

# Chronicle

CBS

NEWS BULLETIN

**CHITKARA  
BUSINESS  
SCHOOL** 



VOL. II, EDITION III | JULY -SEPTEMBER 2021

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## RANKINGS & RECOGNITIONS

*Boundless opportunities and freedom to evolve for students and faculty make us different & unique at Chitkara Business School. We are ranked 54th in NIRF ranking in year 2021 and climbed 21 ranks than last year 2020 ranking. To truly live up to the vision of CBS & become leaders, we believe in challenging our own limits. Student success & experience, Best learning environment, Internationalisation, Joint Research, Valued Innovation and Professional Practice are our focus areas in years to come. -**Dr. Sandhir Sharma, Dean, Chitkara Business School***



# RANKINGS & RECOGNITIONS



CHITKARA  
UNIVERSITY  
IS NOW  
**NAAC A+**  
ACCREDITED



**EducationPost**  
A NEW WORLD IN EDUCATION

**IIRF Best B-School Ranking 2021**

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**CHITKARA BUSINESS SCHOOL RANKED**

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<b>9<sup>th</sup></b> Rank in <b>Best Private B-School North Region</b>	<b>11<sup>th</sup></b> Rank in <b>Best B-School National Cluster Rank</b>
<b>33<sup>rd</sup></b> Rank in <b>Top 100 Private B-School</b>	<b>33<sup>rd</sup></b> Rank in <b>In Private School of Eminence</b>



# RANKINGS & RECOGNITIONS



## All India B-School Ranking 2021 : Zonewise

### Top 10 B-Schools in North Zone

RANK	CAMPUS NAME	LOCATION
1	Indian Institute of Foreign Trade	New Delhi
2	ICFAI Business School	Gurgaon
3	Birla Institute of Management Technology	Gr. Noida
4	Fero School of Business	Delhi
5	Department of Management Studies (IT Delhi)	New Delhi
6	Chitkara Business School	Chandigarh
7	ICFAI Business School	Dehradun
8	Lal Bahadur Shastri Institute of Management	New Delhi
9	ICFAI Business School	Jaipur
10	Gian Jyoti Institute of Management and Technology	Chandigarh





## CBS CONVOCATION

*Education is our passport to the future, for tomorrow belongs to the people who prepare for it. - Dr. Tanvi*



# CBS CONVOCATION

## Our Graduating Batch of 2021







## OUR NEW JOINEES

*Management, in any context, entails tolerance and trust between all stakeholders. Without these, coordination is impossible. And without coordination, there is no accomplishment. – Dr. Navreet Kaur*





## **Dr. Dhiresh Kulshreshta**

Professor and Dean, B.A. Economics

Dr. Dhiresh Kulshreshta is an eminent academician with specialization in Poverty and Inequalities, Rural Development, Microeconomics, Macroeconomics, International Economics & Agricultural Development in India. He has done Ph.D. in Economics from Jiwaji University, Gwalior, M.A. in Economics from Jiwaji University, Gwalior and Licentiate and Associateship from Insurance Institute of India, Mumbai. With a dynamic experience of more than 20 years in teaching and research, he has 7 research scholars who have been awarded and 3 scholars pursuing Ph.D. under his guidance. He has a total of 36 published papers and book chapters in various reputed journals and has authored and edited 7 books with reputed publishers. He has also presented 67 papers in various conferences and seminars worldwide.



## **Dr. Sumit Agarwal**

Professor and Incharge Digital Marketing

Dr. Sumit Agarwal is a renowned academician and researcher with experience of more than 19 years in the field of academics and corporate. He is doctorate and postgraduate in management from Jiwaji University Gwalior. He has worked with organizations like JIMS, Amity, Sri Balaji, Society, Unison Group and many more. He is also academic consultant for Reliance Retail and PTU School of Retail Management. He has published 16 international and 04 national papers and has registered 3 copyrights. He is also research guide and supervisor for many reputed universities.





**Dr. Satinder Singh**

Assistant Professor, Finance

Dr. Satinder Singh has more than 8 years of teaching experience and more than 5 years in Research. He has worked as Junior Research Fellow as well as Senior Research Fellow at Punjabi University Patiala, under Business Faculty in the department of School of Management Studies. He has participated in various faculty development programmes and attended many Research workshops covering statistical tools and applications of advanced softwares-SPSS, Amos, R, Pythons, Excel Research Analytic tools in research. He has also published various research papers in UGC approved and peer reviewed journals.



## CURRICULAR ASPCTS

*Knowledge is the Best Investment. - Dr. Reena Malik*



# CURRICULAR ASPECTS

## Department Academic Affairs Committee



Faculty Members and students of  
Departmental Academic Affairs Committee Chitkara Business School  
giving their expert inputs while developing the Curriculum

# CURRICULAR ASPECTS

## MOOC Courses



## Programmes under CBCS/ Electives

Name of the Programme	Year of implementation of CBCS / Elective course system	Choices/ Electives
Bachelor of Business Administration Professional	2015	L & SCM; Sales & Retail Marketing, Digital Marketing Rural Management / Event Logistics Management; Business Analytics Healthcare Management, Fintech
Bachelor of Commerce (Hons.)	2015	ACCA / CMA; KPMG – KCAP ; Capital Markets / Derivatives Business Analytics ; Banking Financial Service & Insurance.
Master of Business Administration	2014	Marketing, Finance & Banking / Financial Markets Practice Healthcare Management / Healthcare IT / Public Health Management, Business Analytics, Logistics & Supply Chain Management, Human Resource Management, Event, Media & Entertainment Management, Rural Management



# CURRICULAR ASPECTS

## Value Added Courses



# CURRICULAR ASPECTS

## Value Added Courses

**CHITKARA UNIVERSITY**

### Innovation in Entrepreneurship FROM IDEA TO MARKET



**Maninder Singh**  
Head - Technology &  
Digital Experience, IFM Pvt Ltd



**Amanjot Kaur**  
Director - IFM Pvt Ltd

**25 September 2021**  
11:00 AM TO 12:00 NOON

GOALS INSTITUTE'S INNOVATION COUNCIL

**CHITKARA UNIVERSITY**

### AWAKEN THE ENTREPRENEUR IN YOU

**25 September 2021** (11:00 AM)



**Nitika Khurana**  
Head Operations  
Chandigarh Angel Networks

GOALS INSTITUTE'S INNOVATION COUNCIL

**CHITKARA UNIVERSITY**

### MASTERCLASS FOR MBA STUDENTS

**INNOVATIONS IN  
FINANCIAL TECHNOLOGIES  
& EMPLOYABILITY OPTIONS**



**Ravi Singh**  
AVP Human Resource  
National Payments Corporation of India

**24 SEPTEMBER**  
11:00 AM TO 12:00 PM

GOALS INSTITUTE'S INNOVATION COUNCIL

**CHITKARA UNIVERSITY**

### CHITKARA HAPPINESS COURSE

### LEARNING HAPPINESS SKILLS

Identifying Our Core Inner Passion  
True Success, Rejuvenation  
And A New Perspective To See Life

**COURSE DURATION**  
30 hours (30 sessions, 1 hour each)  
Time | 5:30 p.m. to 6:30 p.m.  
**Starting 1st October**



Scan QR to Register

Hurry! Limited seats on first come, first serve basis.





