

Chronicle

CBS

NEWS BULLETIN

CHITKARA
BUSINESS
SCHOOL 



VOL. III, EDITION I | January - March 2022

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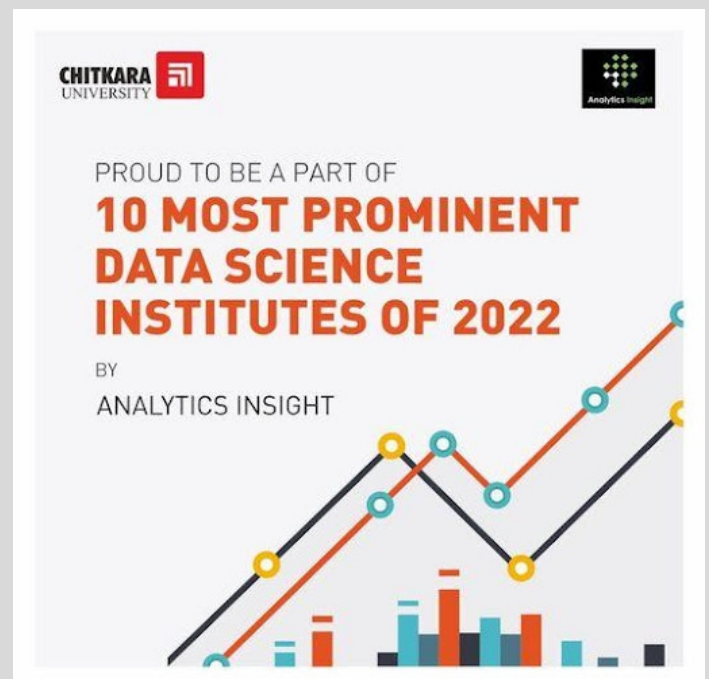


RANKINGS & RECOGNITIONS



“Chitkara Business School is committed to enhance students’ experience and to assure students’ success. Year 2022 is majorly focused on internationalization and we are committed to increase our global activities.”

**~ Dr Sandhir Sharma
Dean, Chitkara Business School**



UNLEASH THE CEO WITHIN YOU: CHANCELLOR'S MODULE

CHITKARA
UNIVERSITY



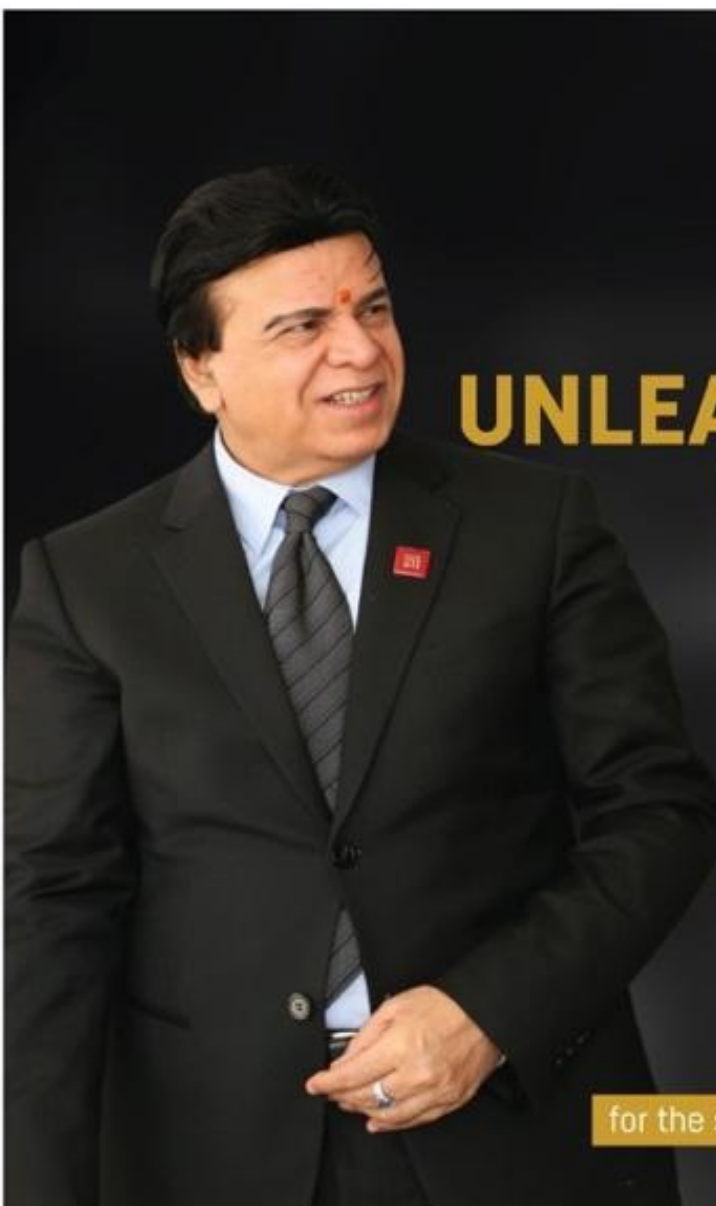
MBA Module

UNLEASH THE CEO WITHIN YOU

to be delivered by
Dr Ashok K Chitkara

from January 27, 2022
till February 02, 2022

for the students of Chitkara Business School





Chitkara Business School felt privileged to host and witness a huge success of an unparalleled module for MBA students titled 'Unleash the CEO within you' delivered by Dr Ashok Chitkara, Honourable Chancellor, Chitkara University, Punjab, India. The course deliberated on practical aspects of Corporate Governance and Leadership in form of life experiences, case studies, and other activities related to holistic learning. The entire module is crafted in the form of a book titled 'You Can Also Lead, Vol. 7' authored by Dr Ashok. The module was conducted virtually in Studio 401 connecting around 600 students and faculties, and was fully packed with immense learning, practical experience through several case studies and presentations.

