

Chronicle

CBS

NEWS BULLETIN

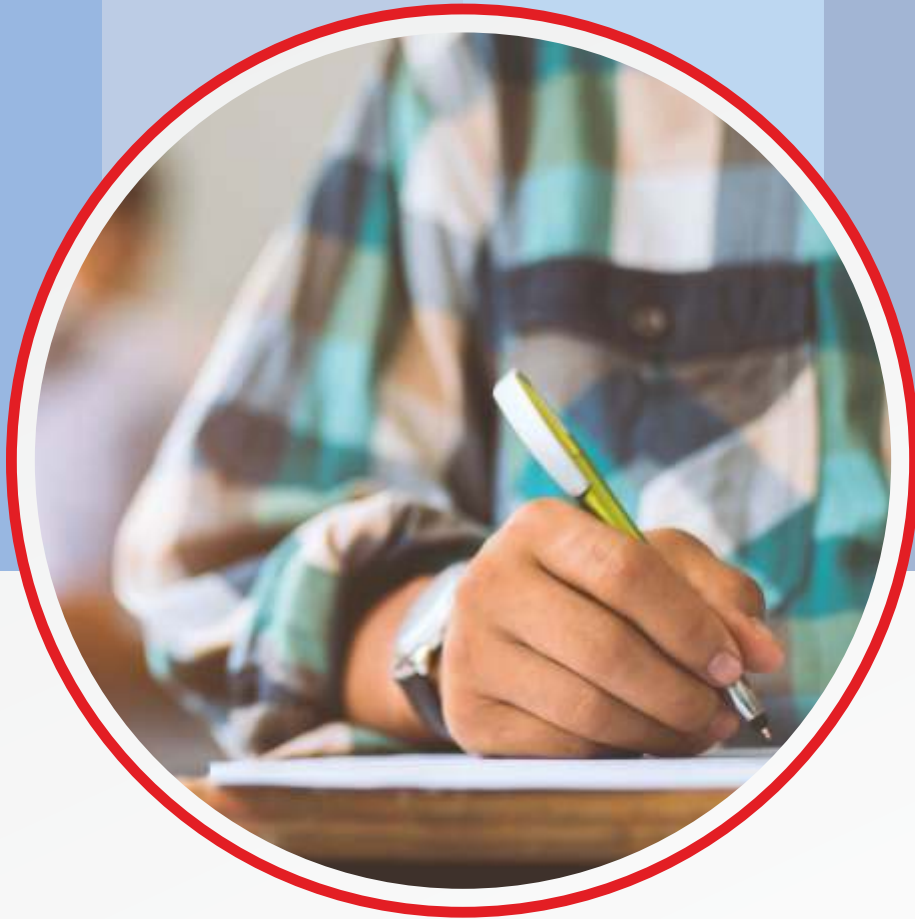
**CHITKARA
BUSINESS
SCHOOL** 



VOL. II, EDITION II | APRIL-JUNE 2021

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Education for Sustainable Development

Program Outcomes	Description of Outcomes	Mapping			
		University's Mission	CBS Mission	UN SDGs	NEP 2020
PO-01	Apply key theories, models, applications and best industry practices in the local and global business context.	Mission 1	Mission 1 & 3	SDG4 & 9	11 Towards a more holistic and multidisciplinary education
PO-02	Demonstrate critical thinking & analytical skills in different business-related situations & developing leadership skills.	Mission 3 & 4	Mission 1 and 2	SDG4 & 8	9 Quality Universities and Colleges: A new and forward-looking vision for India's Higher Education System
PO-03	Employ quantitative and qualitative approaches to planning and decision-making in business and solving complex problems.	Mission 4	Mission 1 & 3	SDG 4 & 8	16 Re-imagining vocational education
PO-04	Demonstrate written and oral skills essential for business communication and effective leadership.	Mission 3 & 4	Mission 3	SDG 4 & 8	13 Motivated, energized and capable faculty, 15: Teacher Education
PO-05	Analyse business and organizational situations using ethical approaches & legal implications to decision making.	Mission 3 & 4	Mission 2	SDG 8, 10 & 12	14 Equity and inclusion in higher education, 19: Effective governance & leadership for higher education institutions
PO-06	Apply reasoning informed by the contextual knowledge to assess and contribute to the societal, health, safety, environment, and cultural issue.	Mission 1 & 2	Mission 1, 2 & 3	SDG 3,4,5,8, 10,16	18 Transforming the regulatory system of higher education
PO-07	Identify & utilize entrepreneurship/ employment opportunities, formulate design and implement research & innovations in workspace.	Mission 2 & 4	Mission 1,2 & 4	SDG 8	10 Institutional restructuring and consolidation
PO-08	Leverage new age technology to enable business growth, development and sustainability.	Mission 4	Mission 2 & 3	SDG 11 & 12	12 Optimal learning environments and support for students

Program Outcomes	Description of Outcomes	Mapping			
		University's Mission	CBS Mission	UN SDGs	NEP 2020
PO-01	To have business Acumen with a thorough understanding of Commerce.	Mission 1	Mission 1 & 3	SDG8, 9 & 10	10.13 Institutional Restructuring and Consolidation Quality
PO-02	To develop critical and analytical thinking skills.	Mission 3 & 4	Mission 3 & 4	SDG1,2 & 4	9.1.3 Universities and Colleges , 11.8 Towards a More Holistic And Multidisciplinary Education
PO-03	To develop leadership, teamwork and managerial skills with interpersonal skill development.	Mission 2	Mission 1 & 3	SDG 8,9,12 & 17	9.1.2 Quality Universities and Colleges 12.1 Optimal Learning Environments and Support for Students
PO-04	To create social and environmental sensitivity for a business and ability to make ethical decisions.	Mission 3 & 4	Mission 2	SDG 2,3,4,5 & 16	9.1.1 Quality Universities and Colleges 11.3 Towards a More Holistic and Multidisciplinary Education
PO-05	To provide global perspective to business environment	Mission 1 & 4	Mission 3	SDG 9 & 1	6.1 Equitable and Inclusive Education: Learning For All
PO-06	To developing entrepreneurship acumen while studying accounting and finance domains.	Mission 1 & 2	Mission 1, 2 & 3	SDG 3,4,5,8, 9,13	11.4 Towards a More Holistic and Multidisciplinary Education
PO-07	To demonstrate written and oral skills essential for business communication.	Mission 1 & 4	Mission 1,2 & 4	SDG 8	4.6 Experiential Learning
PO-08	To employ quantitative and qualitative approach to planning and decision making	Mission 2 & 4	Mission 3 & 4	SDG 8 & 12	9.3 Quality University and college

Program Outcomes	Description of Outcomes	Mapping			
		University's Mission	CBS Mission	UN SDGs	NEP 2020
PO-01	To develop an understanding of general business functions	Mission 1, 4	Mission 1	SDG 8, 9 & 10	11 Towards a more holistic & multi-disciplinary education.
PO-02	To provide global perspectives to business environment	Mission 1 & 4	Mission 1 & 3	SDG 7, 9 16 & 17	16 Re-imagining vocational education
PO-03	To develop critical and analytical thinking skills	Mission 3 & 4	Mission 3	SDG 1, 2 & 4	12 Optimal learning environments and support for students
PO-04	To develop leadership, teamwork and managerial skills with interpersonal skill development	Mission 3 & 4	Mission 2 & 3	SDG 2,3,4,5, 12, 13,14,15 & 16	19 Effective governance and leadership for higher education institutions
PO-05	To create social and environmental sensitivity for a business and ability to make ethical decisions	Mission 3	Mission 2 & 3	SDG 1, 2, 3, 5, 6, 10, 11, 12, 13, 14, 15 & 16	12 Optimal learning environments and support for students
PO-06	To developing entrepreneurship acumen	Mission 2,3 & 4	Mission 2 & 3	SDG 1, 3,4,6, 9 & 17	16 Re-imagining vocational education
PO-07	To demonstrate written and oral skills essential for business communication	Mission 3 & 4	Mission 1, 3 & 4	SDG 4 SDG 4, 7 & 9	19 Effective governance and leadership for higher education institutions
PO-08	To employ quantitative and qualitative approach to planning and decision making and solving the complex problems	Mission 2, 3 & 4	Mission 4		