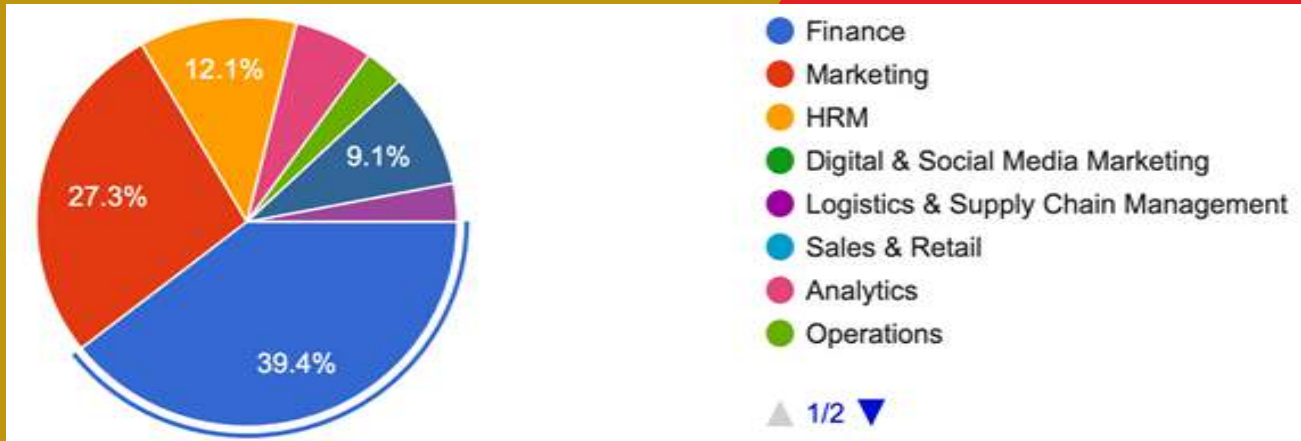
## TEACHING LEARNING AND EVALUATION

*"The secret of getting ahead is getting started." - Dr. Jasmine Kaur*

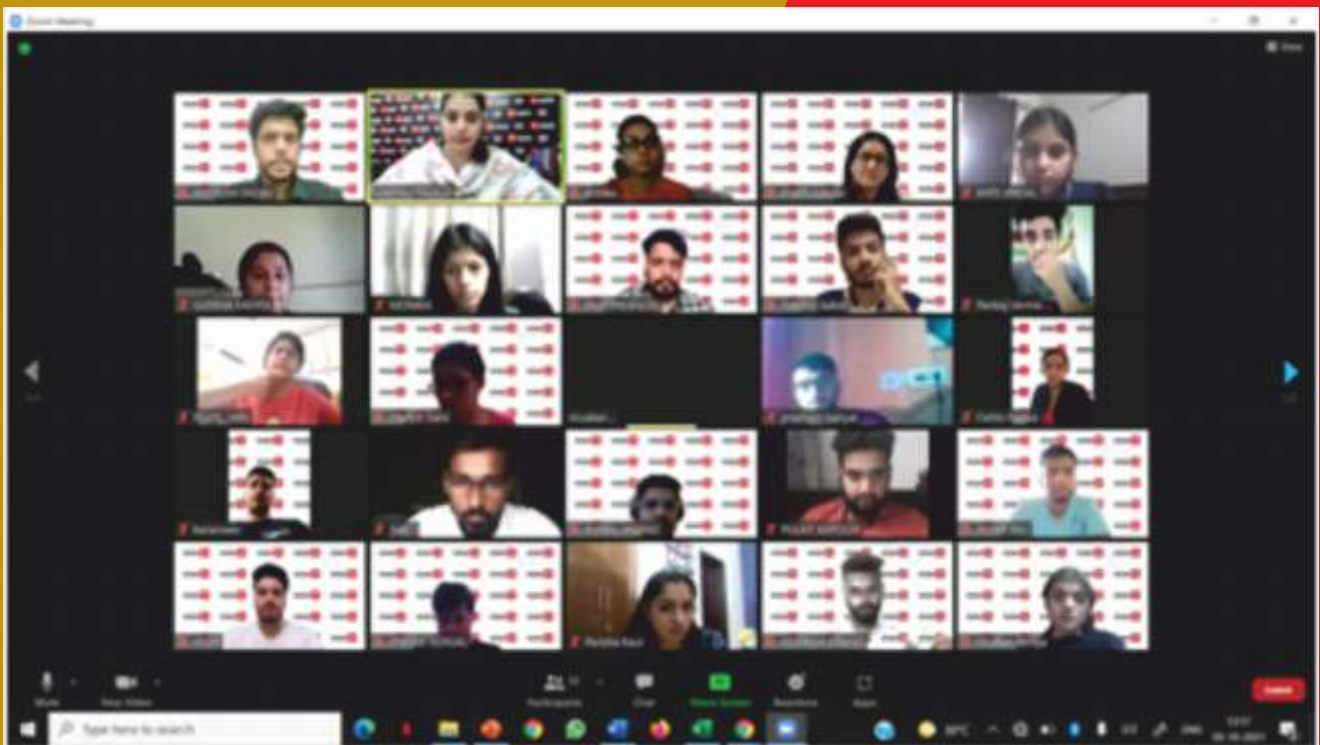


# TEACHING LEARNING AND EVALUATION

## Faculty Core Teaching and Research Domains

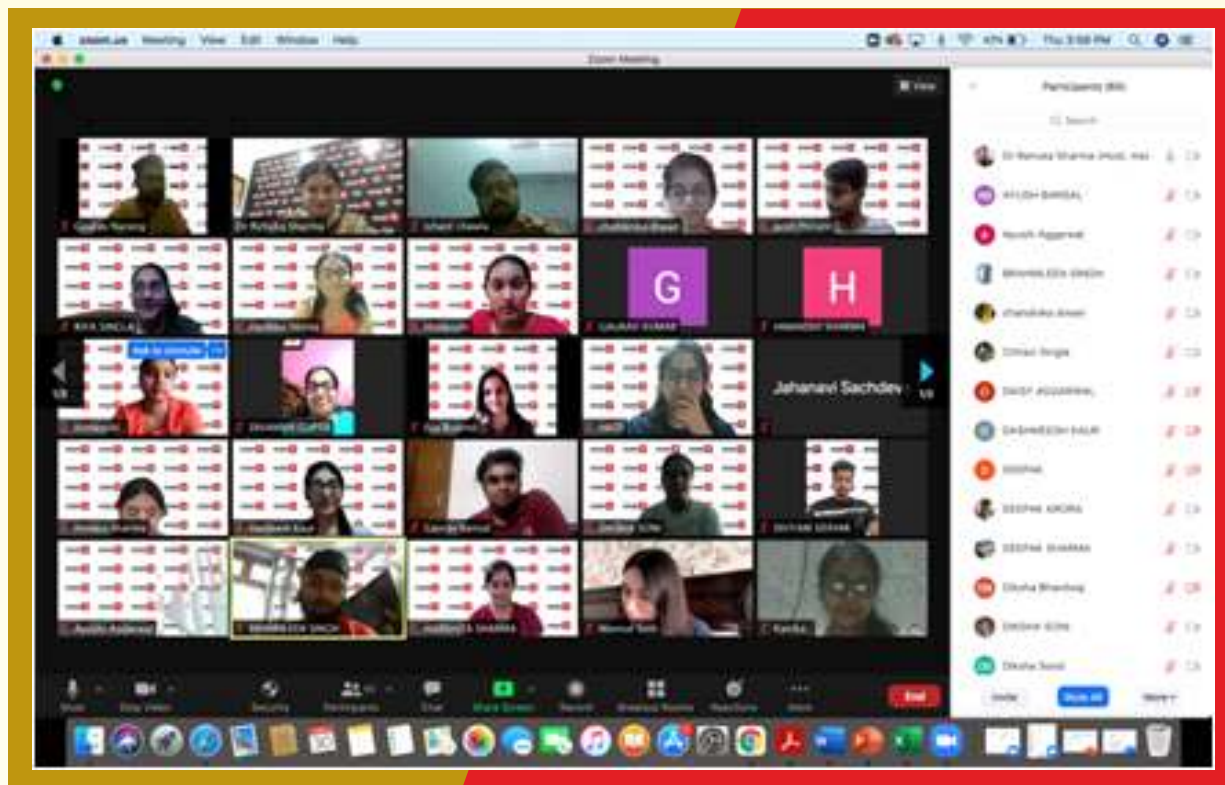


## Students attending session on UN Sustainable Development Goals





# TEACHING LEARNING AND EVALUATION



Faculty and students discussing Financial Concepts

## Membership of Professional Bodies

S. No.	Name	Membership
1	Dr. Sandhir Sharma	QS Reimagine Education- Panellist/ Judge, Ludhiana Management Association, Higher Education Institutions Foundation, AIMS
2	Ms. Tarvi Verma	Member, Indian Commerce Association
3	Dr. Rajni Bala	Member, Indian Commerce Association
4	Dr. Jashandeep Singh	Lifetime member, Patiala Management Association
5	Dr. Rajni Bansal	Associate member, The Institute of Cost Accountants of India
6	Dr. Shivani Chopra	Associate member, The Institute of Cost Accountants of India
7	Dr. Kumar Shalender	Global Institute of Flexible System Management
8	Dr. Babita Singla	Life Member- Indian Society for Technical Education; Explore International Research Journals Consortium; International Innovative Scientific and Research; International Research Publication House
9	Dr. Amandeep Garai	Chef association of Five Rivers; Board of Studies-MRSPIT, Bhatinda, International Journal of Advance Research and Innovative Ideas in Education, Journal of Research in Economics and Management; Advisory Board Member
10	Dr. Shradha	Indian Society for Training and Development
11	Dr. Amit Mittal	Social Science and Business Research Network, Singapore; IFERP, India, CEGR, India





## RESEARCH INNOVATION AND EXTENSION

*"An investment in knowledge pays the best interest." - Ms. Tanvi Verma*



*Paper—Adoption of Chatbots for Learning among University Students: Role of Perceived...*

### **Adoption of Chatbots for Learning among University Students: Role of Perceived Convenience and Enhanced Performance**

<https://doi.org/10.3991/ijet.v16i18.24315>

Reena Malik<sup>1</sup>(✉), Ambuj Sharma<sup>2</sup>, Sonal Trivedi<sup>1</sup>, Rikkee Mishra<sup>1</sup>

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<sup>2</sup> Symbiosis Skill and Professional University, Pune, India  
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**Abstract**—with the advent of internet and exponentially growing smartphone market, chatbots are becoming popular and are being widely used for interactions in varied fields. This study investigated the usage of chatbots for educational/learning purpose by university students. Wide research has been done exploring usage of chatbots in service industry; still there is vacuum regarding usage of chatbots in education for effective learning. Using path analysis, the study demonstrates validation of two newly added constructs as an extension in Technology Adoption Model and tries to understand the antecedents for intention to adopt chatbots. This study is of utmost importance to researchers, policy makers, system designers for e-learning platforms, teachers, and students in order to make learning effective.

**Keywords**—Chatbot, e-learning, TAM model, artificial intelligence, learning

## **1 Introduction**

Machine algorithms and AI employing computational methods for better understanding, learning and delivering content in human language for developing online applications which are user interactive will rule the market demand. A chatbot is a computer program to which one can talk in natural (human) language and it will reply having a back and forth conversation. Though, the topic of chatbots seems to be novel but they have their existence with the first ever program, ELIZA in 1966 [1]. Initially being developed to mimic human conversations chatbots are used widely now-a-days in different areas like health, education, forecasting, service, personal assistance etc., being particularly designed for mobile messaging applications [2]. Chatbots are now becoming part and parcel of one's digital life. Big names like Apple, Microsoft, Google, Facebook, Amazon etc. are investing heavily developing digital assistants. Users can have interactions on private messaging platforms [3] making it an enjoyable and efficient platform for acquiring information and availing services [2]. Dynamic needs of user are still a big challenge in realizing the full potential of chatbots [4, 2]. Leveraging popularity of chatbots needs to provide user friendly pleasing experi-

# RESEARCH INNOVATION AND EXTENSION

## Research Publications

10/6/21, 9:52 AM

Understanding the fraud theories and advancing with integrity model | Emerald Insight

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### Understanding the fraud theories and advancing with integrity model

[Shefali Saluja](#), [Arun Aggarwal](#), [Amit Mittal](#)

[Journal of Financial Crime](#)  
ISSN: 1359-0790  
(International Standard Serial Number.)  
Publication date: 25 August 2021

#### Abstract

##### Purpose

The fraud landscape talks about the existence of fraudulent activities and can be assessed with the help of fraud literature. Taking this into consideration, this paper qualitatively revisits the famous fraud triangle theory developed by Donald R. Cressey (1950) which is the most traditional theory to detect a fraud. This paper aims to discuss various fraud models that have been extensions to fraud triangle theory and reviews the factors that drive a corporate fraud. This study is divided into two phases. The first phases discuss the various theories which have been developed to detect and prevent corporate frauds in organisations, and in the second phase the authors recognize "integrity" as a new extension to the basic fraud theory. The integrity model has been introduced as "fraud square" contributing to the development of fraud theory. Integrity plays a very important role in detecting corporate frauds, and this paper will act as a theoretical benchmark for future references. The implication of this study would help future researchers, academicians and practitioners to understand the fourth element of the fraud theory and would help improve the professional standards of organisations and regulators.

##### Design/methodology/approach

This paper revisits the literature in detail and reviews the most acknowledged models to explain "why people commit frauds" – the

#### Related articles

An integrative model in predicting corporate tax frauds  
Nor Azrina Mohd Yusof et al., *Journal of Financial Crime*, 2014

Guest editor  
Keitha Dunstan et al., *Pacific Accounting Review*, 2018

The greenwashing triangle: adapting tools from fraud to improve CSR reporting  
John Richard Kujala et al., *Sustainability Accounting, Management and Policy Journal*, 2020

Efficacy and Safety of Fulvestrant in Patients With Estrogen Receptor-Positive/human Epidermal Growth Factor Receptor 2-Negative Advanced Breast Cancer With Preexisting Conditions: A Post Hoc Analysis of PALOMA-2  
Geinon K. et al., *The Breast*, 2021

Uncertainty measure in evidence theory  
Yong DENG, *SCIENCE CHINA Information Sciences*, 2020

## Scopus, H- Index 23



# RESEARCH INNOVATION AND EXTENSION

## Research Publications

Home / Journals / Journal of Entrepreneurship in Emerging Economies / Exit strategy decision by venture capital firms in India using fuzzy AHP

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### Exit strategy decision by venture capital firms in India using fuzzy AHP

Kiran Mehta , Renuka Sharma , Vishal Vyas , Jogeshwarpre Singh Kuckreja ▾

Journal of Entrepreneurship in Emerging Economies  
ISSN: 2053-4604  
Article publication date: 27 July 2021 [Reports & Permissions](#)

**Abstract**  
Purpose

**Related articles**  
Specialization versus diversification in venture capital investing

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### Sood, Pallavi

[Chitkara University, Punjab, Rajpura, India](#)  
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**Article**  
Online synchronous teaching during a pandemic: Investigation of technology efficacy and college student responses  
Sood, P., Sharma, K.K., Kumar, R.  
International Journal of Web-Based Learning and Teaching Technologies, 2021, 17(6), 287620  
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## Scopus, H- Index 14

## Research Publications

THE JOURNAL OF ORIENTAL RESEARCH MADRAS

ISSN : 0022-3301 | AUGUST 2021

11

### INFLUENCE OF DIGITAL MARKETING ON SMART DEVICES\*

BY

**Varun Bhardwaj\***

Himachal Pradesh University, Himachal Pradesh, India.

**Devesh Bathla\***

Chitkara Business School, Chitkara University, Punjab, India.

#### Abstract

Advancement in innovation and technology has transformed the lifestyle of individuals. Individuals are experiencing, which they would have hardly imagined about years back and was seen as inconceivable, truly. Wearable innovation is an old style case of such insight. Despite the fact that this innovation is common for quite a while, yet the furore of wearable development begins when the model of Google Glass was concocted. It helped clients to start thinking past this present reality. Preceding the proto-type, customers were uninformed about wearable development. These days there are diverse stimulating things that are available in the business areas and later on it is needed to have a noteworthy impact in our consistently lives. In the 21st century, wearable innovation has purchased new advancements which has helped wearables to take off in the mechanical market. The Bluetooth headset, with the assistance of new Bluetooth innovation was introduced in the year 2002, by Nokia. The headset permitted clients to get calls without utilizing their hands. This headset accomplished extraordinary prevalence in that time and still numerous clients are utilizing it. Further in 2007, sportswear brands like Nike and technology giants like Apple group have made a wellness following unit which is utilized to follow the development of the clients. With the assistance of shoe installed tracker, clients can see the ongoing, separation secured, calories and speed expended through exercise on the Nano screen of iPod. (Desjardins 2015.) While it is intended to study the awareness of Smart Wearables, it is also synthesized to identify the key perceptions about smart wearables in the study. It is further being analysed to check the influence of digital marketing in purchase decision for Smart wearables with specific focus on all digital platforms. **Purpose:** The purpose of this paper is to analyse the impact of other influencing factors in purchase decision. A simultaneous purpose lies to evaluate if digital marketing indirectly impacts the influencing factors. Cohort of the learnings from marketing analytics theories spreading over VALS Framework, Pareto Principle etc. may be drawn with the optimised industry models leveraging machine learning techniques that propose the most appropriate offer or user interaction among a range of probable offerings. **Methodology and Design:** This work builds up a feasible system alongside recommendations by incorporating the set of scholastic as well as professional written works, in the very sphere of smart wearables pertinent to Antecedents of Consumer Buying behaviour towards Smart Wearables.