NATIONAL COLLOQUIUM ON APPROACH TO UNION BUDGET 2022

Department of Economics

**CHITKARA
BUSINESS
SCHOOL**

**CHITKARA
UNIVERSITY**

Presents

**NATIONAL COLLOQUIUM ON
APPROACH TO
UNION BUDGET 2022**

20-21-22, JAN, 2022 **PRE-BUDGET EXPECTATIONS**

DISTINGUISHED SPEAKERS

 **Prof. A.D.N Bajpai**
Vice Chancellor
Atal Bihari Vajpayee
Vishwavidyalaya
Bilaspur, Chhattisgarh
President- The Indian
Economic Association

 **Prof. H.S. Shylendra**
Professor of Economics
Institute of Rural Management
Anand, Gujarat

 **Prof. Karhalya Ahuja**
Professor & Head
Department of Economics
Dewi Ahilya Vishwavidyalaya,
Indore

SPECIAL INVITEE GUESTS

 **Prof. Anil Kumar Thakur**
Professor of Economics
Chief Convener
The Indian Economic
Association

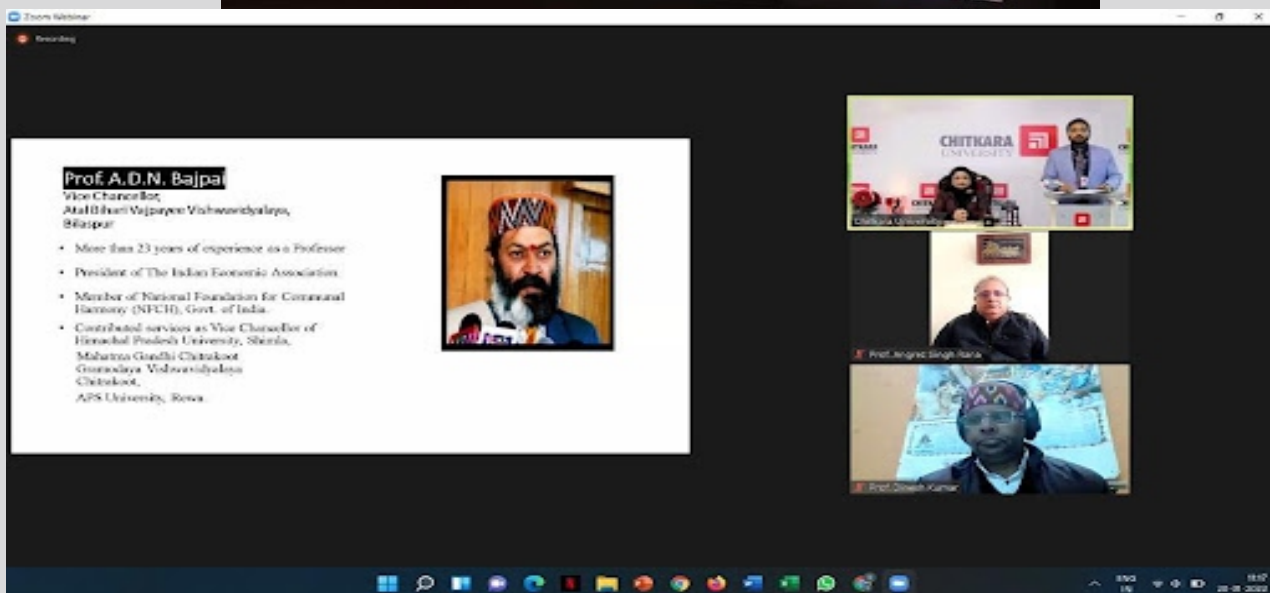
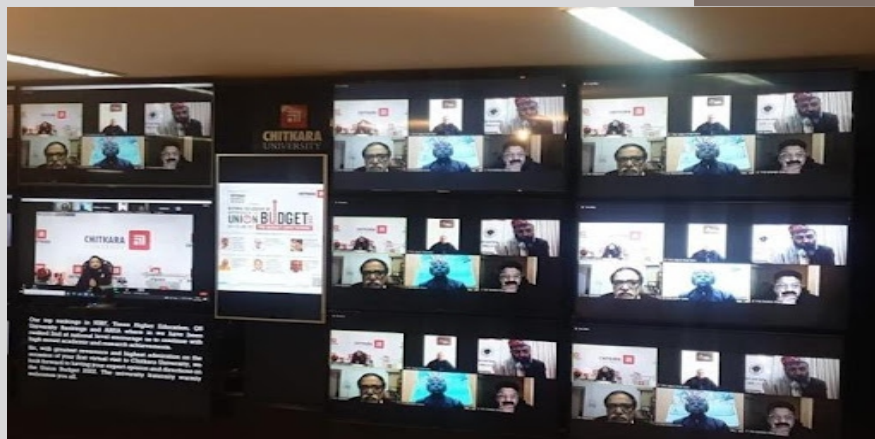
 **Prof. Dinesh Kumar**
Professor & Former Head
Department of Economics
Chaudhary Charan Singh
University - Meerut
Chief Academic Coordinator
The Indian Economic Association