Program Outcomes	Description of Outcomes	Mapping			
		University's Mission	CBS Mission	UN SDGs	NEP 2020
PO-01	To gain familiarity with historical and contemporary developments in the discipline of Economics	Mission 1	Mission 1 & 4	SDG 4	10.13 Institutional Restructuring and Consolidation
PO-02	To acquire the necessary knowledge of interdisciplinary areas & their relationship with economics.	Mission 1	Mission 1 & 4	SDG 4 & 9	11.8 Towards a More Holistic And Multidisciplinary Education
PO-03	To enable students, understand and analyse implication of the economic policies.	Mission 1 & 4	Mission 3 & 4	SDG 4 & 10	12.1 Optimal Learning Environments and Support for Students
PO-04	The Students will gain problem solving, interpretative, leadership and decision-making skills.	Mission 2 & 4	Mission 1 & 3	SDG 8 & 9	11.3 Towards a More Holistic and Multidisciplinary Education
PO-05	The Students will attain the competency to understand regional, national, and global issues from the economic perspective.	Mission 1 & 2	Mission 1 & 4	SDG 8 & 16	6.1 Equitable and Inclusive Education: Learning For All
PO-06	To generate employability skills and entrepreneurial abilities with innovative mindset.	Mission 3 & 4	Mission 2	SDG 8, 10 & 12	4.6 Experiential Learning
PO-07	To enable students and empower students in socio-economic development and implementing community welfare ideas.	Mission 3 & 4	Mission 2 & 3	SDG 3, 4, 5, 8, 10, 16	11.4 Towards a More Holistic and Multidisciplinary Education
PO-08	Train students to use statistical and econometric methods to arrive at conclusions about the validity of economic theories; and train students to learn the art of economic modelling.	Mission 2 & 4	Mission 1 & 4	SDG 8 & 16	4.6 Experiential Learning



Rankings & Recognitions

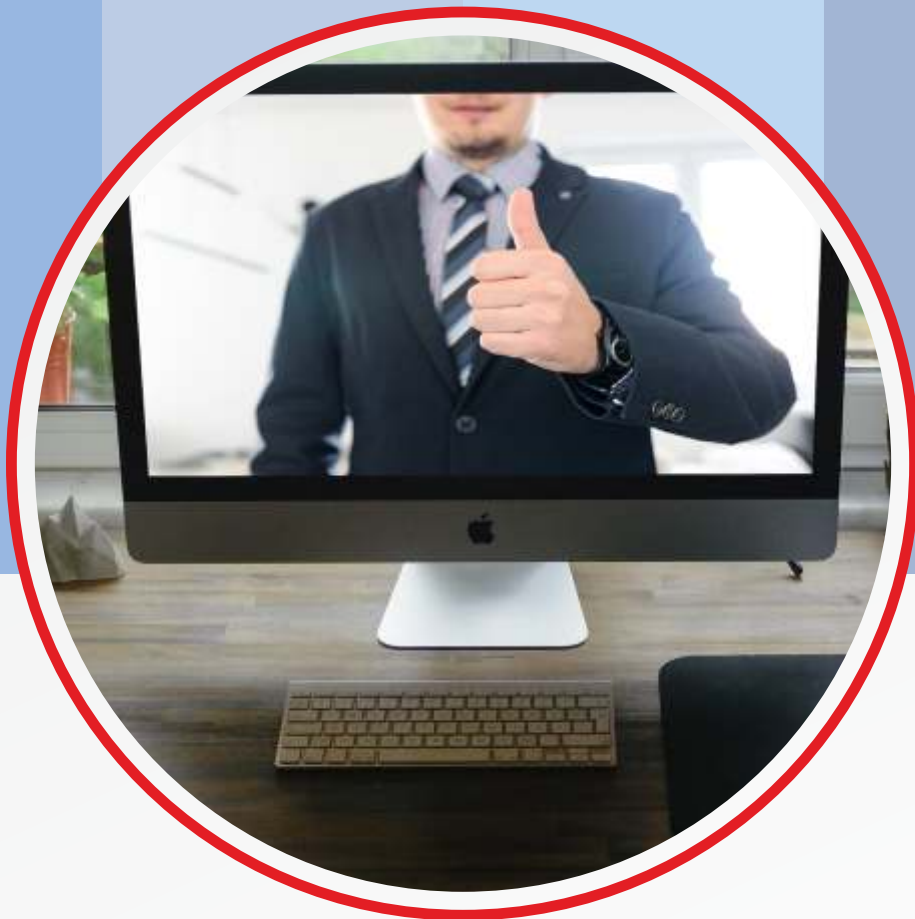
Rankings & Recognitions



Chitkara University is delighted to announce a four-year Bachelor of Business Administration in academic mentorship with Trent University, Canada

Chitkara Business School is a place of opportunities. Our curriculum is latest and relevant. Our distinguished alumni, curious students, energised and motivated faculty, strong industry and global partners work together towards providing multi-disciplinary and holistic education. Decent Work and Economic Growth (SDG 8) is on our agenda in 2021. Good wishes team CBS

-Dr. Sandhir Sharma,
Dean CBS



Webinars/Masterclasses/Leadership Talks

Webinars/Masterclasses/Leadership Talks

CHITKARA UNIVERSITY

Workshop on Business Model Canvas



Dr. Kumar Shalender
Associate Professor,
Chitkara Business School

29th April, 2021
at 11:00 AM

Explore Your Potential

Join
3 Days Online Workshop on

"Detection and Prevention of Occupational Frauds"
Academic and Research Perspective

REGISTER NOW



Ms Shefali Saluja
Assistant Professor | Chitkara Business School
Chitkara University

TO BE COVERED:

- The fraud landscape- Globally
- The nature of fraud and fraudsters
- Investigative mind-set while detecting fraud through Research

11th to 13th June, 2021
Time : 2.30 PM

Join on
Meet
YouTube

An Initiative by Financial Yaari

CHITKARA UNIVERSITY

MASTER CLASS

Supply chain the next decade



Abhishek Bhattacharya
Vice President - Reliance Retail

For CBS
SCM Students

10th April
at 12pm

Explore Your Potential

CHITKARA UNIVERSITY

A Unique Mentor
Mentee program of
Chitkara Business School

Building the Next Gen HR Leaders



10th April 2021 & 17th April 2021

Cavita Taragi
Pro Vice Chancellor,
Career Advancement Services,
Chitkara University, Punjab

Explore Your Potential

Participants
HR students and Top
HR Industry Leaders

CHITKARA UNIVERSITY

DIGITISATION & AUTOMATION IN BANKING AND PRIORITY SECTOR LENDING



VARSHA AGGARWAL
Director SBI Training & Development Centre

FRIDAY | APRIL 9, 2021
9:45AM

Moderator
Dr Himesh Sharma

Explore Your Potential

CHITKARA UNIVERSITY

GLOBAL POVERTY AND AID
Are things getting better or worse...?



20th April, 2021
2:00 pm to 3:00 pm (IST)

Dr. Oliver Walton
University of Bath

Scan & Register Here

Explore Your Potential

Webinars/Masterclasses/Leadership Talks

CHITKARA UNIVERSITY

Transnational Education

Doing Business Negotiations

Mexican Perspective

Industry, innovation & infrastructure

Dr. Ana María Carcaño
Full Professor - Bachelor's Program in Business Logistics and International Commerce

15th April, 2021
7:30 am Mexican Time
4:00 pm Indian Time

Scan & Register Here

Explore Your Potential

Session For Chitkara Business School, India

CHITKARA UNIVERSITY

Global Business

"Rise of China-the Implications for U.S, India and rest of the World"

Dr. Harish Amar
Vice President of Academic Affairs and Professor of Management, California Institute of Advanced Management (Retired)

