly, broadening their

supply networks, looking into new export markets, and implementing cost-cutting strategies. It is evident that this crisis will hasten de-globalization and the transition to self-reliance, even though its long-term effects are still unknown. Indian companies need to take advantage of the potential these developments bring. Although the Russia-Ukraine crisis has had a significant effect on Indian enterprises, it has also spurred adaptability, resilience, and creativity. Proactively tackling these obstacles and welcoming change will make those well-equipped for the post-crisis age, enabling them to prosper in a changing international business landscape.



DID YOU KNOW?

Collected by Navya K V

1. Which company produced the majority of the tanks used by the Allies during World War II?

- A) General Motors
- B) Ford Motor Company
- C) Chrysler Corporation
- D) General Electric

Answer: A) General Motors

2. What was the name of the wartime project that developed the first atomic bomb, led by the United States?

- A) Manhattan Project
- B) Operation Overlord
- C) Project Vanguard
- D) Operation Barbarossa

Answer: A) Manhattan Project

3. Who was the CEO of General Electric during World War I, and played a significant role in the company's war efforts?

- A) Thomas Edison
- B) Charles Coffin
- C) Gerard Swope
- D) Jack Welch

Answer: B) Charles Coffin

4. Which company produced the majority of the aircraft used by the Axis powers during World War II?

- A) Messerschmitt AG
- B) Mitsubishi Heavy Industries

- C) Kawasaki Heavy Industries
- D) Nakajima Aircraft Company

Answer: A) Messerschmitt AG

5. What was the name of the economic plan implemented by the United States during World War II to mobilize resources for the war effort?

- A) War Production Board
- B) Office of Price Administration
- C) National War Labour Board
- D) Lend-Lease Act

Answer: A) War Production Board

6. Who was the founder of the company that produced the U-2 spy plane used by the United States during the Cold War?

- A) Kelly Johnson
- B) Allen Dulles
- C) Richard Bissell
- D) Clarence "Kelly" Johnson

Answer: D) Clarence "Kelly" Johnson

7. Which company produced the Enigma machine, used by Germany during World War II for secure communication?

- A) Siemens
- B) Krupp
- C) Bayer
- D) Chiffriermaschinen AG

Answer: D) Chiffriermaschinen AG

8. Who was the CEO of Ford Motor Company during World War II, and oversaw the company's production of war materials?

- A) Henry Ford

- B) Henry Ford II
- C) Edsel Ford
- D) Semon Knudsen

Answer: B) Henry Ford II

9. What was the name of the US government agency responsible for managing the production of war materials during World War II?

- A) War Production Board
- B) Office of Price Administration
- C) National War Labour Board
- D) War Department

Answer: A) War Production Board

10. Which company developed the first jet engine used in combat, the He 178, during World War II?

- A) Messerschmitt AG
- B) Heinkel Flugzeugwerke
- C) Junkers Flugzeug- und Motorenwerke
- D) BMW Flugmotorenbau

Answer: B) Heinkel Flugzeugwerke

11. Who was the founder of the company that produced the M1 Garand rifle, used by the US military during World War II?

- A) John C. Garand
- B) Samuel W. Francis
- C) Winchester Repeating Arms Company
- D) Springfield Armory

Answer: A) John C. Garand

12. What was the name of the economic policy implemented by the United States during World War I to mobilize resources for the war effort?

- A) War Socialism
- B) Command Economy
- C) Mobilization Economy
- D) War Capitalism

Answer: A) War socialism

13. Which company produced the Soviet MiG-15 fighter jet, used during the Korean War?

- A) Mikoyan-Gurevich
- B) Sukhoi
- C) Tupolev
- D) Ilyushin

Answer: A) Mikoyan-Gurevich

14. Which company supplied the German military with optical equipment, including binoculars and sniper scopes, during World War II?

- A) Zeiss
- B) Leica
- C) Nikon
- D) Canon

Answer: A) Zeiss

15. Who was the CEO of General Motors during World War I, and oversaw the company's production of war materials?

- A) William C. Durant
- B) Charles Stewart Mott
- C) Alfred P. Sloan
- D) Walter P. Chrysler

Answer: A) William C. Durant

16. What was the name of the US government agency responsible for managing the production of war materials during World War I?

- A) War Industries Board
- B) War Production Board
- C) National War Labour Board
- D) War Department

Answer: A) War Industries Board

17. Which company produced the M16 rifle, used by the US military during the Vietnam War?

- A) Colt's Manufacturing Company
- B) Smith & Wesson
- C) Remington Arms
- D) Winchester Repeating Arms Company

Answer: A) Colt's Manufacturing Company

18. Which company produced the first commercial jet airliner, the de Havilland Comet, in the late 1940s?

- A) de Havilland Aircraft Company
- B) Rolls-Royce
- C) British Aerospace
- D) Airbus

Answer: A) de Havilland Aircraft Company

19. Which company produced the Tomahawk cruise missile, used by the US military during the Gulf War?

- A) General Dynamics
- B) Raytheon Technologies
- C) Lockheed Martin
- D) Boeing



Answer: B) Raytheon Technologies

20. Which company supplied the Japanese military with military vehicles, including trucks and aircraft, during World War II?