 **Prof. Anurej Singh Rana**
Professor of Economics
Convener
The Indian Economic
Association

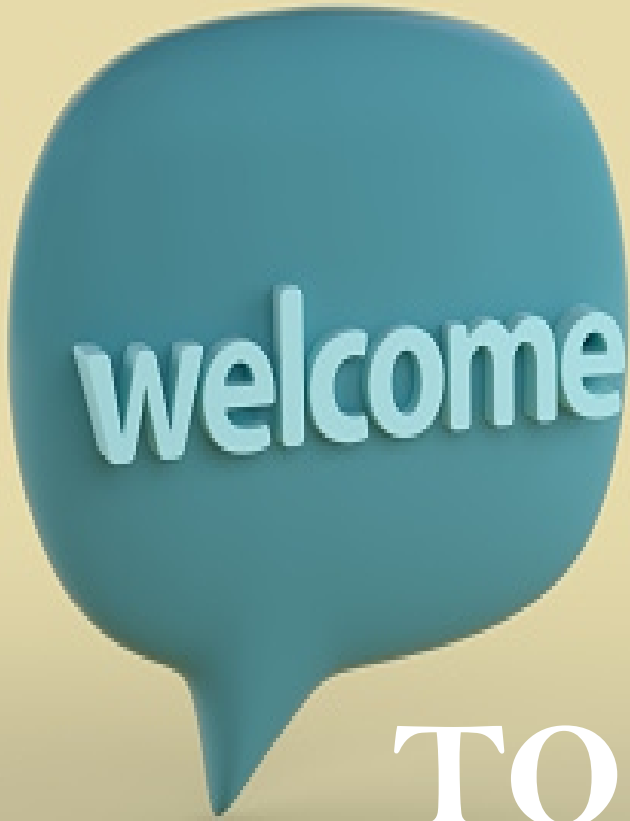
shorturl.at/gDJ57



zoom All registered candidates will get the "Certificate of Participation" Scan to Register in advance



Department of Economics, Chitkara Business School organized a 3 day National Colloquium on 'Approach to Union Budget 2022: Pre Budget Expectations' from 20th - 22nd January, 2022. Dignitaries like Prof. A.D.N. Bajpai (Vice Chancellor, Atal Bihari Vajpayee Vishwavidyalaya, Chattisgarh), Prof. H.S. Shylendra (Professor of Economics, Institute of Rural Management, Anand, Gujarat) and Prof. Kanhaiya Ahuja (Professor & Head, Department of Economics, Devi Ahilya Vishwavidyalaya, Indore), spoke on various pre budget expectations. Special Invitees from Indian Economic Association Prof. Anil Kumar Thakur (Chief Convener, IEA), Prof. Dinesh Kumar (Chief Economic Co-ordinator, IEA). and Prof. Angrej Singh Rana (Convener, IEA) also provided their valuable insights union budget expectations in the colloquium. More than 1000 participants from different states in India and countries like Germany, Nepal, Malaysia attended the colloquium.



TO THE CBS FAMILY

“A mediocre teacher undermines the very spirit of the teaching profession. It is high time that institutions, actually, realize the profound influence that teachers can have on the students, particularly, in these chaotic times when students need a direction not only in the professional domain but also to lead a meaningful personal life.”

~ Dr Navreet Kaur



Dr. Neeraj Anand, Dean, Supply Chain Management & General Management, CBS

Dr. Neeraj Anand joined as Professor and Dean - Supply Chain Management & General Management, Chitkara Business School in January, 2022. He has a rich experience of and 29 years in industry & Academia. Professor Anand's research interest is in the area of Supply Chain Management, Marketing Management and Research Methodology. He has been recipient of many academic awards and accolades including Panel Membership for NEAT, Innovation Cell and MHRD 'Nation Builder Award' by Rotary Club, Dehradun for being a distinguished academian.



Dr. Rishu Bardwaj, Assistant Professor, CBS

Dr Rishu Bhardwaj's accomplishments include PhD in Management and Masters in Business Economics. She has 17 years of experience in the field of Education and Training. She worked as trainer for 'International Entrepreneurship' (Export-Import Management) with NEDC, NIESBUD & IED UP and served as Faculty for Economics and Interanational Business in various V-Schools of Repute. She joined UG Department CBS in January 2022.



Ms. Navpreet Kaur, Academic Associate, CBS

Ms Navpreet did her Masters of Business Administration in Finance and worked as a Banker in HDFC Bank at Chandigarh, Her specializations include managing Retail Asset operations and Business Banking. She dealt in Disbursement of Mortgage, Letter of Credit, Bank Guarantee, Property Papers & Funding operations. Ms Kaur handled CKD projects on PAN India basis and also managed Gold Loan Operations. She is an avid reader & is also associated with an NGO that works for animal welfare & underprivileged children who are deprived of an education.

CURRICULAR ASPECTS

“Education gives you the power where you build your future based on the knowledge you earn now.”

~ Dr. Shefali Saluja



CAREER COUNSELLING SESSIONS

CHITKARA
UNIVERSITY

Live Interactive Session

On Importance of 21st
Century Skill & new
modules activated

9th March, Wednesday
At 06:00 Pm - 07:00 Pm



Dr. Aradhana

A live interactive session on 'Importance of 21st Century Skills & New Modules' was delivered by Dr. Aradhana on 9th March 2022.