Scan & Register Here

22nd April, 2021
06:00 PM India

Session For Chitkara Business School, India

CHITKARA UNIVERSITY

Master Class

Skills In Demand In A Post-Pandemic World

Ganesh S
Director & Global Head Human Resource Emeritus

30th April, 2021
at 4 PM - 5 PM

Explore Your Potential

CHITKARA UNIVERSITY

Chitkara University Language Centre Organizes

Workshop on PERSONAL EFFECTIVENESS

For MBA Batch 2020

Resource Person :
Prof. Sovia RJ Singh
Dean, Chitkara University Language Centre

Friday 14th May 2021
11:00 am - 1:00 pm

CHITKARA UNIVERSITY

Transnational Education

Doing Business Negotiations

Indian Perspective

Industry, innovation & infrastructure

Dr. Jashandeep Singh
Assistant Professor, Chitkara Business School

21st April, 2021
7:30 am Indian Time

20th April, 2021
9:00 pm Mexican Time

Scan & Register Here

Explore Your Potential

Session For UPAEP, Mexico

“Education is a spiritual path of everyday learning, patience and consistency

Dr. Tanvi

Webinars/Masterclasses/Leadership Talks

**An Expert Talk on
Decoding
Product-Market
Fit**

Platform: Zoom platform

Registration Link:
<https://forms.gle/wQW3t3Yhp7Gbg47YA>

Last Date of Registration:
7 May, 2021

Organized by:
**Department of Applied Sciences
CUIET**

Event Organizers:
**Dr Mohit Kumar Kakkar
Dr Renu Malhotra**

Resource Person:
Dr Reena Malik
Assistant Professor | UG Department
Chitkara Business School
Chitkara University
Punjab Campus

**8th May, 2021
2:00 pm - 3:00 pm**

About the Talk:
Some leaders are driven by the desire to reinvent a certain market, while others are simply motivated by an innovative product idea. One of the challenging aspects of building a startup or launching an innovative product in the market is identifying how well your product/service relates to the market that you are addressing to. Nevertheless, finding the perfect match between a product and a market is not always easy to achieve but when it happens, it sets the foundation for success. The session will focus on decoding perfect market fit for a product or service.

CHITKARA UNIVERSITY

Faculty Awareness Seminar

DECODING NEP 2020 AND A WAY FORWARD

19th APRIL - JOURNEYS OF NEP 2020 - POOJA CHANDHRY

20th APRIL - NEP 2020 KEY DEVELOPMENT IN SCHOOL CURRICULUM AND ITS IMPACT ON HIGHER EDUCATION DR. PALLAVI SOOD

21st APRIL - A NEW FORWARD LOOKING VISION FOR INDIA'S HIGHER EDUCATION SYSTEM NEP 2020 DR. PRIYA JAIN

22nd APRIL - KEY FOCUS AREAS IN HIGHER EDUCATION SYSTEM IN INDIA NEP 2020 DR. SONAL THAKUR

19th-22nd APRIL, 2021 - 11:00AM-12:00PM

Organised by : Chitkara Business School

Ms. Pallavi Sood, Ms. Pooja, Dr. Sonal and Dr. Priya delivered Faculty Awareness Seminar on New Education Policy, 2020

CHITKARA UNIVERSITY

**Chitkara Business School
UG Department**

**Mahatma Gandhi National Council of Rural Education
Ministry of Education, Govt. of India**

Organizes a Workshop on

GUIDANCE FOR PSYCHOSOCIAL COUNSELLING FOR COVID 19 POSITIVE PATIENTS & THEIR FAMILY MEMBERS

Scan to Register

Google Meet

14th May '21

10am - 11am

Dr Jyoti Verma
Assistant Professor
Chitkara Business School

DEV SAMAJ COLLEGE FOR WOMEN
Established in 1981, Accredited 'W' Grade by NAAC
A Women Empowerment and Development Institute

Invites you to a National Webinar on

KNOW YOUR PERSONALITY - CONQUER WITH CONFIDENCE

Resource person
Ms. Tanvi Verma
Assistant Professor at Chitkara University

Date : Saturday May 22, 2021

Time : 4:30PM

Platform : Google Meet

Chief Patron
Dr.(Mrs.) Agnese Dhillon
Secretary,
DSCW Managing Committee

Patron
Dr. Meena Chopra
Principal, DSCW
Sector 48-B, Chandigarh

Organised By
DEPARTMENT OF BUSINESS ADMINISTRATION
Dr. Anupam Rani, Dr. Shikha Vohra, Mrs. Jasmeet Kaur

***Link will be shared half an hour before the webinar**



Rashmi Aggarwal

You

ADITI

77 oth...

Dr. Rashmi Aggarwal delivered a webinar to B.Com Batch 2019 on the topic "How CSR is helping in achieving goals of SDG's"

“Success is not final, failure is not fatal: it is the courage to continue that counts. - Winston Churchill
Dr Babita Singla”



Value Added Courses

Value Added Courses

CHITKARA UNIVERSITY
CHITKARA BUSINESS SCHOOL
UG DEPARTMENT ORGANIZES

VALUE ADDED COURSE ON
“BRAND POSITIONING”

RESOURCE PERSON:
DR. RIKKEE MISHRA,
ASSISTANT PROFESSOR, CHITKARA BUSINESS SCHOOL
24th - 29th MAY, 2021

WORKSHOP HIGHLIGHTS

- INTERACTIVE SESSIONS ON BRAND POSITIONING
- EXPERIENTIAL LEARNING THROUGH CREATION OF REPOSITIONING STRATEGIES
- BRAND POSITIONING COMPETITION BETWEEN GROUPS

EVENT COORDINATOR: MS. PALLAV KODI, ASSISTANT PROFESSOR, CHITKARA BUSINESS SCHOOL

Unlock Creativity
Techniques for fostering group creativity
Models & Techniques of Creative Problem Solving

Innovation - Intro
Intro into methods, tool and principles
Practices to leading innovation