#### Article

### The Perceived Effectiveness of Blockchain for Digital Operational Risk Resilience in the European Union Insurance Market Sector

Simon Grima <sup>1,\*</sup>, Murat Kizilkaya <sup>2</sup>, Kiran Sood <sup>3</sup> and Mehmet ErdemDelice <sup>1</sup>

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**Abstract:** Due to the rise in the demand for information communication technologies (ICT), the need for operational risk resilience within the European insurance market sector has grown exponentially. This study aims to use the case of blockchain to evaluate whether the five characteristics determined from the literature to be required for effective digital risk resilience (specifically, integration, flexibility, reliability, relevance, and timeliness) have an impact on effectiveness in addressing the requirements of the European Union's proposed Digital Operational Resilience Act (DORA). To achieve this, we



## Research Publications

**Kalyan Bharati**

ISSN No. 0976-0822  
(UGC-CARE List Group I)

### STRATEGIES AND RESPONSE AGAINST COVID-19 IN INDIA – A STUDY

**Varun Bhardwaj**

Himachal Pradesh University, Himachal Pradesh, India

**Devesh Bathla**

Chitkara Business School, Chitkara University, Punjab, India

#### Abstract

Today, the whole world is fighting against a deadly virus named COVID-19. The first case of COVID-19 or coronavirus was found in Wuhan, the city of China. Today, the Superpower countries are becoming weak in front of this virus. After looking at the severity of the virus, the Indian government also took protective measures and precautions to fight against this virus. In this pandemic situation, the WHO (World Health Organization) is publishing guidelines to different countries according to their health-care system. India is also following the guidelines given by higher authorities. India is a very big country having a population of 1.38 billion people and its health-care system as compared to its population is not so good. So, here the main focus is on prevention rather than the treatment. Planning, Organising, Staffing, Directing and controlling play a vital role in the success of any plan. Good immunity can help to fight this virus and the ways how we can improve our immunity are mentioned in this research paper. The citizens of India praised and thanked the staff working for us in this dangerous situation without taking care of their lives.

#### Introduction

On 17 November 2019, the first case of the coronavirus is detected in Wuhan, the city of China. Coronaviruses are a family of viruses that range from the common cold to MERS coronavirus (Middle East Respiratory Syndrome coronavirus) and SARS coronavirus (Severe acute respiratory syndrome coronavirus). Coronavirus is a contagious or communicable disease that can be spread, directly or indirectly, from one person to another. The New England Journal of Medicine found that it was still detectable on copper for up to four hours, on cardboard for up to 24 hours, and up to 72 hours on plastic and steel. The virus is named coronavirus after the crown like spikes that protrude from its surface. It is enveloped in a bubble of oily lipid molecules, which falls apart after coming in contact with soap. Coronavirus can enter the body through the nose, mouth or eyes. According to the New York Times:-

The virus then attaches to cells in the airway which produce a protein called ACE2 (Angiotensin Converting enzyme 2). It is believed that the virus has originated in bats, where it may have attached to a similar protein like ACE2. By fusing its oily membrane with the membrane of the cell, the virus infects the cell. Once entering inside, the virus releases RNA (a snippet of genetic material).

The genome of the virus is less than 30,000 genetic "letters" long (ours is over 3 billion). After reading the RNA, the infected cell begins making proteins that will keep the immune system at bay and help the virus in generating new copies. Antibiotics kill bacteria but do not work against viruses. Researchers are testing antiviral drugs that might disrupt viral proteins. As the infection increases, the machinery of the cell begins to churn out new spikes and other proteins that will generate more copies of the virus. New copies of the virus are assembled and then carried out to the outer edges of the cell.

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2021 2nd International Conference for Emerging Technology (INCET)  
Belgaum, India, May 21-25, 2021

## Data Privacy and System Security for Banking on Clouds using Homomorphic Encryption

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**Abstract**—In recent times, the use of cloud computing has gained popularity all over the world in the context of performing smart computations on big data. The privacy of sensitive data of the client is of utmost important issues. Data leakage or hijackers may theft significant information about the client that ultimately may affect the reputation and prestige of its owner (bank) and client (customers). In general, to save the privacy of our banking data it is preferred to store, process, and transmit the data in the form of encrypted text. But now the main concern leads to secure computation over encrypted text or another possible way to perform computation over clouds makes data more vulnerable to hacking and attacks.

personal and sensitive information must not steal by hackers having sophisticated attack methods and should not be sold further by the service provider using for their benefits without the client's permission. So, it is a need of the hour that to maintain a balance between customer expectations and adequate security for sensitive data [2].

To avoid the misuse of sensitive information of clients, by third-party service providers, forces the bankers to think about cloud-based solutions, and homomorphic encryption is a great way that helps the bankers to provide security to sensitive data, even during computation [3]. Banks, as a

PIMT Journal of Research  
Volume-13, No-4 (A) (July-Sept) 2021  
PP- 71-75

UGC Core Listed Journal  
ISSN No: 2278-7925

### CONSUMER PERCEPTION ON UNETHICAL MARKETING BEHAVIOR- IMPACT ON DECISION MAKING

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\*Assistant Professor, Chitkara Business School, Chitkara University, Punjab, India

#### ABSTRACT

With the advent of internet and increasing awareness on marketing ethics being subset of business ethics, companies are focusing on inculcating ethical considerations in marketing practices, which further influence purchase decision. The present study aims to explore some unethical marketing practices or ethical issues influencing customer purchase decision. Data has been collected from 420 students from different state universities (Haryana, India). Reliability analysis, factor analysis, descriptive statistics (mean and standard deviation), multiple regression are being the tools used to explore the influence of various construct of unethical marketing practices (deceptive advertising, deceptive packaging, environmental considerations, grievance redressal, pressuring selling and unfair price) on customer purchase decision (or) behavior. The results revealed that all the variables are positively related with purchase decision and positively influencing the same, wherein the strongest predictor to purchase decision is environmental considerations and the weakest (least influencing) was pressuring selling. This study also focused on some vital managerial implications to be taken care by marketers.

**Keywords:** Ethical issues, Unethical marketing practices, Purchase decision, Purchase behavior.

#### INTRODUCTION

Providing value and satisfaction to the customer is core of contemporary marketing management. According to AMA, Value is the representative of desirable and moral. Marketing is considered as a visible interface to the business; marketers should focus on providing quality and try to apply moral principles in their dealings with customers and stakeholders in order to fulfill their social and ethical responsibility. Marketing ethics is a systematic study of applying moral standards while taking managerial decisions. In order to providing communication to the customers most of the companies are following unethical steps like advertisements not fulfilling claims, low quality products, charging higher price, creating pressure to buy, hiding relevant information, inferior packaging etc. just to remain in the mind of the customers. (Ismail, 2008) to protect the interest of the consumers and making them aware the concept of consumerism took place in the market. (Harrison, 2008) most of the people are getting aware about ethical and unethical practices and their implications and buying accordingly by identifying their rights in the light of the concept of consumerism. Companies which behave ethically surely take care about ethics and rights of the consumers, thus behaving ethically in the marketplace. (Vernillion.) A general trend and practice has been created by the concept of marketing ethics and its increasing awareness providing attention towards the interaction of buyers and sellers in the marketplace. Thus, the objective of this study is to identify the various unethical marketing behavior and their influence on consumer decision making of making further relation with the company in terms of repeat purchase. The

unethical issues considered by the present study are: unfair advertisement, product safety, inferior packaging, pressure to sell, environment friendly and redressing customer grievances.

#### REVIEW OF LITERATURE

Ethics is the study of philosophy or what is right or wrong. In terms of organizations (Kotler, 1997) marketers should bring ethical and social consideration in their interactions at marketplace. (Ferrell, 2005) ethics are the principles and standards by which organizational members and marketing decisions must be governed by. (Laczniak) defined marketing ethics from both normative and positive point of view. (Ferrell, 2005) stated that it is the systematic study of moral standards must be applied to marketing practices. Most of the previous studies had focused on developing various theories about marketing ethics in context of deontological and teleological evaluations and its influence on ethical decision making. As per deontological, a set of rules (accepted guidelines) define the right thing (what is right or wrong) and teleological defines right or wrong on the basis of the consequences of a particular activity or action, thus called consequential studies. (James, 1998) one another type of theory is utilitarian approach which aims at providing maximizing benefit at minimum cost or damage to large number of people. Corporate social responsibility is another concept which is central to business ethics. (Robin, 1987) stated CSR is a social contract or relation between business and society. (Murry, 1977) found that CSR has greater impact and highly influence consumer's



## Research Publications

*Littera Scripta, 2021, Volume 14, Issue 1*

### **Leadership Vacuum: Why are there Less Leaders with Disabilities in India?**

Ambuj Sharma<sup>1</sup>, Siddharth Shimpi<sup>1</sup>, Reena Malik<sup>2</sup>, Nitu Chouhan<sup>1</sup>

<sup>1</sup>Symbiosis Skills and Professional University

<sup>2</sup>Chitkara University

#### **Abstract**

Around the globe, people with disabilities regularly face discrimination and range of disabling barriers to education, health care, employment and other public facilities. Stigmatized attitudes, societal prejudices and negatives stereotypes about individuals with disabilities has profound influence on the integration of such marginalized group into the society. People with disabilities are often underrepresented in leadership positions. Generally, it inspires and empowers people to see faces that look like them in leadership positions. It provides a feeling of being accepted and hope that they too could one day accomplish success like their role model.

In India, people with disabilities have received little attention in leadership positions in different platforms of our society. Since there is very little research conducted concerning the topics of leadership and people with disabilities in Indian context, this provides ample opportunity to investigate, hence may be the best starting point for conducting research in this social realm.

After reviewing the literature, many multi-dimensional observations were reported. This article focuses on the core themes of disability and leadership qualities. Additionally, explores challenges faced by individuals with disabilities from taking space in society as leaders which has been lacking in generations for a long time. This research leads to a better understanding of the complexities of cultural, socioeconomic, and professional barriers that people with disabilities encounter when navigating life and practicing leadership.

This article will offer qualitative information, cases, and suggestions for public organizations, Non-Governmental Organizations (NGOs), social workers, policy makers, academicians, researchers and above all, people in context. It is the belief that this notion of mindset change will become even more advantageous in the years ahead.

**Keywords:** People with disabilities, leader, inclusion, religion, stereotypes.

## Research Publications



ISSN : 2582-4368

### INTERNATIONAL JOURNAL FOR BUSINESS RESEARCH AND EXCELLENCE



#### *Certificate Of Publication*

*This to certify that paper titled "A Study of government's Incentives towards Budding Entrepreneurs" authored by Mr/Ms/Dr. Shefali Saluja has been published in the International Journal of Business Research & Excellence, Volume 2, Issue 2, March 2021.*

*This paper is available online on the following link: <https://www.ijbre.com/vol2-2.php>  
The paper has passed through rigorous blind review in terms of originality and quality of work by Review Panel of IJBRE*

Editor-in-Chief  
INTERNATIONAL JOURNAL FOR BUSINESS RESEARCH AND EXCELLENCE

#### IMS Ghaziabad University Courses Campus

##### **A Study of government's Incentives towards Budding Entrepreneurs**

**Lalit Yadav\***

**Shefali Saluja\***

**Sony Dang\***

#### **Abstract:**

Entrepreneur is an answer to overcome unemployment in an economy like India where opportunities are huge but awareness of government initiative and subsidies granted by government to assist budding entrepreneurs in India is less. It also tries to address key issues and opportunities present for entrepreneurs in developing economy by highlighting the initiative taken by government from time to time such as Stand-up India, Start-up India and Make in India. India is currently facing many problems like poverty, illiteracy, less employment opportunities and many more. Entrepreneurs could be the solution of all such problems. Government of India has already launched many schemes and if we discuss about Start-up India then Start-up India was launched on 16th January 2016 by our Honourable Prime Minister. Shri Narendra Damodardas Modi. Aim of this scheme was to help start-ups and catalyse entrepreneurship and their objective is to generate employment opportunities, economic development, and innovation.