CHITKARA
UNIVERSITY

Master Class

How to be Industry Ready

Ravi Singh

Head
People, Culture
& Affair
Digivridhi

Date : March 11, 2022

Time : 11:30 - 12:30



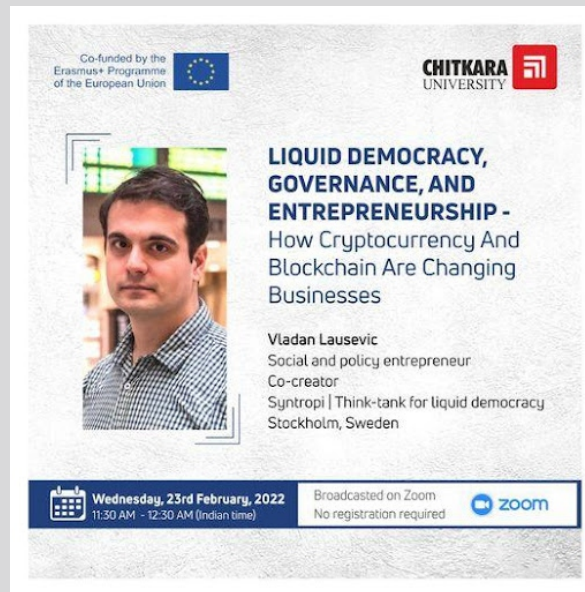
Mr, Ravi singh, Head People, Culture & Affair Digivridhi, conducted a masterclass on 'How to be Industry Ready' on 11th March 2022.



An online on 'A perspective on Public Strategiey' was delivered by Dr Karan Avtar Singh, IAS (Retd.) on 22nd January, 2022



Ms. Pooja Patil, AVP Risk & Compliance, WNS Global, delivered a session to MBA students on the topic 'Money Laundering vs Terrorist Financing' on 31st March 2022.



A virtual session on ‘Liquid Democracy, Governance & Entrepreneurship- How cryptocurrency & Blockchain are changing businesses’ was delivered to the students on 23rd February 2022 by Dr Vladan Lausevic, Social & Polocy Entrepreneur, Stockholm, Sweden.



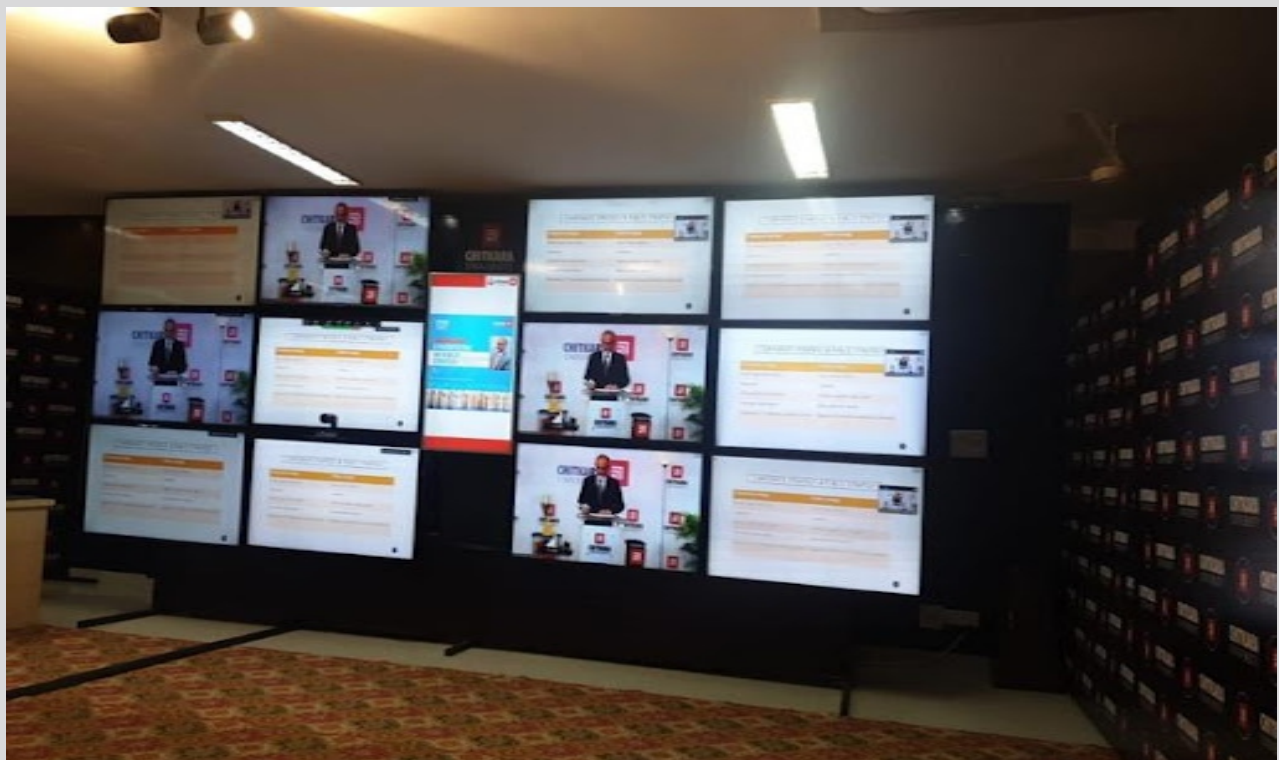
A talk on ‘Study Business in Australia’ was organized for the students of Chitkara Business School on 7th March 2022.



A career counselling session on ‘Job Opportunities in Commercial Credit & Digital Finance’ was organized for MBA students on 3rd February, 2022. Dr Himesh Sharma, Director & Founder, Skill Labs was the expert speaker for the session.



A masterclass on ‘The Economy of Baltic States: Past Present’ was delivered to the MBA students by Dr Viesturs Pauls Karnups on 22nd March 2022.



Dr. Karan Avatar Singh, IAS (RETD.), Former Chief Secretary, Punjab, delivered session on Public Strategy to MBA students on January 22nd, 2022.

Institution's Innovation Council Events at Chitkara Business School

Chitkara University Institution Innovation Council embarks students with a culture of innovation and entrepreneurship during their journey of education. In collaboration with IIC, Chitkara Business School organized various events and talks by eminent personalities from Industry & Academia.