WORKSHOP ON CREATIVITY AND INNOVATION
MAY 31 TO JUNE 05, 2021

Shefali Saluja
Assistant Professor
Chitkara Business School

Business Innovation - Why it fails?
Innovation as a Cried to world

CHITKARA UNIVERSITY

VALUE ADDED COURSES

CHITKARA BUSINESS SCHOOL

Certification on PUBLIC POLICIES ON ECONOMICS
24th April, 2021

UG Department,
BA (Honours) Economics
Chitkara Business School

Resource Person:
Dr. Himesh Sharma

Event Co-ordinator:
Ms. Pooja Chaudhary

TAXES

VALUE ADDED COURSES

CHITKARA BUSINESS SCHOOL

Certification on ECONOMETRICS
20th June, 2021

UG Department, BA (Honours) Economics
Chitkara Business School

Resource Person:
Dr. Aman Chugh

Event Co-ordinator:
Ms. Pooja Chaudhary

IGDP

VALUE ADDED COURSES

CHITKARA BUSINESS SCHOOL

Certification on GLOBAL ECONOMICS
26th March, 2021

UG Department,
BA (Honours) Economics
Chitkara Business School

Resource Person:
Harpreet Singh Bhatia

Event Co-ordinator:
Ms. Pooja Chaudhary

CHITKARA UNIVERSITY

Value added Course on

SUSTAINABLE DEVELOPMENT GOALS

3rd May to 7th May 2021 | 11:00 am to 12:00pm

Organized by
B.A. ECONOMICS HONOURS, UG DEPARTMENT,
CHITKARA BUSINESS SCHOOL

Value Added Courses

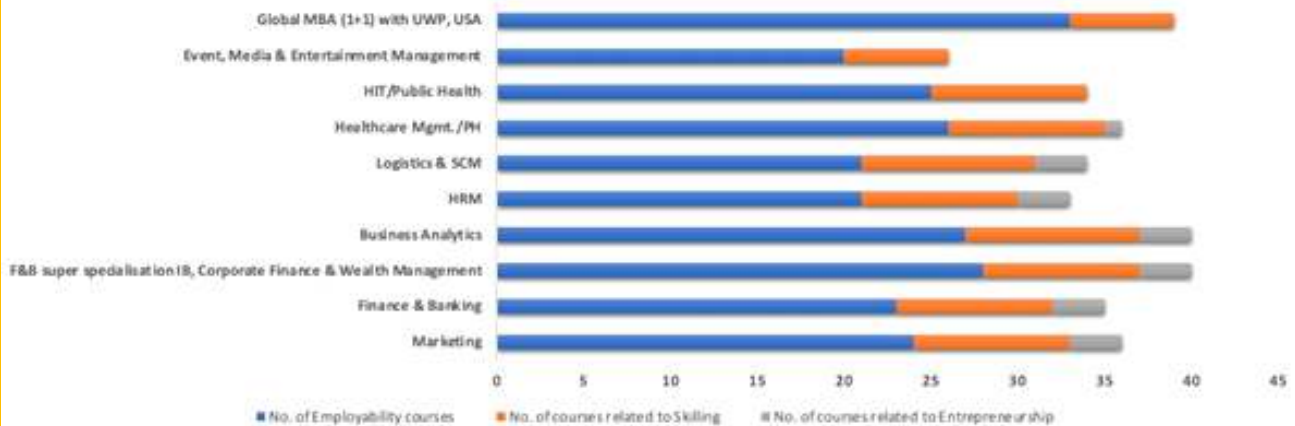




Employability/Entrepreneurship/Skill Development

Employability, Skilling and Entrepreneurship

Functional Areas / Elective wise nature of courses



**CHITKARA
BUSINESS
SCHOOL**

CAREER COUNSELLING SESSIONS

BBA CLASS 2019 OF CHITKARA BUSINESS SCHOOL

SESSIONS BY INDUSTRY PROFESSIONALS | ALUMNI EXPERTS

SUSHMA GAIKWAD
DIRECTOR, WILCRAFT NINE

SABBAS JOSEPH
DIRECTOR, WILCRAFT NINE

PROF KDS BEDI
DIRECTOR & PRINCIPAL, CCSM
CHITKARA UNIVERSITY

DR SUMIT SAKHUJA
PROFESSOR,
SUPPLY CHAIN MANAGEMENT,
CNS, CHITKARA UNIVERSITY

AMANDIR KAUR
FOUNDER & LEAD TRAINER
LEADAPPCHITKARA

16th - 20th JUNE, 2021

11 AM

EMERGING AREAS:-

EVENT, MEDIA & ENTERTAINMENT MANAGEMENT | DIGITAL & SOCIAL MEDIA MARKETING

LOGISTICS & SUPPLY CHAIN MANAGEMENT | SALES AND RETAIL MARKETING

“

Vision and accountability, not power, are the hallmarks of leadership.

Dr. Payal Bassi

”



Student Support and Progression

Internships/Placements

MBA INTERNSHIP PROGRAM

CLASS 2020

EXPERIENTIAL LEARNING

- 123 Companies
- 387 MBA Students
- 7 Specialisations
- 25 Industry Segments
- PAN India Locations
- 25 Faculty Mentors
- 31 Industry Mentors

JUNE 2021

ONWARDS

SIEMENS

Reliance

Panasonic

Deloitte

SHREECHAM

Fortis

WNS

KEY RECRUITERS & MANY MORE

MBA

Batch 2019-21

PLACEMENTS

154

COMPANIES VISITED

358

STUDENTS PLACED

Placements offered: Research Analyst, Business Development, Assistant Product Manager, Management Trainee, Legal Process, Customer Success Manager, Upi Consultant, Territory Sales, Relationship Manager, Digital Marketing, International Logistics, HR Executive, Talent Acquisition, Supply Chain Officer, Content Manager, Quality Control, Warehouse Supervisor, Executive Assistant, HR Executive/Recruitment, Finance Assistant/Accounting, International Marketing.

Key Industry segments of placements: Big four consulting firms, Banking, Multinational Financial Services, E-commerce, Technology, Manufacturing, Knowledge Management, Government & Public sector, and opportunities in start-ups.

Integrated Curriculum & Strong Partnerships:

Key Partners:



UG INTERNSHIPS

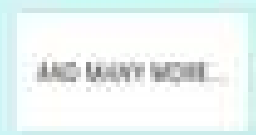
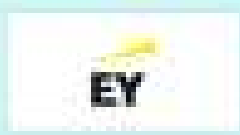


497
COMPANIES VISITED

650
STUDENTS PLACED



Key Recruiters





Faculty Achievements

Faculty Achievements



Faculty Achievements



Dr. Sonal Trivedi was appointed as Conference Chair International conference on Management, Science & Technology (ICMST -2021) on 29.05.2021 and 30.05.2021. She was also appointed as Member of Board of studies, Vanita Vishram University

“

Artificial Intelligence is the latest and the last invention that humanity will ever need to make

Dr. Jasleen

”

Faculty Achievements





Student Achievements

TOPPERS PG PROGRAM BATCH-2019-21

Human Resource Management



Harsha Dutt
Roll No.: 1920981507
CGPA: 9.5

Marketing



Tejas Sabherwal
Roll No.: 1920982070
CGPA: 9.64

Finance & Banking



Savi Batra
Roll No.: 1920982589
CGPA: 9.67

Logistics & Supply Chain Management



Kanwalpreet Singh
Roll No.: 1920983504
CGPA: 9.54

Investment Banking



Neha Rajput
Roll No.: 1920982560
CGPA: 9.62

General Management



Khushboo Nagpal
Roll No.: 1920984506
CGPA: 9.3

Business Analytics



Bhavika
Roll No.: 1920984001
CGPA: 9.54



Simranjit Kaur
Roll No.: 1920984017
CGPA: 9.54

TOPPERS UG PROGRAM BATCH-2018-21

Bachelors of Commerce (Hons.)



Anuja Reema
Roll No.: 1820993022
CGPA: 9.80



Anchal Gupta
Roll No.: 1820993002
CGPA: 9.77

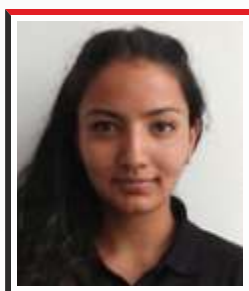


Anjali Khurana
Roll No.: 1820993019
CGPA: 9.75

Bachelors of Business Administration (Prof.)



Abhay Pratap Singh
Roll No.: 1820991006
CGPA: 9.49

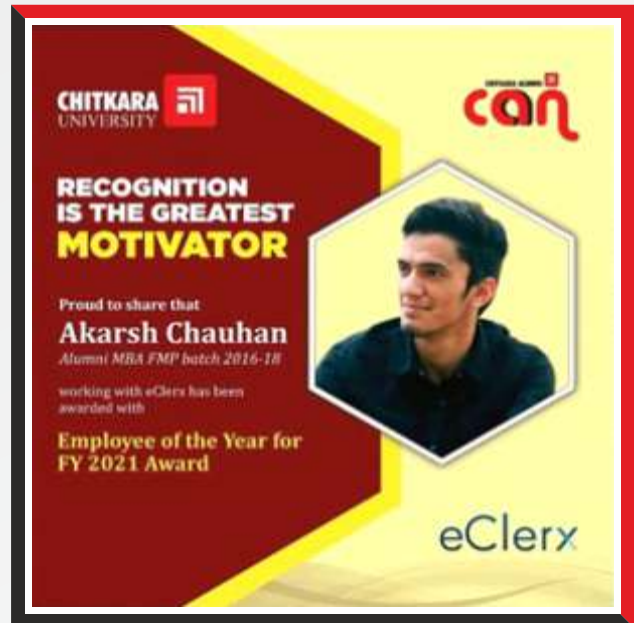


Satakshi Thakur
Roll No.: 1820991159
CGPA: 9.42



Hartik Punshi
Roll No.: 1820991063
CGPA: 9.31

Student Achievements



“

Don't be afraid in raising your voice for Truth, Honesty, and Compassion against lying, dishonesty, greed, and injustice

Dr. Rikkee Mishra

”

Student Achievements



Kanav, Varanjeet, Shreya, Akshita and Tanmay of
BBA 4Z won First Prize in Brand Positioning Competition held on 29th May, 2021.