A) Toyota

B) Nissan

C) Mitsubishi

D) Isuzu

Answer: C) Mitsubishi



Burnt Coins

Alit Rose C D

I too had a dream
To conquer to the Doom
To build my Empire
And be the master.

Spared sleepless nights
Exhausted nervous thoughts
Breath binding decisions
It came up from the brains.

The length nodded before me
The factory rose to work
The manual force was alarmed
The notes and coins piled up.



Devils moved around
Blind folded future sight
The agony of the world
Continued just for mere winnings.

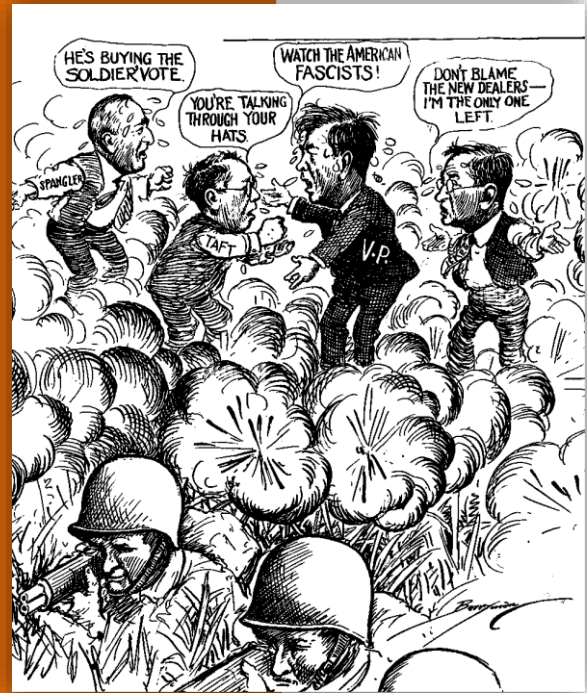
The Conqueror couldn't rise
She is seat was buried in snow
His face had tears rolling down
Frozen in front of burning blocks.

All the efforts were drawn out
Leaving Ashes in the place of money
The cherished energy and profits
Turned to be a big zero in the society.



Famous Cartoons

Collected By Aleena Johnson, Anju Milton



Collected by Theertha c

Collected by Theertha c



In times of war

Aneeta A J

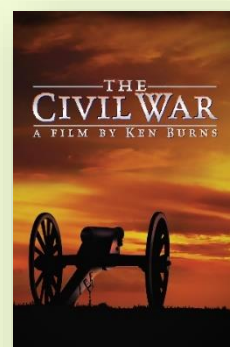
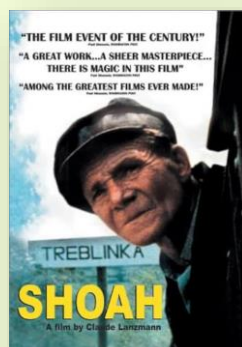
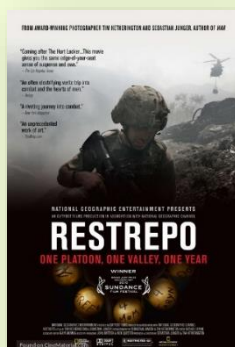
In times of war, the world did cry,
Men and women bravely took to the sky.
Through battles fierce, they fought with might,
Hoping for peace, praying for light.
Soldiers marched with hearts so bold,
Their stories of courage forever told.
In the midst of chaos and despair,
They stood united, showing they care.
War's scars run deep, a painful trace,
But in the end, we seek peace and grace.
Let's remember the past, learn from its lore,
And strive for a world worth fighting for...



Best War Related Documentaries

Collected by Geethika A Nair, Thweja Sudhakaran P

- Restrepo
- The Civil War
- The World at War
- Hitler's Circle of Evil
- Night and Fog
- The Fog of War
- Fahrenheit 9/11
- Five Came Back
- They Shall Not Grow Old
- WWII in colour: Road to Victory
- Apocalypse: The Second World War
- Shoah
- For Sama
- Last Days in Vietnam
- Medal of Honour
- The Act of Killing
- Waltz with Bashir
- City of Ghosts
- Hearts and Minds
- No End in Sight
- Roman Empire
- Standard Operating Procedure



QUOTES

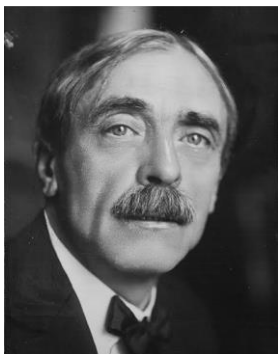
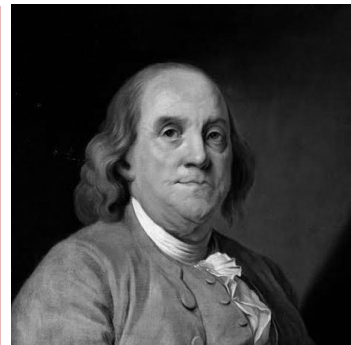


“Wanton killing of innocent civilians is terrorism, not a war against terrorism”

Noam Chomsky

“Wars are not paid for in wartime, the bill comes later”

Benjamin Franklin



“War: a massacre of people who do not know each other for the profit of people who know each other but do not massacre each other”

Paul Valéry

“War is a business in which a lot of people watch a few people get killed and are damn glad it wasn't them”

Herman Wouk



Thank you

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