List of IIC EVENTS - January to March 2022

S.No	Date	Resource Person	Topic
1	19 Jan	Mr Anurag Sachdeva	Innovation Lecture Series - METAVERSE
2	20 Jan	Mr Balwinder Singh	Taxation Provisions for start-ups
3	20 Jan	Dr S K Gupta	Innovations in Audit and Assurance
4	20 Jan	Mr. Saurabh Shukla	Innovation Lecture Series – Evolution of Fintech
5	21 Jan	Dr Ashish Arya	Leadership Skills for Marketing Professionals in Contemporary Settings
6	22 Jan	Mr Veerappaji Shivanna	Talent Acquisition
7	24 Jan	Mr Aditya Pal Singh	Industry trends and future skills
8	28 Jan	Mr Harmeet Kelly	Entrepreneurship Myths Demystified
9	29 Jan	Dr Himani Sharma	Innovation and Start-Up Climate in India
10	31 Jan	Ms Anu Garg	Role of Innovation in Start-ups
11	31 Jan	Dr Shivinder Phoolka	Applications of Operations Research for Entrepreneurs
12	7 Feb	Mr Tarun Pant	Innovation in Bamboo Supply Chain: Opportunities and challenges
13	8 Feb	Mr Manoj Sehgal	Innovative paradigm shift in Banking Industry
14	10 Feb	Ms Pragati	How to do zero Budget: Agro & Rural Marketing
15	11 Feb	Mr Amardeep Singh	Start art for start-up

16	11 Feb	Mr Ravinder Singh	Managing disruption in supply chain in Covid-era
17	15 Feb	Dr. Navneet Kaur Bains	An Innovative Perspective to Digital Health Equity & Health Policy
18	18 Feb	Mr Amit Puniani	Journey of trucksuvidha.com
19	18 Feb	Mr Sushan Rungta	Technology as a business enabler
20	23 Feb	Mr Ajay Aggarwal	Digital Marketing Strategies and Growth Opportunities
21	23 Feb	Mr Rahul Goyal	Opportunities for e-commerce start-up in India
22	24 Feb	Furqan Warsi	Artificial Intelligence & Analytics
23	25 Feb	Shourjo Chatterjee	Leading & serving civil services
24	25 Feb	Arvind Sharma	Issues and Challenges in managing Post Covid Supply Chain for Pharma Sector
25	26 Feb	Ankit Tripathi	Journey from Mechanical engineer to young social entrepreneur
26	26 Feb	Mr Prasad	Digital Experience in FinTech
27	26 Feb	Mr Kapil Gandhi	Innovation lecture series: AI & Analytics
28	26 Feb	Mr Sameer Dhanraj	Innovation lecture series: Artificial Intelligence & Analytics
29	27 Feb	Ms Rajneet Kaur	Innovation lecture series: Artificial Intelligence & Analytics
20	2 Mar	Dr. Navneet Kaur Bains & Dr. Gurneet Kaur Dhanda	Stan Plus- Insight of an entrepreneur
30	12 Mar	Mr Kapil Gandhi	Innovation lecture series 1: Artificial Intelligence & Analytics
31	12 Mar	Mr Sameer Dhanraj	Innovation lecture series 2: Artificial Intelligence & Analytics
32	13 Mar	Ms Rajneet Kaur	Innovation lecture series 3: Artificial Intelligence & Analytics
33	14 Mar	Ms Harleen Kaur	Skill development for international opportunities
34	31 Mar	Mr Vishwas	Social entrepreneurship & sustainability

CHITKARA BUSINESS SCHOOL  INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

INNOVATION LECTURE SERIES

FINTECH

EVOLUTION
FOR MBA STUDENTS



Speaker:
SAURABH SHUKLA
Assistant Manager
(Business and Market Intelligence)
LatentView Analytics

Date: 20 January, 2022
Time: 06:00 PM




CHITKARA BUSINESS SCHOOL  INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

INNOVATION LECTURE SERIES

METaverse

FOR MBA STUDENTS



Speaker
ANURAG SACHDEVA
Founder & CEO at XtendR
Former Director (India & South East Asia)
Rovio Entertainment Corporation

Date: 19 January, 2022
Time: 06:00 PM




CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**  INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

INNOVATION & STARTUP CLIMATE IN INDIA



Speaker
Dr. Himani Sharma
Assistant Professor
DAV College, Chandigarh

Date: 29 January, 2022
Time: 11:00 AM - 12:00 PM




CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**  INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

Application of Operations Research for Entrepreneurs



Speaker
Dr. Shivinder Phoolka
Assistant Professor
USAM
Punjabi University
Patiala

Date : January 31, 2022
Time : 01:30 pm - 02:30 pm




CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**  INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

Seminar on

Digital Marketing Strategies & Growth Hacking Opportunities

in 2022



Speaker
Ajay Aggarwal
Digital Marketing Trainer
and Consultant

Date : February 23, 2022
Time : 11:30 AM - 12:30 PM




CHITKARA BUSINESS SCHOOL  INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

Innovative Paradigm Shift in Banking Industry



Speaker:
Manoj Sehgal
Director- FinCoach

Date: February 8, 2022
Time: 11:00 AM - 12:00 PM




CHITKARA BUSINESS SCHOOL

START ART FOR START-UPS

Speaker ▶
Amardeep Singh
 Trainer
 Entrepreneurship Development &
 Industrial Coordination Department
 NITTR