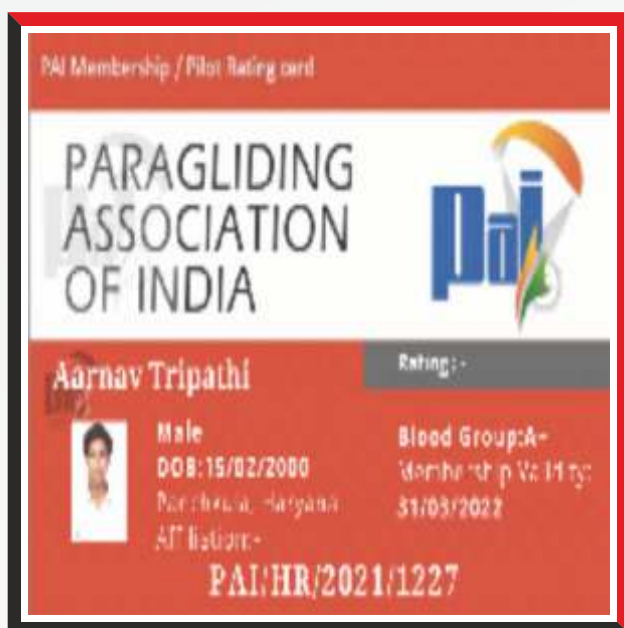
Student Achievements

MGNREGA: DILEMMA AND ETHICAL CHALLENGES Kiran Sood, Navneet Seth	66	
CORPORATE SOCIAL RESPONSIBILITY: A STRATEGIC OPPORTUNITY FOR SUSTAINABLE DEVELOPMENT IN POST COVID-19 Kirti Devi, Pooja Kansra	73	
ROLE OF DATA ANALYTICS IN HUMAN RESOURCE MANAGEMENT K Naga Sundri, G. Malathi	79	
CHALLENGES IN INFORMATION TECHNOLOGY Sreejith Vignesh B P	84	
CONSUMER BUYING BEHAVIOUR IN PANDEMIC SITUATION (COVID-19): A REVIEW OF LITERATURE Preet kanwal, Priyanka Ganger, Arpan Raj, Mansi Sharma, Shiva Ganesh	90	
ENTREPRENEURSHIP EXPLORE; REVOLUTION AND DIGITALIZATION Shahel Kumar, Varshika Singhal	98	
UNDERSTANDING MENTORING ROLES AND PROCESS IN SKILL DEVELOPMENT IN CUR RENT SCENARIO Priyanka Chibber	105	
IMPACT OF GLOBALIZATION ON WORK FORCE DIVERSITY: CHALLENGES AND MEASURES K K Shama, Monika Chopra	109	
BUSINESS A ANALYTICS AND ITS ROLE IN MARKETING DECISION MAKING Malathi Gottumukkala, Naga Sundri	115	
PUFFERY ADVERTISEMENT IN INDIA AND ITS IMPACT ON CHILDREN Shubnum Gurung	120	

Shahel & Vanshika of
BBA 4Z Published a chapter in the book titled 'Recent Issues in Information
Technology & Management'



Student Achievements



Aarnav Tripathi, BBA –W completed advance paragliding course from Bir, Himachal Pradesh.



Rushita student of B.Com Participated in DHBW GEMANY PROGRAM from (21 December 2020 – 15 February 2021). The students published their thoughts and ideas on leadership ethics and sustainability under the hashtag # LEtSi2021 on the social media channel Instagram.

Student Achievements



Manpreet kaur and kush Sachdeva students of BBA (4 X) participated in event entitled "Virtual Teams in an intercultural Context" conducted by DHBW University, Germany on 9 April, 2021

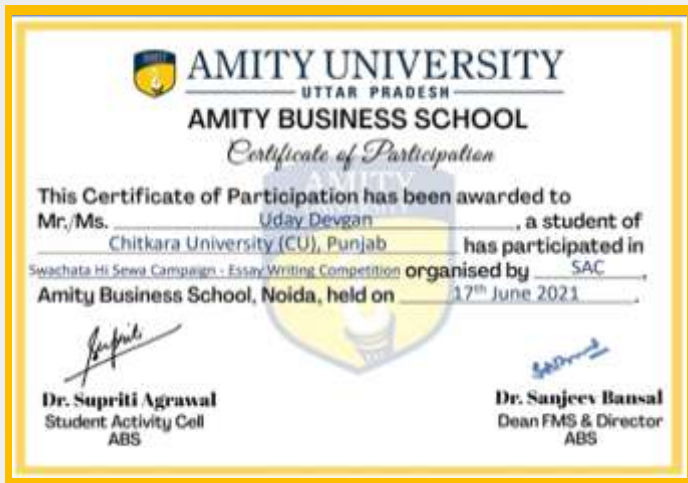


Vishvani Sharma participated in IUCN World Conservation Congress- Youth speak Lab Facilitator represented 3 labs which were Biodiversity, Our One Ocean and Gender Equity. She also participated in UNITED NATIONS FOUNDATIONS- Big Brainstorm Report Our Common Agenda.



Aditi Vig, student of B.Com (Hons.), was appointed as the Vice-Chair of the United Nations Human Rights Council in the Chronicle Youth Summit Conference 2021.

Student Achievements



Uday Devgan B.Com Student participated in essay Writing Competition conducted by Amity Business School (ABS), Noida to raise the awareness regarding Swachhata Hi Sewa Campaign

“

If it is not helping you to understand the beauty of #coexistence it is not the real education

Dr. Jashandeep Singh

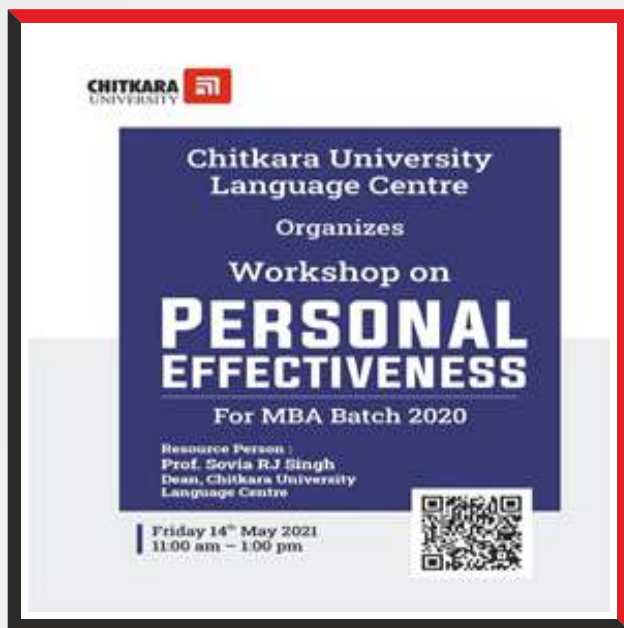
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Activities Related to Experiential Learning/ Extension Activities

Activities Related To Experiential Learning

Extension Activities



Activities Related To Experiential Learning

Extension Activities

CHITKARA
UNIVERSITY
Chitkara Business School
UG Department



Symposium on **INTERNATIONAL ECONOMIC TRENDS**

09TH & 10TH APRIL 2021
10:30AM TO 12:30PM
ZOOM PLATFORM



DR. POOJA CHAUDHARY
COORDINATOR



DR. AJIT BANSAL
COORDINATOR



DR. MONICA GUPTA
COORDINATOR



DR. POOJA CHAUDHARY
COORDINATOR



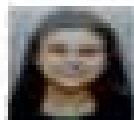
DR. AJIT BANSAL
COORDINATOR



DR. MONICA GUPTA
COORDINATOR



DR. POOJA CHAUDHARY
COORDINATOR



DR. AJIT BANSAL
COORDINATOR



DR. MONICA GUPTA
COORDINATOR



DR. POOJA CHAUDHARY
COORDINATOR



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“

Educate one person can only change a single life but educating many can bring world transformations

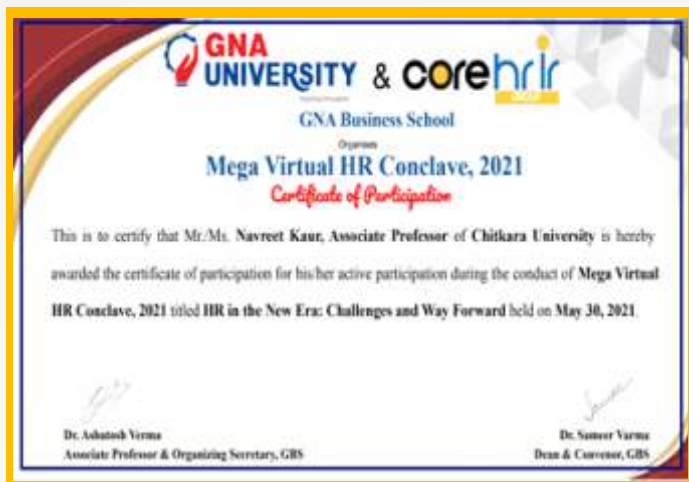
Dr. Jyoti

”



FDPs/Workshops/Conferences Attended/Delivered

FDPs/Workshops/Conferences Attended/Delivered



“Education Trains Mind to Think
Dr. Reena Malik”

FDPs/Workshops/Conferences Attended/Delivered



Learning grows bit by bit not byte by byte
Dr. Shivani Inder

FDPs/Workshops/Conferences Attended/Delivered

FDP on Data Science and Business Analysis, (18/05/21 to 24/05/21), Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai

01	Annepu	Assistance Professor	IIAM Business Scholl
02	Ravisankar R	Associate Professor	ERODE Sengunthar Engineering College
03	Dr. N Selva Kumar	Assistant Professor	Annai Vailankanni Arts and Science College Thanjavur
04	Karunya Janaky Ravi	Assistant Professor	Shri Krishnaswami College for Women
05	R Ravi Shankar	Visiting Faculty	
06	Dr. M.SR. Mariyppan	Professor	Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology
07	Elan Theraiyan	Associate Professor	Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology
08	Dr. J. Tailselvi	Associate Professor	Annamalai University
09	P. Mathuraswamy	Visiting Faculty	Anna University
10.	Amirtha P	Assistant Professor	Shrimathi Devkumar Nanalal Bhatt Vaishnav Collge for Women
11.	Mr. Selva Kumar B	Assistant Professor	Easwari Engineering College
12.	Dr. Kiran Mehta	Professor	Chitkara Business School, Chitkara University, Punjab
13.	Dr. Renuka Sharma	Professor	Chitkara Business School, Chitkara University, Punjab
14.	Panchavanam T	Assistant Professor	Idhaya College for Women, Kumbakonam
15.	Dr. J Bhavani	Assistant Professor	Vellore Institute of Technology
16.	Dr. G . S. Jayesh	Assistant Professor	Department of Business Administration, Government Arts an Science College, Peravurani
17.	Dr. Harihara Sudhan R	Assistant Professor	Hindustan Institute of Technology and Science
18.	K. Anandapadmanabhan	Assistant Professor	Sri Vasai College, Erode (SFW)
19.	Dr. M. Kannabiran		MKB Academy
20.	Dr. P Suresh	Assistant Professor	SRM Institute of Science and Technology Vadapalani Campus, Chennai
21.	Dr. V. Priyadarshini	Associate Professor	Kathir College of Engineering





Chitkara University Annual Research Symposium 14th to 16th June 2021

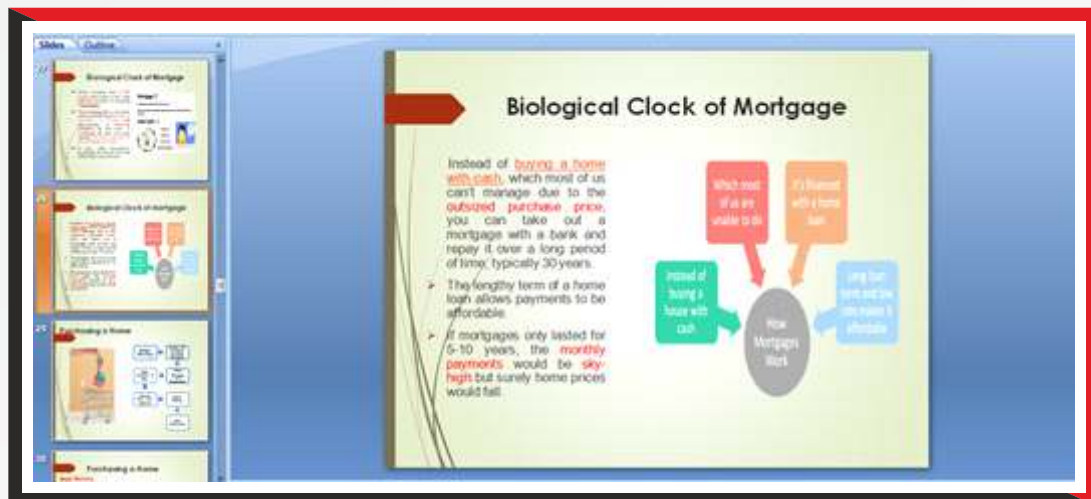
Index for all the Workshop Proposals

S. No.	Boards Domain of the Workshop	Name of the Resource Persons	Conducted by
1.	Business Management: Scale Development Process for Multidisciplinary Research	Dr. Kumar Shalender	Chitkara Business School
2.	Research in Finance - Development a Manuscript / case study	Dr. Kiran Mehta & Dr. Reuka Sharma	Chitkara Business School
3.	Accounting & Finance: System Literature Review for Effective Research Publication	Dr. Rajit Verma & Dr. Shivani Inder	Chitkara Business School
4.	Management Research	Dr. Amit Mittal & Dr. Arun Aggarwal	Chitkara Business School
5.	Analytics	Dr. Sumit Sakhuja & Dr. Shivinder Nijjer	Chitkara Business School

“

The most potent weapon you can employ to change the world is education
Dr. Sonal

”



Dr. Jasmine Kaur and Dr. Priya Jindal delivered Workshop on “UNLOCK THE SECRETS OF MORTGAGE PROCESS” Organized by UG Department Chitkara Business School Chitkara University Punjab on 3 April, 2021



“ Education is not the filling of a pail, but the lighting of a fire
Dr. Amandeep Singh ”



“

Instilling creativity in the teaching-learning process is the essence of education: a factor that keeps passion alive, both in the learner and the educator.

Dr Navreet Kaur

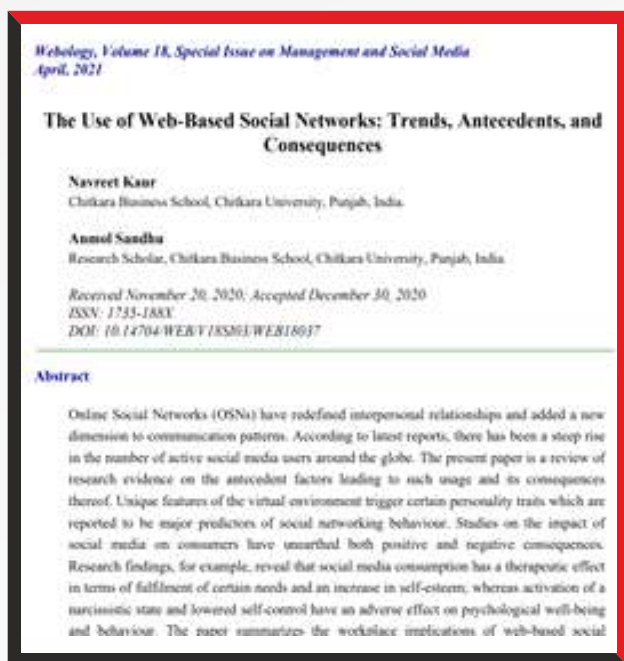
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Research, Innovations and Entrepreneurship



Dr. Amandeep Singh published a research article in Turkish Journal of Computer and Mathematical Education Impact of Social Media on Consumer Behaviour (H – Index – 5) (Scopus)



Dr. Navreet Kaur published a research article in Webology, Volume 18, Special Issue on Management and Social Media (h-index – 2) (Scopus)



Dr. Kumar Shalender published a research article in Webology, Volume 18, Special Issue on Management and Social Media (H-index – 16) (Scopus)



Dr. Navreet Kaur published a research article in Webology, Volume 18, Special Issue on Management and Social Media (h-index – 2) (Scopus)

Research Publications

Journal of Adv Research in Dynamical & Control Systems, Vol. 12, 47-April Issue, 2020

The Global Impact of Economic, Psychosocial and Geopolitical Changes in the Context of Covid-19: An Analytical Review

Navreet Kaur, Chitkara Business School, Chitkara University, Punjab, India
E-mail: navreet.kaur@chitkara.edu.in, kaur.navreet09@gmail.com

Abstract—The paper is an analysis of the evidence on how Covid-19 has impacted human life across the globe. Markets have paid the price for not being prepared for a crisis like this. The world has come to a halt and the issues that were not addressed till now have assumed bigger proportions. There is an urgency created the world over and managing a change like this has overshadowed all other challenges. Reports by various international survey agencies on economic, psychosocial and political ramifications of the pandemic have been extensively reviewed in the paper. Literature has been cited on the setbacks to the processes of production, distribution, and consumption. Emerging trends in management of human resources as well as challenges to leadership in this time of crisis have also been discussed along with mental health issues and life style changes in the wake of Covid-19. Experts say that geopolitical changes point at achieving a balance between localisation and globalisation and that international solidarity is the need of the hour.

Keywords—Covid-19, Pandemic, Productivity, Mental Health, Geopolitical Changes, International Solidarity.