## Research Publications



## Research Publications

### IMPACT OF INFORMATION TECHNOLOGY IN RETAIL

Turkish Online Journal of Qualitative Inquiry (TOJQI)

Volume 12, Issue 3, June 2021: 1194 - 1198

Research Article

#### Impact Of Information Technology In Retail

Babita Singla<sup>1</sup>, Guillermo Napoleon Pelaez-Diaz<sup>2</sup>, Julian Perez-Falcon<sup>3</sup>,

Jaheer Mukthar KP<sup>4</sup>

#### Abstract

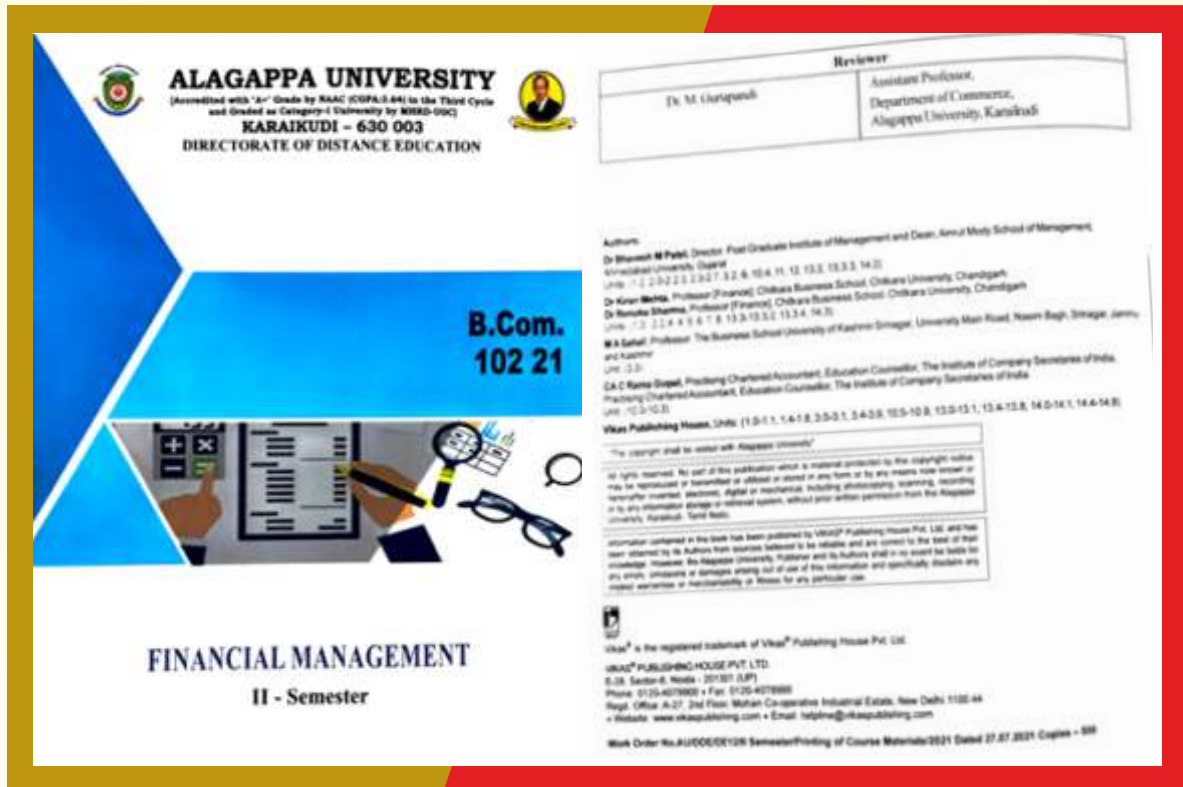
Due to increased globalization in retail sector, information technology has its impact on retail sector, in terms of point-of-sale and point-of-supply. Technology has changed buying behavior of customer everywhere. The increased deployment of new technologies such as smart mobile devices and social networks and the growing importance of in-store technological solutions create new opportunities and challenges for retailers. With enhanced speed and flexibility information technology has entered into each and every part of retail whether it is market knowledge or control of data and information to obtain competitive advantage or retailer's day to day operations. So, this paper presents the results of the impact of information technology in retail, new business models, and the future role of traditional stores as e-commerce advances.

**Key Words:** E tail, in-store retail, mobile sales, multichannel, online selling, social networks.



# RESEARCH INNOVATION AND EXTENSION

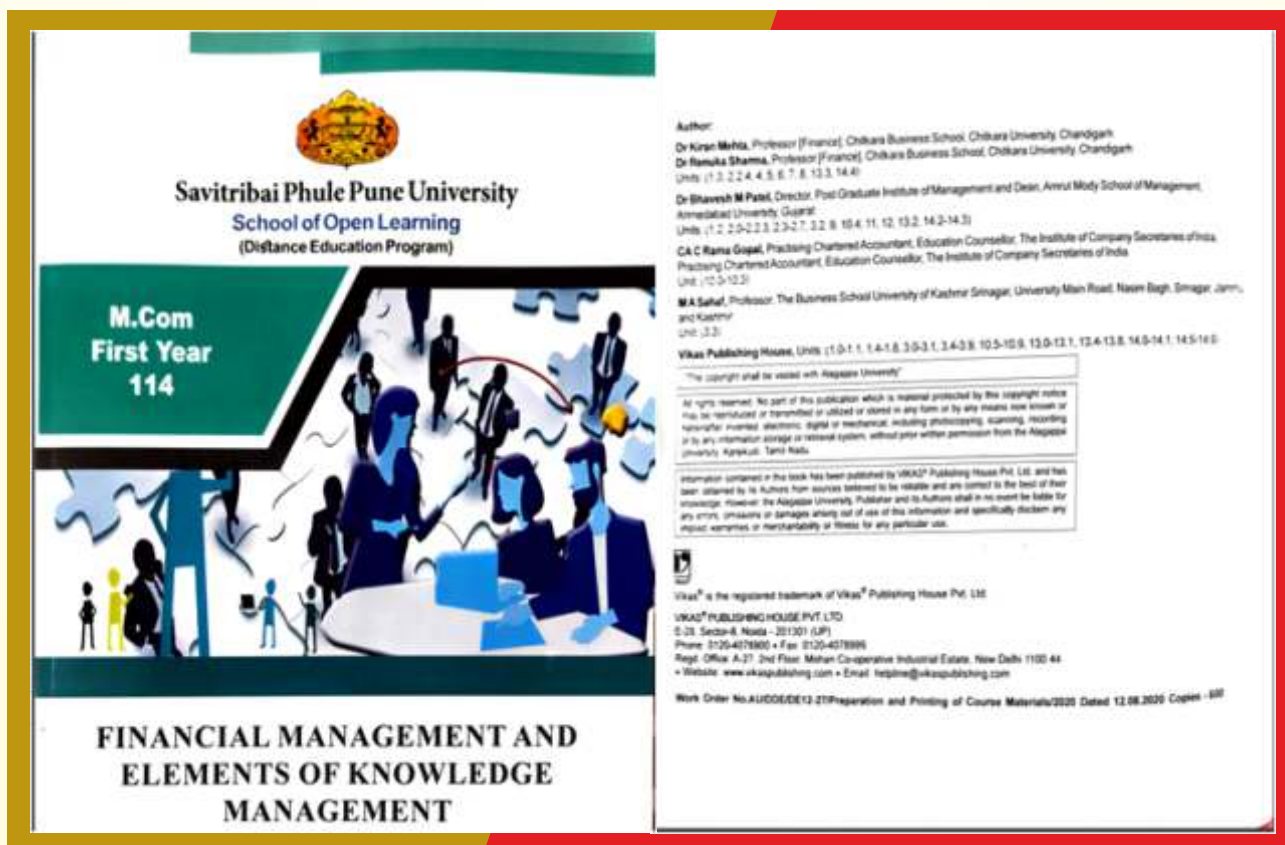
Books and chapters in edited Volumes/Books published and paper published in National/ International Conference proceedings



# RESEARCH INNOVATION AND EXTENSION



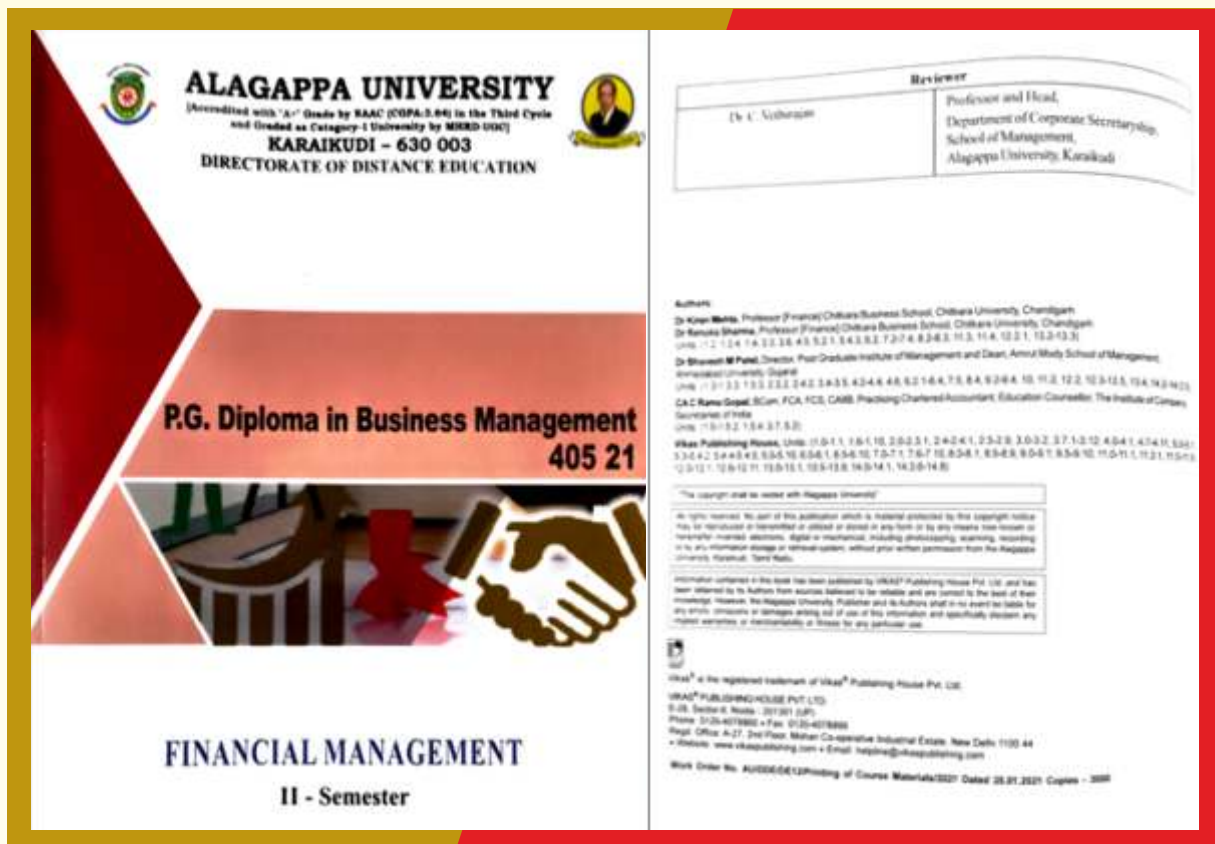
Dr. Kiran Mehta and Dr. Renuka Sharma got a book published with Vikas Publishing House