Date : February 11, 2022
 Time : 01:00 PM - 02:00 PM

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA UNIVERSITY

CHITKARA BUSINESS SCHOOL

INNOVATION IN BAMBOO SUPPLY CHAIN OPPORTUNITIES & CHALLENGES

By
TARUN PANT
 Co-founder & CEO
 Adimantar Lifestyle




Date: February 7, 2022
 Time: 10:30 AM - 11:30 AM


SUSTAINABLE DEVELOPMENT GOALS

CHITKARA UNIVERSITY

CHITKARA BUSINESS SCHOOL

HOW TO DO ZERO BUDGET AGRO, RURAL MARKETING with Marketmirchi.com

SPEAKER
Pragati Gokhale
 Chief Mentor
 Mission Mera Mobile Mera Marketing
 Via Marketmirchi,
 Advisor, Rajiv Gandhi Science and
 Technology Commission & DST Seed



10th February, 2022
 11:30 am - 12:30 pm

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA BUSINESS SCHOOL

Masterclass on Digital Experience in Fintech

Speaker
Mr. Prasad Tirolkar
 Deputy Manager Customer Experience at BFL




Date: 26 February, 2022
 Time: 02:00 PM-03:00 PM

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA UNIVERSITY

CHITKARA BUSINESS SCHOOL

Issues and Challenges in managing Post-Covid Supply Chain for Pharma Sector

Speaker
Arvind Sharma
 Director
 Supply Chain & procurement
 Fresenius Medical Care
 India Pvt Ltd




Date : February 25, 2022
 Time : 02:00 PM - 03:00 PM

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA BUSINESS SCHOOL

Innovation Lecture Series

ARTIFICIAL INTELLIGENCE & ANALYTICS

Speaker
Furqan Warsi
 Director
 Ernst & Young




For Business Analytics Students

Date : February 24, 2022
 Time : 12:15 PM onwards
 Venue : Warren Buffet Hall

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA BUSINESS SCHOOL

INSTITUTION'S INNOVATION COUNCIL
University of 100+ Initiatives

Innovation Lecture Series

ARTIFICIAL INTELLIGENCE & ANALYTICS



Speaker
Kapil Gandhi
Executive Member
AI & Analytics Association



For Business Analytics Students

Date : February 26, 2022
Time : 12:30 PM onwards

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA BUSINESS SCHOOL

INSTITUTION'S INNOVATION COUNCIL
University of 100+ Initiatives

Innovation Lecture Series

ARTIFICIAL INTELLIGENCE & ANALYTICS



Speaker
Sameer Dhanrajani
President
AI & Analytics Association



For Business Analytics Students

Date : February 26, 2022
Time : 12:30 PM onwards

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA BUSINESS SCHOOL

INSTITUTION'S INNOVATION COUNCIL
University of 100+ Initiatives

Leading and Serving India through the
Civil Services




SPEAKER
Shourjo Chatterjee
Officer of the Indian Audit and Accounts Service

Date: 25 February 2022 | Time: 10:00 AM - 11:00 AM

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA UNIVERSITY

INSTITUTION'S INNOVATION COUNCIL
University of 100+ Initiatives

MASTERCLASS ON

TECHNOLOGY AS A BUSINESS ENABLER

For MBA Students



SUSHAN RUNGTA
Chief Technology Officer
Absolute Foods

Date: 18th Feb, 2022
Time: 3:00 PM to 4:00 PM

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA BUSINESS SCHOOL

INSTITUTION'S INNOVATION COUNCIL
University of 100+ Initiatives

JOURNEY FROM A MECHANICAL ENGINEER TO A YOUNG SOCIAL ENTREPRENEUR



Speaker
Ankit Tripathi
Co-Founder
UNEAKO



Date : February 26, 2022
Time : 11:00 AM - 12:00 Noon

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA BUSINESS SCHOOL

INSTITUTION'S INNOVATION COUNCIL
University of 100+ Initiatives

Opportunities for
E-Commerce Start-ups
in India



Speaker
Rahul Goyal
Technologist & Director
Zero2unicom Labs Pvt. Ltd.



Date : February 23, 2022
Time : 02:00 PM - 03:00 PM

SUSTAINABLE DEVELOPMENT GOALS

CHITKARA BUSINESS SCHOOL Innovation Lecture Series

ARTIFICIAL INTELLIGENCE & ANALYTICS

Sunday, March 13 | 12:30 PM onwards

SPEAKER
Rajneet Kaur
Senior Technical Project Manager, Persistent Systems




Industry Learning Partner **3AI**

INSTITUTION'S INNOVATION COUNCIL SUSTAINABLE DEVELOPMENT GOALS

CHITKARA BUSINESS SCHOOL Innovation Lecture Series

ARTIFICIAL INTELLIGENCE & ANALYTICS

Saturday, March 12 | 12:30 PM onwards

SPEAKER
Kapil Gandhi
Executive Member AI & Analytics Association




Industry Learning Partner **3AI**

INSTITUTION'S INNOVATION COUNCIL SUSTAINABLE DEVELOPMENT GOALS

CHITKARA UNIVERSITY **CHITKARA BUSINESS SCHOOL**

Leadership ESSENTIALS

for marketing professionals in CONTEMPORARY Settings

SHIP

INNOVATION LECTURE SERIES



SPEAKER
Dr. Ashish Arya
Faculty of Management Studies
Gurukul Kangri University, Haridwar



Date : January 21, 2022
Time : 06:00 p.m. - 06:45 p.m.

INSTITUTION'S INNOVATION COUNCIL SUSTAINABLE DEVELOPMENT GOALS

CHITKARA UNIVERSITY **CHITKARA BUSINESS SCHOOL**

Understanding Qualitative Research Methods

Speaker
Dr. Ajay Kumar Chauhan
Founder and Chief Consultant
Research Shiksha
New Delhi



Date : 5th & 6th March, 2022
Time : 09:30 AM - 12:30 PM & 01:30 PM - 04:00 PM

Organized by: Doctoral Research Centre, Chitkara Business School.
Faculty Coordinators: Dr. Deepika Jnamb, Dr. Urvashi Tandon

INSTITUTION'S INNOVATION COUNCIL SUSTAINABLE DEVELOPMENT GOALS

CHITKARA UNIVERSITY **CHITKARA BUSINESS SCHOOL**

"TAXATION PROVISIONS FOR START-UPS : PROFITS /GAINS FROM BUSINESS/PROFESSION"

SPEAKER
CMA Balwinder Singh
Chairman,
Cost Accounting Standard Board
of the Institute of
Cost Accountants of India.