1. Introduction

A research into the etymological meaning of the word 'corona' reveals that it is a Latin word for crown or wreath. The Merriam-Webster dictionary defines it as, "a garland worn on the head as a mark of honor, a halo around a celestial body." However, a microscopic view of the shape of coronavirus pathogen is like that of a spiky crown which brings to mind the biblical 'crown of thorns' that was placed on the head of Jesus, before crucifixion, by the Roman soldiers. Jesus himself was pious and virtuous and the crown, according to the Bible, symbolised the sins of mankind that the saviour took on himself; the thorns that pierced him were not his. And today, as it were, the entire world is wearing a crown: full of thorns in the form of the Covid-19 pandemic – a price that we are paying, perhaps, for going against the laws of nature. The crown is on our heads this time and we are desperately searching for ways to get rid of the suffering.

The onset in the form of Covid-19 originated in China and has spread to every continent except the Antarctica. According to Worldometer Statistics (June 24, 2020), a total of 6,429,677 people have been affected and 411,622 have died of Covid-19 in 213 countries and territories around the world. Billions of people who are apparently safe are indirectly bearing the brunt of the pandemic. The health crisis has ravaged the socio-economic-political foundations of both developed and developing countries. The catastrophe is global, and therefore, is bound to have global ramifications.

The World Economic Forum Report (April 24, 2020) details as to how the pandemic has slowed down, rather, reversed our progress towards Sustainable Development Goals. It has had far-reaching effects, on our efforts to alleviate poverty (SDG 1) and food insecurity (SDG 2), achieve good health (SDG 3), provide quality education (SDG 4), clean water (SDG 6), and decent work (SDG 8), and above all to reduce inequality among people within and among countries (SDG 10). As per the World Bank, 11 million people, particularly from vulnerable societies will be pushed into poverty; some 25 million could lose their jobs with them in informal employment suffering more due to lack of social protection (International Labour Organisation, ILO). UNESCO reports 3.25 billion students to be affected by the pandemic. However, despite the crisis we cannot lose sight of the Sustainable Development Goals because attaining them would mean improving nations to deal with global health risks and emerging infectious diseases (Selberg and Akle-Adde, 2020).

Dr. Navreet Kaur published a research article in Jour of Adv Research in Dynamical & Control Systems (h-index – 2)

Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing

Part of the Advances in Marketing, Customer Relationship Management, and E-Service Book Series

Amandeep Singh (Chitkara University, India)

Description:

The availability of big data, low-cost commodity hardware, and new information management and analytic software have produced a unique moment in the history of data analysis. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue, and profitability especially in digital marketing. Data plays a huge role in understanding valuable insights about target demographics and customer preferences. From every interaction with technology, regardless of whether it is active or passive, we are creating new data that can describe us. If analyzed correctly, these data points can explain a lot about our behavior, personalities, and life events. Companies can leverage these insights for product improvements, business strategy, and marketing campaigns to cater to the target customers.

Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing helps to understand big data in terms of digital marketing for meaningful analysis of information that can improve marketing efforts and strategies using the latest digital techniques. The chapters cover a wide array of essential marketing topics and techniques, including search engine marketing, consumer behavior, social media marketing, online advertising, and how they interact with big data. This book is essential for professionals and researchers working in the field of analytics, data, and digital marketing, along with marketers, advertisers, brand managers, social media specialists, managers, sales professionals, practitioners, researchers, academicians, and students looking for the latest information on how big data is being used in digital marketing strategies.

ISBN: 9781799672313 Pages: 305 Copyright: 2021 Release Date: June, 2021
Hardcover: \$215.00 Softcover: \$165.00 E-Book: \$215.00 Hardcover + E-Book: \$265.00

Topics Covered:

Big Data Analytics, Buying Behavior, Consumer Behavior, Cost Management, Data Analysis, Data Capture, Digital Marketing, Digital Media, Mobile Marketing, Online Advertisements, Search Engine Optimization, Social Media Marketing, Web Data

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced Academic Level (Research Recommended)

Research Suitable for: Advanced Undergraduate Students, Graduate Students, Researchers, Academicians, Professionals, Practitioners

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Enriching User Experience by Transforming Consumer Data Into Deeper Insights
Devesh Bathla, Chitkara Business School, Chitkara University, India; Shraddha Awasthi, Chitkara Business School, Chitkara University, India; and Kuber Singh, University of Waterloo, Canada
Source Title: Big Data Analytics for Improved Accuracy, Efficiency and Decision Making in Digital Marketing
Copyright © 2021 Pages: 19
DOI: 10.4018/9781799672313.ch018

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Abstract
In every field, during a particular day, there is someone who stands up to a crowd. There is a 'North Star' in the sky to guide the 'navigator' who might struggle to reach the destination. The star guides direction through sheer stability. Consumer analytics do such in today's disrupted world. It especially has a first history in enriching user experience thanks to the gigantic data collection exercise. The platform seems to have stemmed from the fact that analytics is the 'navigator' based on data facts and the 'journey' for the business problems and leads the way forward whenever required. Customer journey analytics is a key instrument in the profitability framework. It also aims to provide a view of customers that is essentially dynamic in nature and offers key data points observed during the life cycle of a customer. It further covers details of the prevailing product offerings and user data for calculating the information such as digital channel interactions, social media, score-off the consumer interactions, sentiment analysis and more.

Chapter Preview

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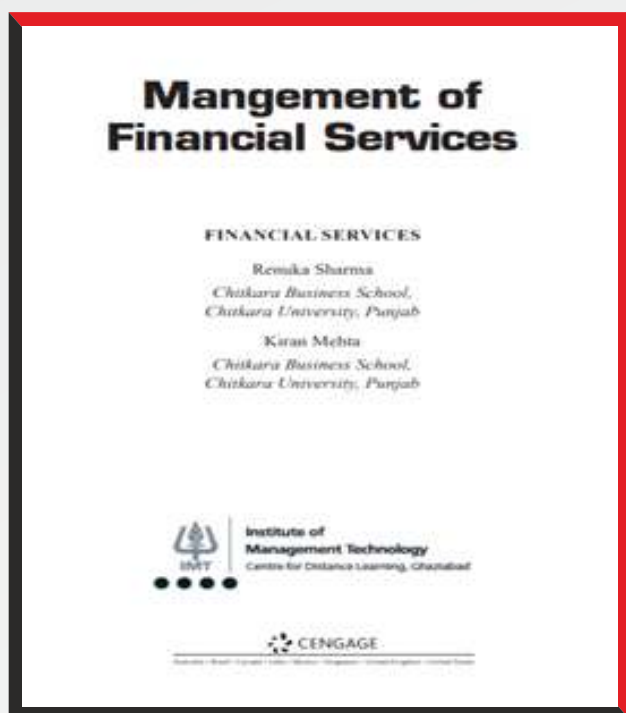
Dr. Devesh Bathla & Dr. Shraddha Awasthi published a book chapter titled 'Enriching User Experience by Transforming Consumer Data into Deeper Insights

“

At its core, business analytics is simply the science of mining data to come to conclusions, but its never as simple as it sounds.

Dr. Devesh Bathla

”



Dr. Renuka Sharma, Dr. Kiran Mehta -
Book Title : Management of Financial Services,
Publisher, Cengage, for Institute of Management
Technology (IMT), Centre for Distance Education
Learning, Ghaziabad. ISBN-13: 978-93-90555-79-
6, ISBN-10: 93-90555-79-5



Dr. Navreet Kaur
Book chapter entitled: Digitalization and Work
Behaviour: A Paradigm Shift in the book: Big Data
Analytics for Improved Accuracy, Efficiency, and
Decision Making in Digital Marketing (June 2021)



Dr. Sonal & Dr. Reena published their book chapter
in book titled 'Big data for improved Accuracy,
Efficiency and Decision Making in Digital
Marketing' published by IGI Global.



Dr. Rashmi & Ms. Tanvi published their book chapter
in book entitled Big data for improved Accuracy,
Efficiency and Decision Making in Digital Marketing
published by IGI Global.

Developing a Framework to Study the Impact of Contingent Factors on Business Performance Using Strategic Cost Management: A Meta-Analysis Study

Tanvi Verma (Chitkara Business School, Chitkara University, India) and Rashmi Aggarwal (Chitkara Business School, Chitkara University, India)

Source Title: Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing

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Pages: 27

DOI: 10.4018/978-1-7998-7231-3.ch016

Ms. Tanvi & Dr. Rashmi published their book chapter in book entitled Big data for improved Accuracy, Efficiency and Decision Making in Digital Marketing published by IGI Global.