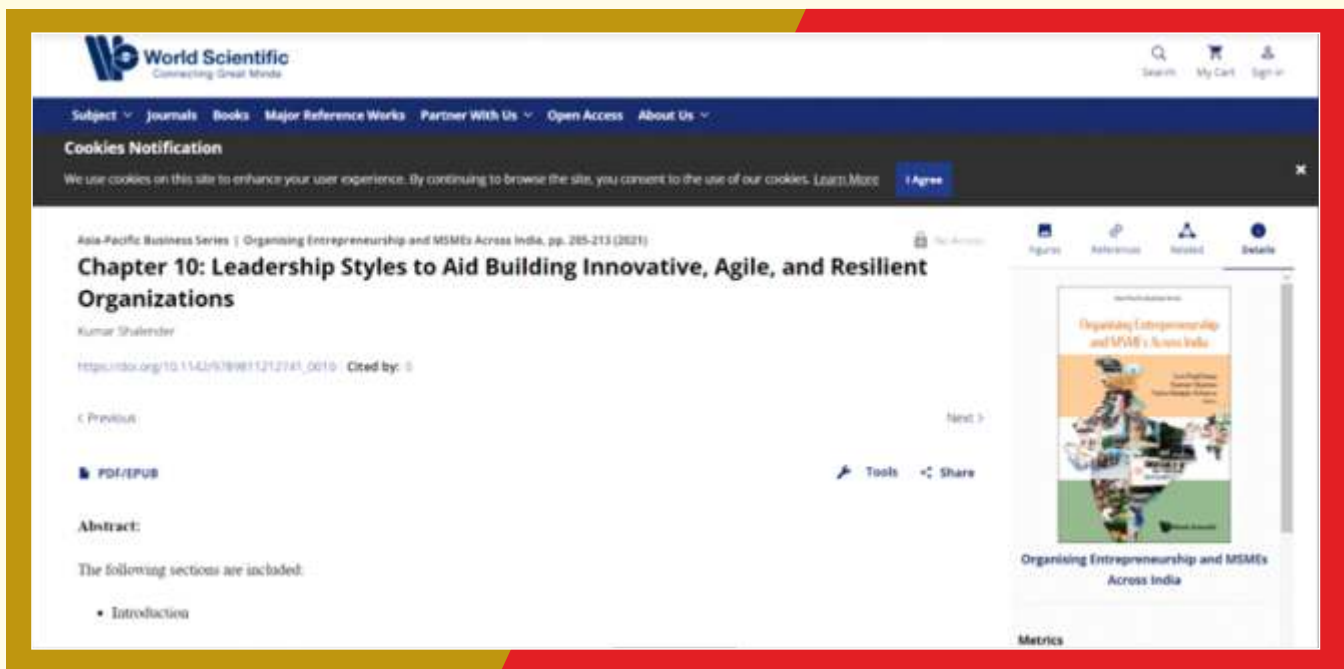
A Book published by Dr. Kiran Mehta and Dr. Renuka Sharma for Distance education Program conducted by Savitribai Phule Pune University



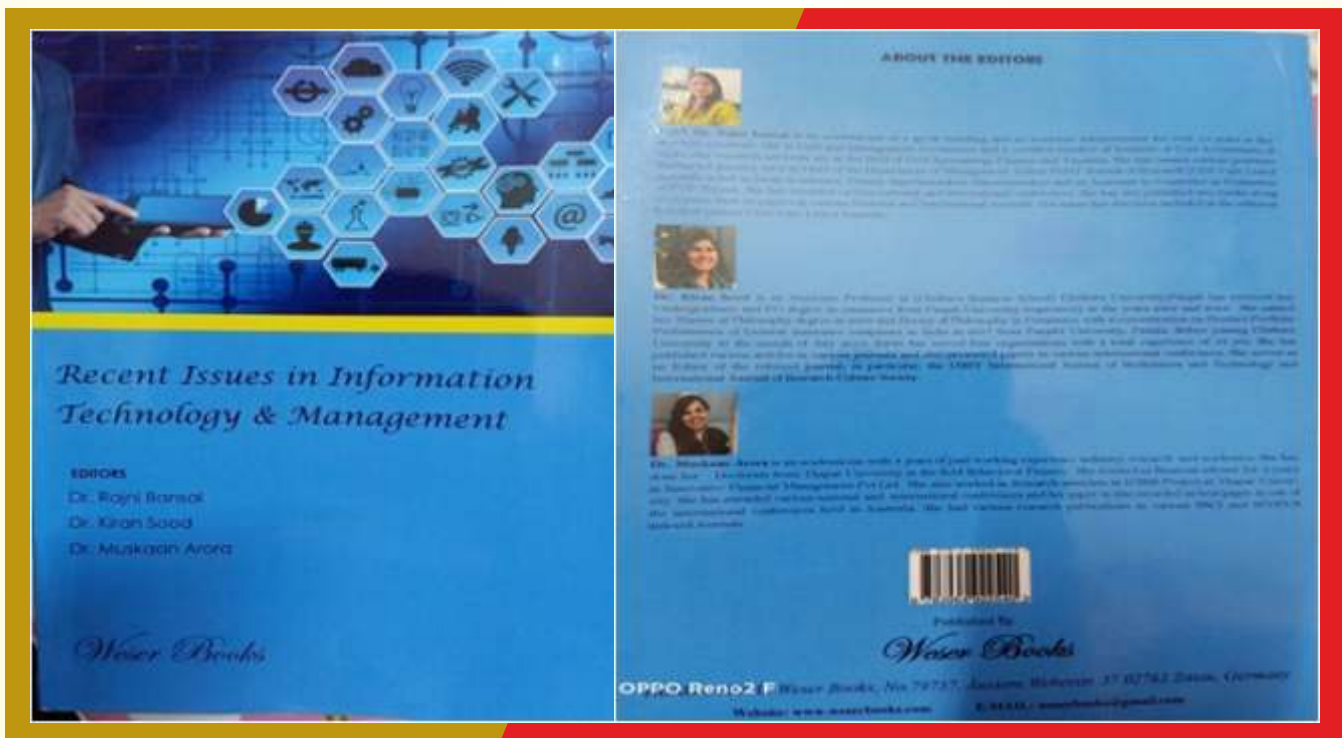
# RESEARCH INNOVATION AND EXTENSION



# RESEARCH INNOVATION AND EXTENSION



**Dr. Kumar Shalender authored a Chapter titled  
“Leadership Styles to Aid Building Innovative, Agile, and Resilient Organisations”**



**Dr. Rajni Bansal, Dr. Kiran Sood & Dr. Muskan Arora have published a book titled  
"Recent Issues in Information Technology & Management"  
with Weser Books, Germany, ISBN Number: 978-3-96492-254-0.**



# RESEARCH INNOVATION AND EXTENSION

## Workshops/Seminars conducted/participated



## WORKSHOPS/SEMINARS CONDUCTED/ PARTICIPATED

### Workshops/Seminars conducted/participated



Dr. Rajni Bansal acted as a Resource Person on 15th July 2021 for the Faculty Development Programme on the topic Zotero-"Reference Management Tool" at Sri Krishna Adithya College of Arts and Science, Coimbatore.

### Extension Activities





# WORKSHOPS/SEMINARS CONDUCTED/ PARTICIPATED

## Awards and Recognitions



# WORKSHOPS/SEMINARS CONDUCTED/ PARTICIPATED

## Awards and Recognitions





# WORKSHOPS/SEMINARS CONDUCTED/ PARTICIPATED

## Awards and Recognitions



**Dr. Kiran Mehta received Silver shield for Second Best paper in Finance Category during International Research Awards 2021 held on 31st August**



**Dr. Renuka Sharma received Silver shield for Second Best paper in Finance Category during International Research Awards 2021 held on 31st August**



# WORKSHOPS/SEMINARS CONDUCTED/ PARTICIPATED

## Awards and Recognitions







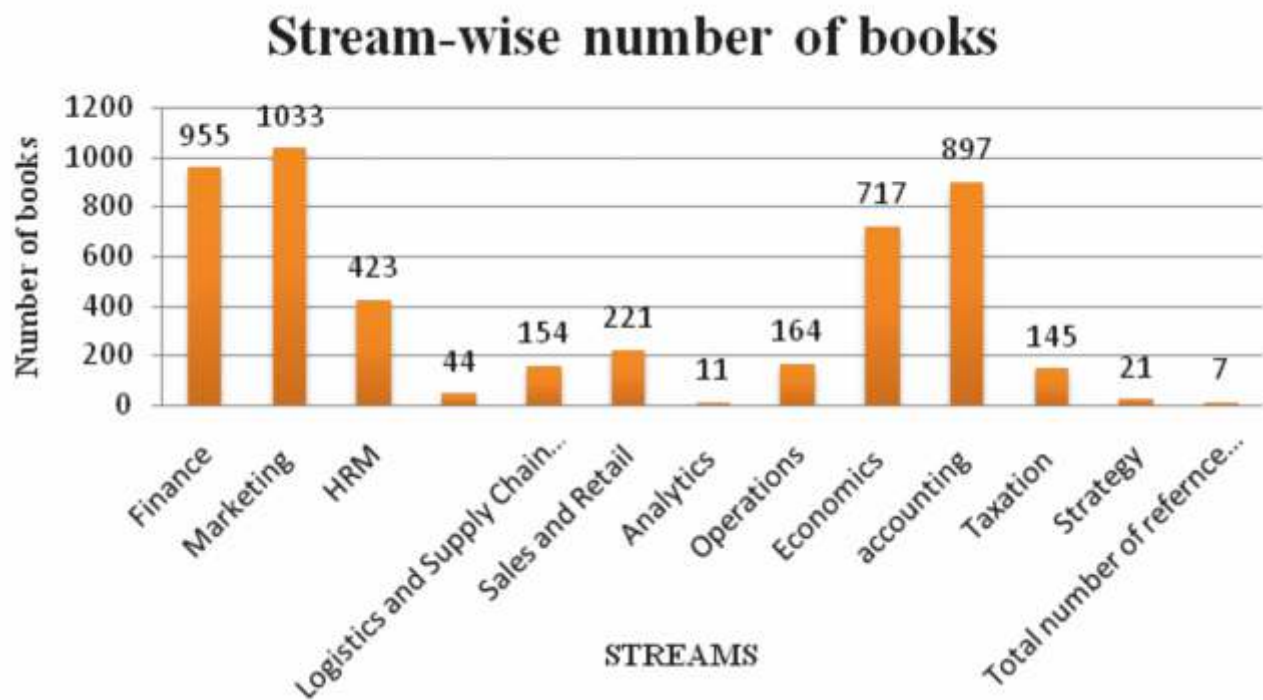
## INFRASTRUCTURE AND LEARNING RESOURCES

*"If you don't get hard on success, life gets hard on you". – Dr. Rashmi Aggarwal*

# INFRASTRUCTURE AND LEARNING RESOURCES

## Library Resources At CBS

### Stream-wise number of Books available in the Library



### List of Journals:

S. No.	Journals
1	Abhigyan
2	Decision
3	Finance India
4	Foreign Trade Review
5	IIMB Management Review
6	Indian Journal of Community Health
7	Indian Journal of Community Medicine
8	Indian Journal of Corporate Governance
9	Indian Journal of Finance
10	Indian Journal of Medical Ethics
11	The Indian Journal of Medical Research
12	Indian Journal of Occupational & Environmental Medicine



# INFRASTRUCTURE AND LEARNING RESOURCES

## Library Resources At CBS

### Stream-wise number of Books available in the Library

#### List of Journals:

11	The Indian Journal of Medical Research
12	Indian Journal of Occupational & Environmental Medicine
13	Indian Journal of Public Health
14	Journal of Creative Communications
15	Journal of Health Management
16	Journal of Human Values
17	Journal of South Asian Development
18	Journal on Management
19	Metamorphosis: A Journal of Management Research
20	Paradigm
21	Review of Market Integration
22	South Asian Journal of Macroeconomics and Public Finance
23	South Asian journal of Business and Management Cases
24	The Indian Journal Of Industrial Relation
25	The IUP Journal of Bank Management
26	The Journal of Entrepreneurship
27	The National Medical Journal of India
28	Vikalpa : The Journal for Decision Makers
29	Vision- The Journal of Business Perspective

#### E-Databases Subscribed







## STUDENT SUPPORT AND PROGRESSION

*Discipline compounds knowledge and skills. – Dr. Shivani Inder*



# STUDENT SUPPORT AND PROGRESSION

## Student Representatives in DAAC



**Aakash Koul (MBA Marketing) Ms. Akriti (MBA Finance)**

## STUDENT PROGRESSION TO HIGHER EDUCATION

Name	MBA Stream	Degree in Under Graduation	CGPA Scored in Under Graduation Course
Abhinandini Mehra	Business Analytics (BA)	Engineering	8.42
Jahanavi Sachdeva	Finance & Banking	BE CSE	7.43
Shivank Bhardwaj	Finance & Banking	BBA	8.5
Udbhav Vats	Finance & Banking	B.sc in Hospitality and Hotel Administration	62.3
Vanshika Thakur	Finance & Banking	Mechanical Engineering	9.1
Niharika	Human Resource (HR)	BFA	6.89
Yuvraj Singh	Human Resource (HR)	B.com(Hons)	8.86
JeshantKatoch	Human Resource (HR)	BBA	8.13
Rishit Bhasin	Marketing	Bcom	8.2
Lakshay Bhargav	Marketing	Bachelor of Commerce	8.81
Antriksh Gupta	Supply Chain Management (L&SCM)	BBA	61.2
Dilpreet Singh	Supply Chain Management (L&SCM)	BBA professional	70

# STUDENT SUPPORT AND PROGRESSION



On the Event of Independence Day, 4 students of BBA Event Management were offered internship opportunity by Wizcraft India Ltd.