Date : 20th January, 2022
Time : 01:20 p.m onwards



For B.Com (Hons.) Batch 2020

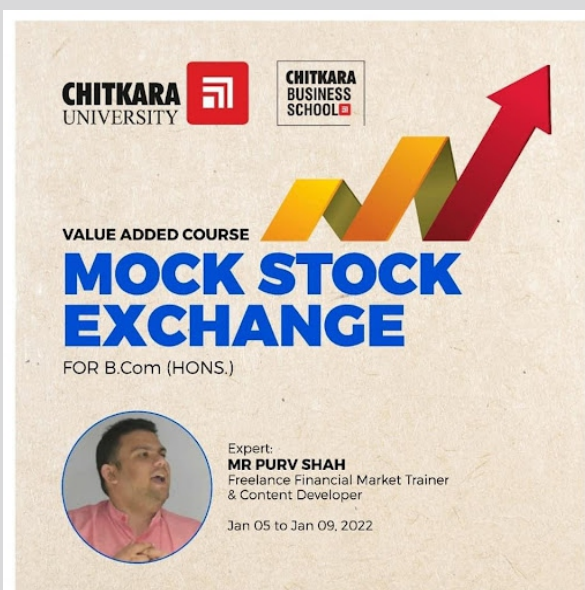
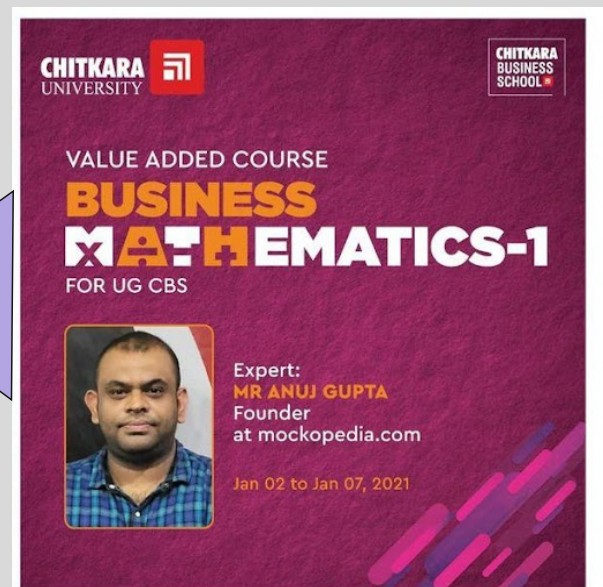
INSTITUTION'S INNOVATION COUNCIL SUSTAINABLE DEVELOPMENT GOALS

Value Added Courses

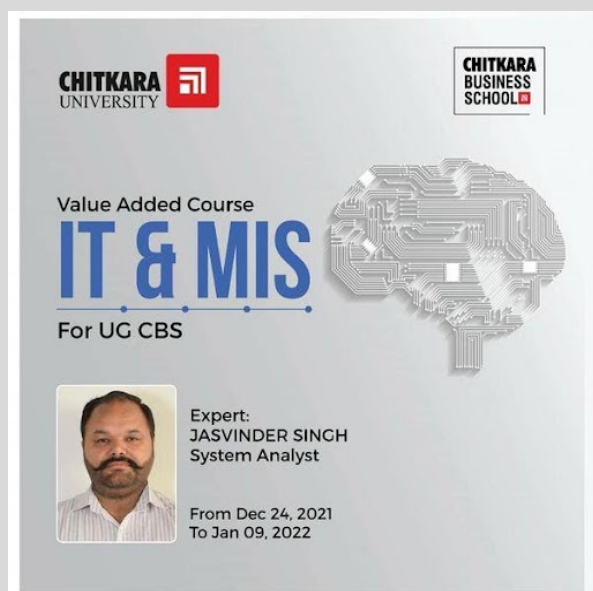


A Value-added course on 'Financial Analyst Decoding Mutual Funds' was organized for B.Com (Hons.) students from 2nd-7th Jan 2022.

A Value-added course on 'Business Mathematics I' was organized for Undergraduate students, Chitkara Business School 2nd - 7th Jan 2022.



Mr Pruv Shah, (Financial Market Trainer & Content Developer) delivered a value added course on 'Mock Stock Exchange' to B.Com (Hons.) students from 5th - 9th Jan 2022.



Undergraduate department,
CBS organized a value
added course on 'IT & MIS'
from 24th December to
9th January, 2022.



Dr Devesh organized a value added course on 'Business
Analytics' for the students of Chitkara Business School
on 3rd February, 2022.