Chapter 11 Role of Cryptocurrency in Digital Marketing

Sonal Trivedi

Chitkara Business School, Chitkara University, India

Reena Malik

Chitkara Business School, Chitkara University, India

ABSTRACT

Today, the world has become a digital platform where technology has become an important part of day-to-day life. The world is growing at a rapid pace where there is a new innovation every other day. As days are passing, every aspect of life has become online. Companies have also identified the scope and opportunity of digital marketing. This chapter discusses how cryptocurrency is a challenge for digital marketing. This study is an exploratory study that involves secondary data collection. The objective of the research is to identify the influence of cryptocurrency on digital marketing. The findings of the study suggest that digital marketing is a data-driven marketing technique, and cryptocurrency is a payment mode that hides data; thus, the popularity of cryptocurrency as a mode of payment is a challenge for digital marketing.

INTRODUCTION

Cryptocurrency

Cryptocurrency has brought complete change in the way individuals make payments. It has totally replaced the other payment mechanism such as bank transfer, payment

Dr. Sonal & Dr. Reena published a chapter in the book titled 'Blockchain Technology & Applications for Digital Marketing'

Title: Conflict management - a challenge to resolve through various communication styles

Authors: Rashmi Aggarwal, Tanvi Verma, Rishi Aggarwal

Address: Chitkara Business School, Chitkara University, Punjab, India; Chitkara Business School, Chitkara University, Punjab, India; IITM's College of Management, Delhi, NCR, India

Abstract: One of the key features of social life taken into account, all kind of human interactions and communication. Role of communication in an organization is not the least towards achieving its objectives. Besides initiating and sustaining human relations, the unit is a working group leads to the situation of conflict. Conflict is the presence of discord between different individuals which is a barrier for effective communication. This paper seeks to mention that an organization is considered to be successful in managing relationships, and quality of the conflict in relationships are due to misunderstanding, different kind of communication, poor communication, and usage of effective communication styles will deal with human relations and can provide better organizational results leading to increased effectiveness of the organization. The paper aimed to establish the impact of effective communication styles in managing and resolving organizational conflict. Survey method was used with the help of structured questionnaire which was distributed to working groups and then tested with appropriate statistical tests. The findings of the study showed that effective communication styles are indispensable in solving organizational conflicts. The paper also highlighted that proper communication of organizational goals and objectives to the staff will help them in understanding their tasks and creating cooperation.

Keywords: effective communication; conflict resolution; organizational effectiveness

DOI: 10.15344/ijewpe/2020/110086

International Journal of Environment, Workplace and Employment, 2020, Vol.6, No.1/2, pp.86-95

Received: 11 Dec 2019

Accepted: 29 Jan 2020

Published online: 24 Feb 2020

Dr. Rashmi & Ms. Tanvi published a research article in International Journal of Workplace, Environment & Employment (H Index- 9) (Scopus)

Resources Policy Volume 73, October 2021, 102194

Crude oil, gold, natural gas, exchange rate and indian stock market: Evidence from the asymmetric nonlinear ARDL model

Suresh Kumar ^a, Sangita Choudhary ^b, Gurcharan Singh ^a, Shelly Singhal ^c

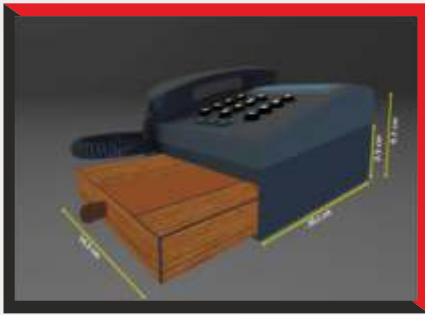
^a School of Management Studies, Punjabi University Patiala, India

^b Jaipuria Institute of Management, Jaipur, India

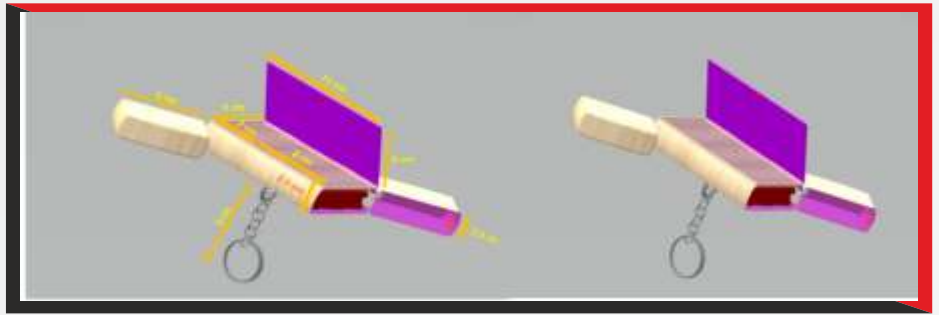
^c Chitkara Business School, Chitkara University, Punjab, India

Dr. Shelly Singhal Published a book chapter in Resources Policy, Elsevier

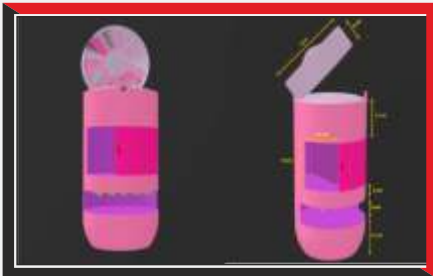
Patents Filed by Faculty and Students



Smart Dock Station for Landline Phone Design Patent



Poly resin chest for holding matchsticks with a Caddies – Design Patent



Nail Polish cum Fumigator – Design Patent



Vehicle Parts Repair Prediction and Insurance claim using AI and Internet of things - Utility Patent



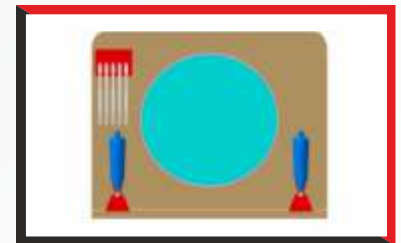
A smart and efficient technique for data transfer over the cloud – Utility Patent



Squeezer for feeder bottle with spoon for kids - Design Patent



Water bottle with medicine container – Design patent



Tube Squeezer, Mirror and Toothbrush stand assembly unit – Design patent



Water resistant & Termite free Ply Board : Z-Ply– Utility Patent

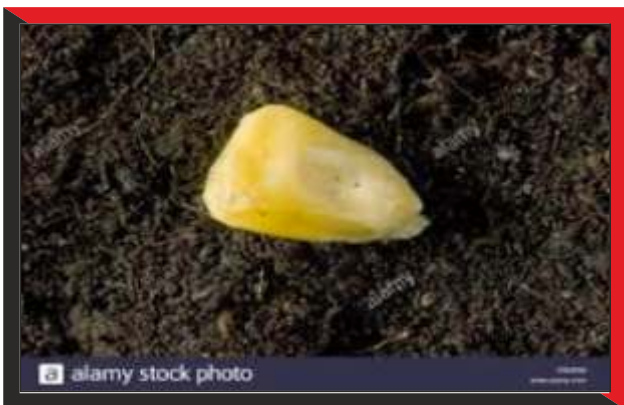
Patents Filed by Faculty and Students



Effervescent composition of carica papaya seeds for purification of contaminated water – Utility Patent



Application of Watermelon Seed (Citrullus Lanatus) as Effervescent Tables in Water Purification With Synergistic Effect of Malttola Natural Binder- Utility Patent



Coagulant composition comprising of ZEA Mays Seeds – Utility Patent



Effervescent composition of Citrullus lanatus seeds for purification of contaminated water – Utility Patent



Chair cum walking aid for Differently abled – Design Patent

Start Ups by Faculty and Students

Name of Start - Up	Nature of Business
Clarkia Store	Online Store
Eduranger	Online training platform
Loch Healthcare Pvt. Ltd	Healthcare products
Dazzlerr	Talent Networking Platform in Fashion Industry
ARICAP Advisory Services LLP	Neuromarketing and Consumer Research Services
Feeshub	Payment Partner
SkillLabs	Skilling and Corporate Training



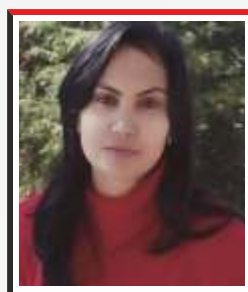
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