# STUDENT SUPPORT AND PROGRESSION

**DHL**



**RECOGNIZING EXCELLENCE**

## EMPLOYEE OF THE QUARTER - II 2021 NORTH REGION



**Mukul Singh Pundir : Manager, Service Logistics**

Mukul played a vital role in successful implementation of Transport milkrun business across 18 sites for customer with 100% KPI achieved & 100% billing to customer on time through TMS. His involvement in deploying track and trace, which was a high priority expectation from customer, and timely updates on deliveries was highly appreciated by customer. He has also played active role during BCP for Covid19, where his proactive updates to local and regional customer on site's effectiveness and daily order execution was widely appreciated.

**CHITKARA  
UNIVERSITY**



## CERTIFICATE OF APPRECIATION

This is to certify that Mr./Ms. Arshdeep Kaur  
has been awarded as the Third Best Speaker  
In the 'Panel Chase'  
organized by **Chitkara University Toastmasters Club.**

Date- 17.09.2021

**Prof. Sovia RJ Singh**  
Dean | Chitkara University Language Centre

# STUDENT SUPPORT AND PROGRESSION

**CHITKARA**  
UNIVERSITY





**CERTIFICATE**  
**OF APPRECIATION**

This is to certify that Mr./ Ms. Muskan Juneja  
has been awarded as the Second Best Speaker  
in the 'Panel Chase'  
organized by **Chitkara University Toastmasters Club.**

Date- 17.09.2021

  
Prof. Sovia RJ Singh  
Dean | Chitkara University Language Centre

**CHITKARA**  
UNIVERSITY





**CERTIFICATE**  
**OF APPRECIATION**

This is to certify that Mr./ Ms. Rahul Sharma  
has been awarded as the Best Speaker  
in the 'Panel Chase'  
organized by **Chitkara University Toastmasters Club.**

Date- 17.09.2021

  
Prof. Sovia RJ Singh  
Dean | Chitkara University Language Centre



# STUDENT SUPPORT AND PROGRESSION



## Ph.D (FINAL) RESULT NOTIFICATION – 2021

No.: CUPB/DEX/2021/072 (02.08.2021)

The meeting of Doctoral Research Committee (DRC) conducted on 31.07.2021 for final Ph.D. Thesis Viva Voce Examinations of Shefali Saluja in the subject of Business Management. The result of the recommendations of Doctoral Research Committee (DRC) for the above said candidate is as mentioned below:

S. No.	Name of Candidate	Father Name	Mother Name	Reg. No./Roll No.	Title of Thesis	Area of Research	Result
1	Shefali Saluja	Vajinder Singh Saluja	Mona Saluja	CU/PB/PHD/17/0000144	DETECTION AND PREVENTION OF OCCUPATIONAL FRAUD : AN EX-POST ANALYSIS OF SELECTIVE FRAUDS	Business Management	Eligible for award of the degree of Doctor of Philosophy in the subject of Business Management w.e.f 31.07.2021

  
Dr. I.S. Sandhu  
Dean (Examination)  
Chitkara University, Punjab

### CC:

1. The Hon'ble Pro Chancellor
2. The Vice Chancellor
3. The Registrar
4. Dr. Pankaj Madan – Examiner (Professor & Dean, Faculty of Management Studies, Gurukul Kangri Vishwavidyalaya, Haridwar, Uttarakhand, India)
5. Dr. Arun Aggarwal – Supervisor (Assistant Professor, Chitkara Business School)
6. Dr. Amit Mittal (Professor, Dean - DRC, Chitkara Business School)
7. Dr. Renuka Sharma (Professor, Chitkara Business School)
8. Dr. Amandeep Singh (Professor, Chitkara Business School)
9. All Deans/Directors of Schools/Departments/Librarian
10. Dean, Ph.D. Program
11. Assistant Registrar (Examinations)
12. Shefali Saluja

1. for kind information please
1. for information and necessary record please
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1. for information please
1. for information please
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1. for information please
1. for information please
1. for information please
1. for information please
1. for further necessary action

## Ph.D. AWARDED TO

**Dr. Sheefali Saluja (Assistant Professor, CBS)**

Title: Detection and Prevention of Occupational Frauds: An Ex-post Analysis of Selected Frauds



# STUDENT SUPPORT AND PROGRESSION



## Ph.D (FINAL) RESULT NOTIFICATION – 2021

No.: CUPB/DEX/2021/056 (10.07.2021)

The meeting of Doctoral Research Committee (DRC) conducted on 09.07.2021 for final Ph.D. Thesis Viva Voce Examinations of Sarabjeet Singh in the subject of Business Management. The result of the recommendations of Doctoral Research Committee (DRC) for the above said candidate is as mentioned below:

S. No.	Name of Candidate	Father Name	Mother Name	Reg. No./Roll No.	Title of Thesis	Area of Research	Result
1	Sarabjeet Singh	Sukhpal Singh	Ravinder Kaur	CU/PHD/15-16/00006	AN EMPIRICAL STUDY OF FUND MANAGERS INVESTMENT STYLES AND PERFORMANCE PERSISTENCE OF MUTUAL FUNDS IN INDIA	Business Management	Eligible for award of the degree of Doctor of Philosophy in the subject of Business Management w.e.f 09.07.2021

Dr. H.S. Sandhu  
Dean (Examination)  
Chitkara University, Punjab

CC:

- |   |   |
|---|---|
| 1. The Hon'ble Pro Chancellor   | : for kind information please                 |
| 2. The Vice Chancellor  | : for information and necessary record please |
| 3. The Registrar  | : for information and necessary record please |
| 4. Dr. Anil Mittal – Examiner (Professor, University School of Management, Kurukshetra University Kurukshetra, India - 136119)                                | : for information please                      |
| 5. Dr. Kiran Mehta – Supervisor (Professor (Finance) and Assistant Dean (Centre for Global Education), Chitkara Business School, Chitkara University, Punjab) | : for information please                      |
| 6. Dr. Amit Mittal (Professor, Dean - DRC, Chitkara Business School)  | : for information please                      |
| 7. Dr. K.K. Sharma (Professor & Dean – Global Education Program, Chitkara University, Punjab)   | : for information please                      |
| 8. Dr. Urvasi Tandon (Associate Professor, Chitkara Business School)  | : for information please                      |
| 9. All Deans/Directors of Schools/Departments/Librarian   | : for information please                      |
| 10. Dean, Ph.D. Program   | : for information please                      |
| 11. Assistant Registrar (Examinations)  | : for further necessary action                |
| 12. Sarabjeet Singh   |   |

## Ph.D. Awarded to

**Dr. Sarabjeet Singh (Assistant Professor, CBS)**

Title: An Empirical Study Of Fund Investment Styles And Performance Persistence Of Mutual Funds In India





# STUDENT SUPPORT AND PROGRESSION



## Ph.D (FINAL) RESULT NOTIFICATION – 2021

No.: CUPB/DEX/2021/079 (11.08.2021)

The meeting of Doctoral Research Committee (DRC) conducted on 10.08.2021 for final Ph.D. Thesis Viva Voce Examinations of Bahwinder Singh in the subject of Business Management. The result of the recommendations of Doctoral Research Committee (DRC) for the above said candidate is as mentioned below:

S. No.	Name of Candidate	Father Name	Mother Name	Reg. No./Roll No.	Title of Thesis	Area of Research	Result
1	Bahwinder Singh	Gurbax Singh	Bhagwan Kaur	CU/PHD/15-16/000019	IMPLEMENTING IFRS – A CASE STUDY OF INDIAN CORPORATE	Business Management	Eligible for award of the degree of Doctor of Philosophy in the subject of Business Management w.e.f 10.08.2021

  
Dr. K.K. Sandhu  
Dean (Examination)  
Chitkara University, Punjab

CC:

- |   |   |
|---|---|
| 1. The Hon'ble Pro Chancellor   | : for kind information please                 |
| 2. The Vice Chancellor  | : for information and necessary record please |
| 3. The Registrar  | : for information and necessary record please |
| 4. Dr. Neelam Jain – Examiner (Professor, Institute of Management Studies and Research, IMSAR, Mahatma Dayanand University, Rohtak, Haryana – 124001) | : for information please                      |
| 5. Dr. Shivani Inder – Supervisor (Associate Professor, Chitkara Business School)   | : for information please                      |
| 6. Dr. Armit Mittal (Professor, Dean - DRC, Chitkara Business School)   | : for information please                      |
| 7. Dr. K.K. Sharma (Professor & Dean – Global Education Program, Chitkara University, Punjab)   | : for information please                      |
| 8. Dr. Deepika Jha (Associate Professor, Chitkara Business School)  | : for information please                      |
| 9. All Deans/Directors of Schools/Departments/Librarian   | : for information please                      |
| 10. Dean, Ph.D. Program   | : for information please                      |
| 11. Assistant Registrar (Examinations)  | : for further necessary action                |
| 12. Bahwinder Singh   |   |

**Ph.D. Awarded under Department Supervision**

**Dr. Shivani Inder (Faculty Guide)**

Title: Implementing IFRS – A Case Study of Indian Corporate



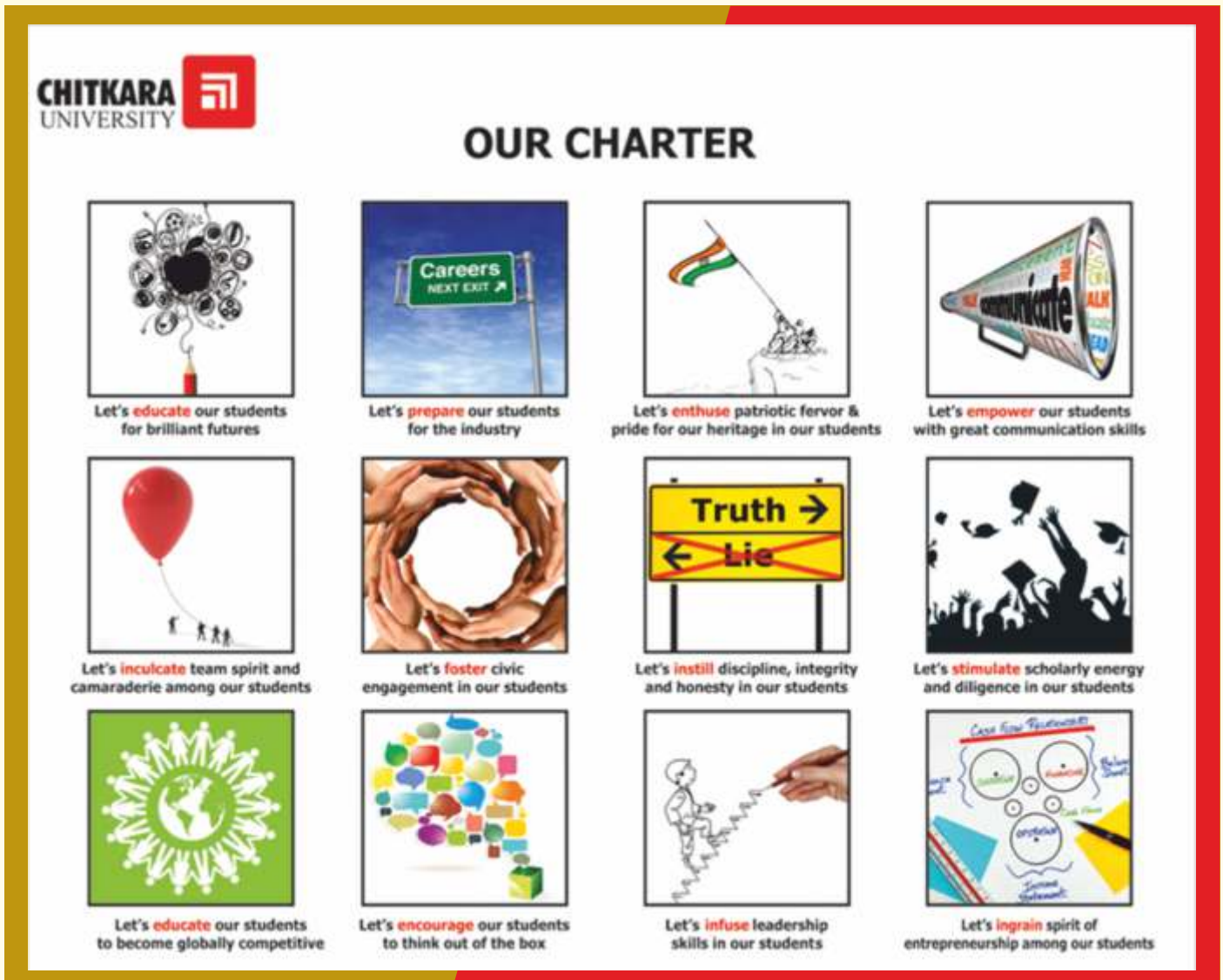
## GOVERNANCE, LEADERSHIP & MANAGEMENT

*"With the realization of one's own potential and self-confidence in one's ability, one can build a better world." - Dr. Babita Singla*



# GOVERNANCE, LEADERSHIP & MANAGEMENT

## Our Charter Describes Ethos of Our Leadership



### Let's EDUCATE our students for brilliant future.

Our students are our pride and that pride comes from their success. Better student learning experience drives our passion of offering a brilliant future to our students.

### Let's PREPARE our students for the industry.

Our curriculum comes from industry. Skills needed by industry are our lessons in the class room. Our students are industry ready.

### Let's ENTHUSE patriotic fervor& pride of our heritage in our students.

We are committed to galvanize love for country and endless pride in maintaining and taking forward great cultural heritage of our country in our students.

### Let's EMPOWER our students with great communication skills.

We prepare our students as great communicators. Focus remains on inculcating thought fulness, originality, completeness, and maturity in developing art of communication.

# GOVERNANCE, LEADERSHIP & MANAGEMENT

**Let's INCULCATE team spirit and camaraderie among our students.**

Our extension activities are based on participative learning and experiential in nature. We teach our students to assert politely.

**Let's FOSTER civic engagement in our students.**

We prepare our students for benefits of society. We engage them in civic assignments to understand the value of their being part of society.

**Let's INSTILL discipline , integrity and honesty in our students.**

Values that drive the leadership and brands that rule the world are those who follow discipline, integrity and honesty. We teach them as a part of curriculum.

**Let's STIMULATE scholarly energy and diligence in our students.**

Our students are inquisitive, industrious and illustrious. Our core is our quest of excellence.

**Let's EDUCATE our students to be globally competitive.**

We prepare our students to be competitive in international space through brilliant exposure and opportunities to travel globally.

**Let's ENCOURAGE our students to think out of the box.**

Our students are made to think out of box. Challenges and opportunities are our drivers of innovations thinking and new idea generations.

**Let's INFUSE leadership skills in our students.**

Nothing succeeds like success. We create thoughts and encourage our students to know how to lead a team to success.

**Let's INGRAIN spirit of entrepreneurship among our students.**

We prepare our students to create jobs through advance curriculum and opportunities to flourish.

*It is vital that the budding managers develop a scientific mindset to distinguish facts from opinions, data from anecdotes, and insights from gut instincts. It is equally important to inculcate the skill of converting complex analytics into simple, yet compelling and palatable business story.*  
**-Dr. Devesh Bathla**



# GOVERNANCE, LEADERSHIP & MANAGEMENT

## PROGRAM HEADS UNDER GRADUATE COURSES CBS

S.NO.	PROGRAM	INCHARGE
1	BBA PROFESSIONAL	DR. AJIT BANSAL
2	BBA FINTECH	DR. RAJIT VERMA
3	BBA LOGISTICS & SCM	DR. SUMIT SAKHUJA
4	BBA DIGITAL MARKETING	DR. SUMIT AGGARWAL
5	BBA BUSINESS ANALYTICS	DR. DEVESH BATHLA
6	B.COM HONS.	DR. RASHMI AGGARWAL
7	B.A. ECONOMICS	DR. DHIRESH
8	BBA/B.COM INTEGRATED	DR. SHUCHI DAWRA

## PROGRAM HEADS POST GRADUATE COURSES CBS

S.NO.	PROGRAM	INCHARGE
1	MBA MARKETING	DR. AMANDEEP SINGH
2	MBA FINANCE & BANKING	DR. RENUKA SHARMA
3	MBA LOGISTICS & SCM	DR. SUMIT SAKHUJA
4	MBA BUSINESS ANALYTICS	DR. DEVESH BATHLA
5	MBA HR	DR. NAVREET KAUR
6	MBA HEALTHCARE	DR. KEERTI PRADHAN

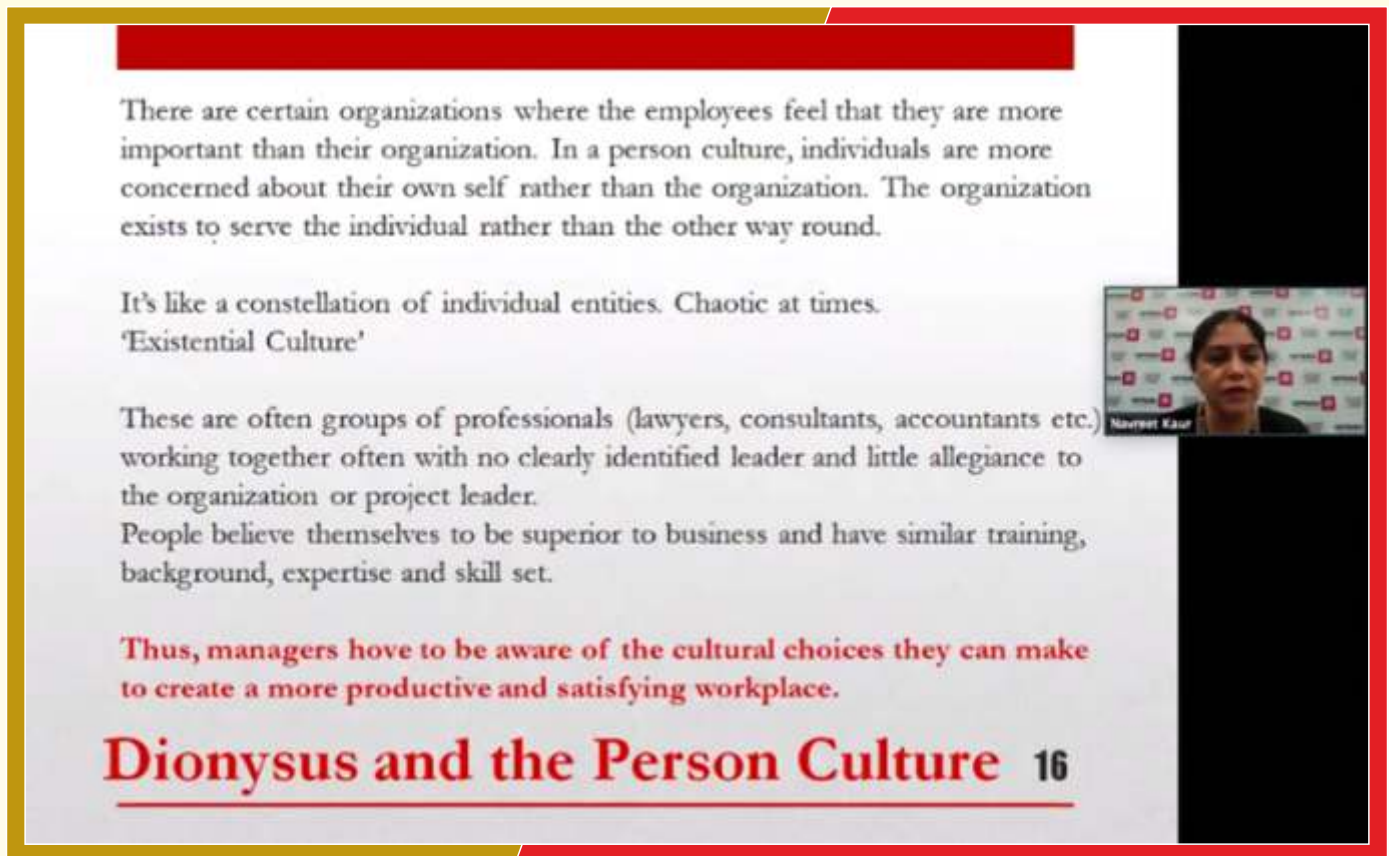


## INNOVATIONS AND BEST PRACTICES

*Change Is The End Result of All True Learnings. - Ms. Monica*



## VC Lecture Series



There are certain organizations where the employees feel that they are more important than their organization. In a person culture, individuals are more concerned about their own self rather than the organization. The organization exists to serve the individual rather than the other way round.

It's like a constellation of individual entities. Chaotic at times.  
'Existential Culture'

These are often groups of professionals (lawyers, consultants, accountants etc.) working together often with no clearly identified leader and little allegiance to the organization or project leader.  
People believe themselves to be superior to business and have similar training, background, expertise and skill set.

**Thus, managers have to be aware of the cultural choices they can make to create a more productive and satisfying workplace.**

**Dionysus and the Person Culture 16**

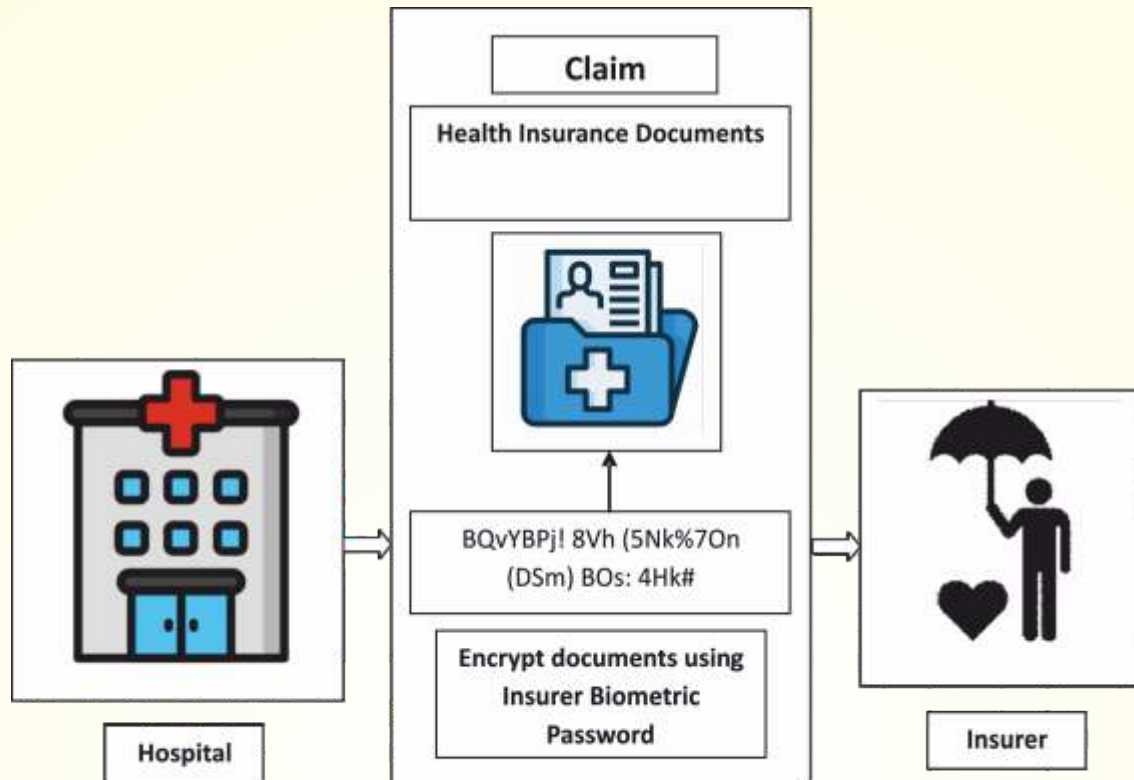
Navreet Kaur

**Dr Navreet Kaur, Associate Professor, Chitkara Business School,  
delivered a talk on the topic 'Greek Mythology: Reflections in Business and Management' on  
July 24, 2021, under the VC Lecture Series**

*"Future generations would expect learning resources that seems to be suitable for their circumstances... and they will want it as soon as the need arises. In need to provide such a learning support, digital devices will be a key technology." – Dr. Shefali Saluja*

# INNOVATIONS AND BEST PRACTICES

## Patents filed by Faculty



**Project-677] Filing Confirmation of Complete Application titled  
" SYSTEM AND METHOD FOR MONITORING DRIVER BEHAVIOUR TO DETERMINE INSURANCE COST"  
having Application No. 202111037696.**

**Name of the Applicants:**

**KIRAN SOOD, RAJNI BANSAL, MONICA GUPTA, PAYAL BASSI, JASLEEN, SUMIT SAKHUJA,  
BALAMURUGAN BALUSAMY & LAKSHMANA KUMAR RAMASAMY**



# INNOVATIONS AND BEST PRACTICES

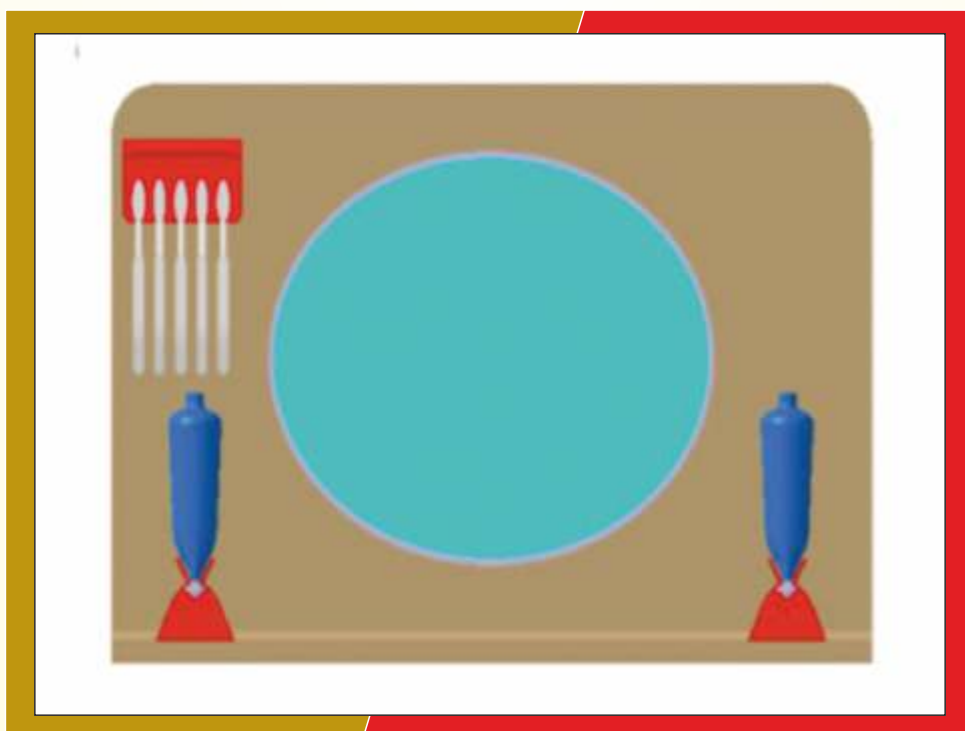
## Patents filed by Faculty



**Our Ref.: IN21/0792 - Project-761] Filing Confirmation of Complete Application titled  
"VEHICLE PART CONDITION PREDICTION AND INSURANCE GENERATION"  
having Application No. 202111038967.**

**Name of the Applicants:**

**KIRAN SOOD, RAJNI BANSAL, MONICA GUPTA, PAYAL BASSI, JASLEEN, SUMIT SAKHUJA,  
SANDHIR SHARMA, BALAMURUGAN BALUSAMY & LAKSHMANA KUMAR RAMASAMY**



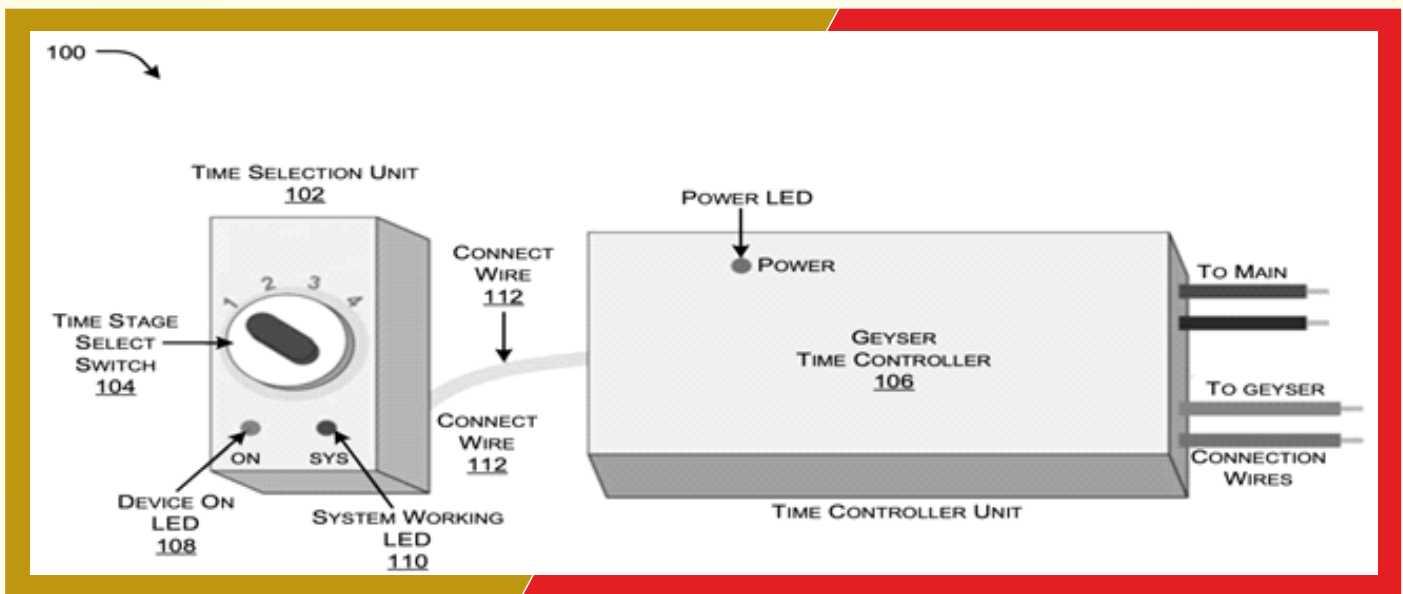
**"TUBE SQUEEZER, MIRROR AND TOOTHBRUSH STAND ASSEMBLY UNIT"**

**Date of Registration – 15th July, 2021, having Application no. 346567-001**

**Name of the applicant: Dr. Rashmi Aggarwal**

# INNOVATIONS AND BEST PRACTICES

## Patents filed by Faculty



**GEYSER TIME CONTROLLER** filed on 6th August 2021  
having Application Number: 202111035617  
Name of the applicant: Tanvi Verma & Dr. Rashmi Aggarwal

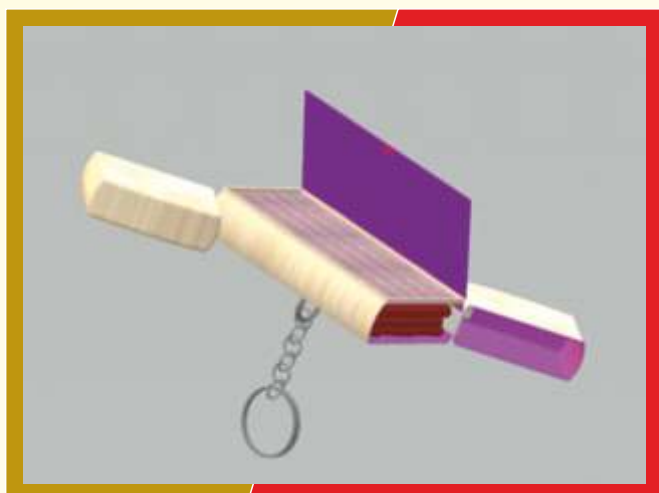


**A design patent - "Water Bottle with Pen Stand"** having Application No. 349136-001  
Name of Applicants: Dr. Muskaan Arora and Dr. Rajni Bala



# INNOVATIONS AND BEST PRACTICES

## Patents filed by Faculty



**A design patent "MATCHSTICK BOX"  
having application No. 346574-001.**

**Name of the applicants :**

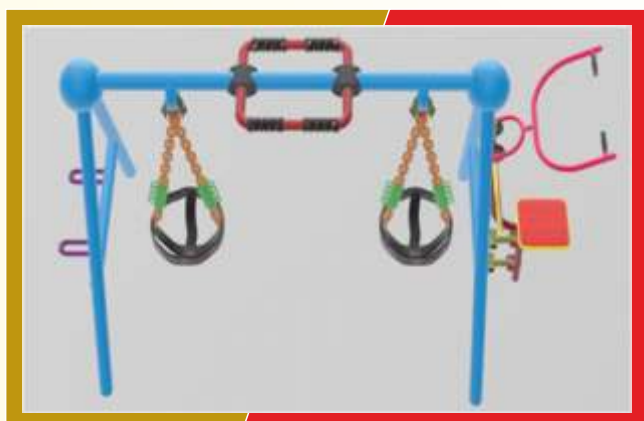
**Dr. Priya Jindal, Dr. Jasmine Kaur,  
Dr. Sandhir Sharma, Dr. Sachin Ahuja,  
Ansh Jindal, Ashwani Singh**



**A design patent "Chair cum detachable  
walking aid for Differently abled persons"**

**Application No. 346929-001**

**Name of the applicants: Dr. Priya Jindal,  
Dr. Jasmine Kaur, Dr. Sandhir Sharma,  
Dr. Sachin Ahuja, Ansh Jindal, Jeevan Singh**



**A design Patent " Swing with Open Gym"  
Application No. 348745-001.**

**Name of the applicants :**

**Dr. Priya Jindal, Dr. Jasmine Kaur,  
Dr. Sandhir Sharma, Dr. Sachin Ahuja,  
Ansh Jindal, Jeevan Singh, Ashwani Singh**



**A design patent " Portative chiller cum  
Food Warmer" Application No. 348634-001.**

**Name of the applicant: Dr. Jasmine Kaur ,  
Dr. Priya Jindal, Dr.Sandhir Sharma,  
Dr. Sachin Ahuja, Ansh Jindal, Ashwani  
Singh, Jeevan Singh**

## OUR UPCOMING EVENTS

S.No.	Events	Dates
1	World Cancer Awareness Day	6-Nov-21
2	Induction MBA Batch 2021	8-Nov-21
3	Diabetes Day	15-Nov-21
4	Group Discussion (International Men's Day)	19-Nov-21
5	National Pollution Day	2-Dec-21
6	Indian Airforce Day	8-Dec-21
7	Human & Child Rights day	10-Dec-21
8	RMDA_7 Days Online FDP on Research and Innovation	18-24-Dec-21
9	National Voter's Day	25-Jan-22
10	Republic Day	26-Jan-22
11	Safer Internet Day	9-Feb-22
12	World Consumer Rights Day	15-Mar-22
13	World Health Day	7-Apr-22
14	Earth Day	22-Apr-22
15	Common wealth Day	24-May-22
16	Premier League; B. Com III Equity Market Competition	19-Oct-21
17	Apni Mandi (Open Market)	To be decided
18	Case study Analysis	9-Nov-21
19	International Day of the Girl Child	12-Oct-21
20	Labour Day	1-May-22



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