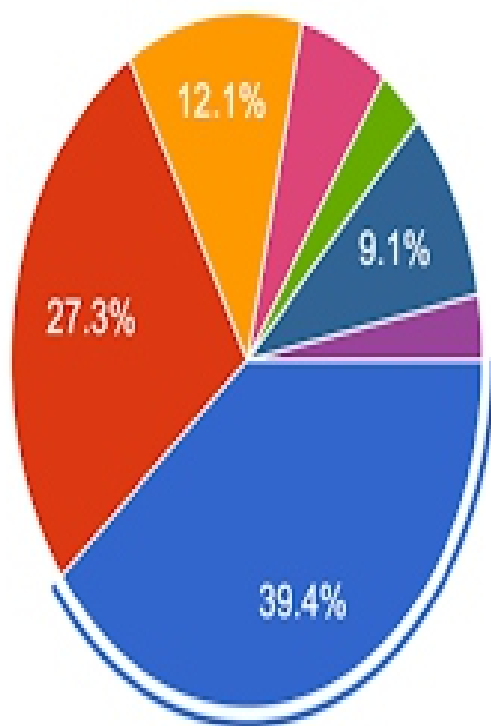
TEACHING, LEARNING & EVALUATION



“Future of Business Analytics look exciting as we can expect newer and advanced technologies, making it imperative for the human capital to be forward thinking and empowered enough to be ahead of the times with this new age skill.”

~Dr Devesh Bathla

Faculty Core Training and Research Domains



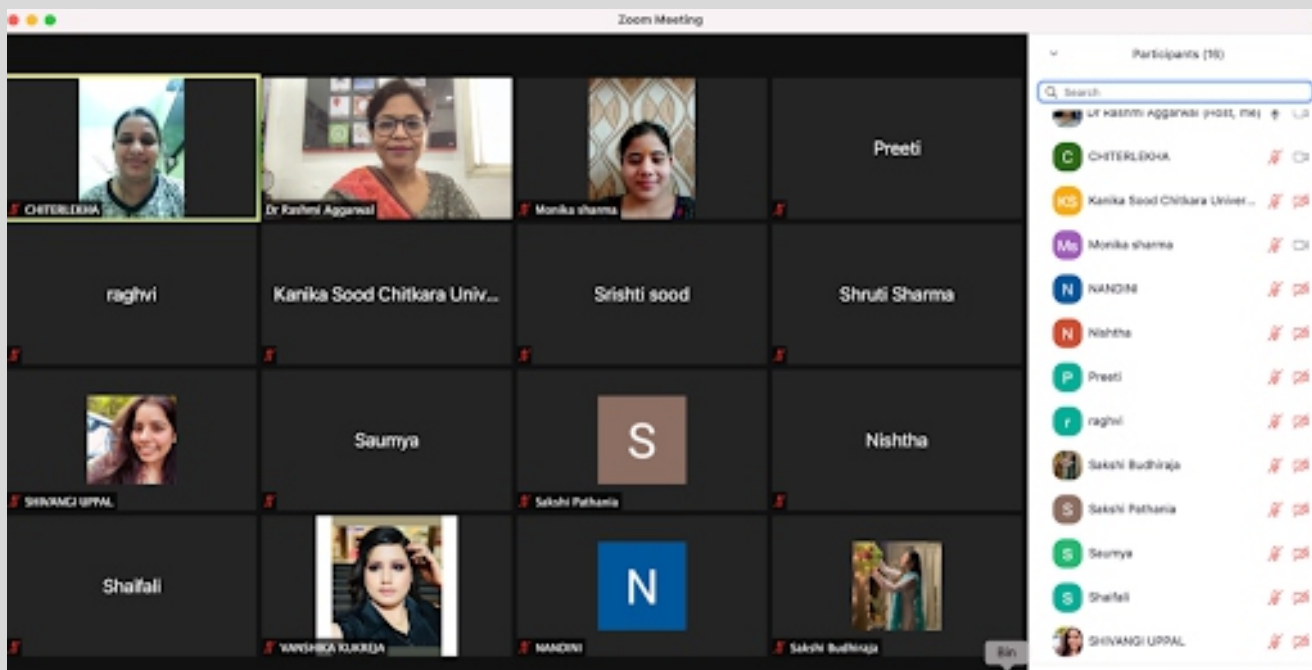
Lectures Delivered/ Expert Talks



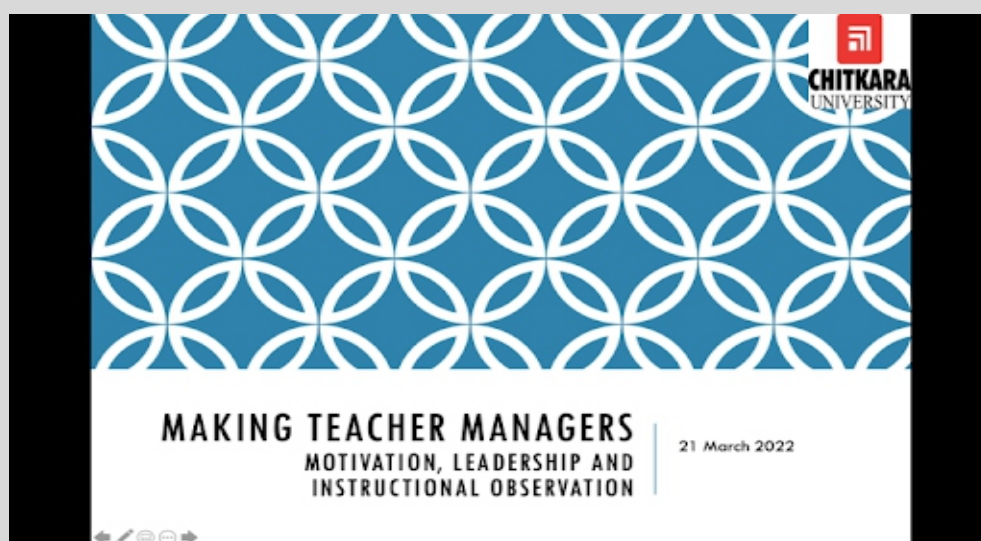
Dr. Sandhir Sharma moderated a leadership talk on 'Change in the Landscape in Investment Banking & Commercial lending markets- how WNS is helping clients evolve in these ever changing times' on.....



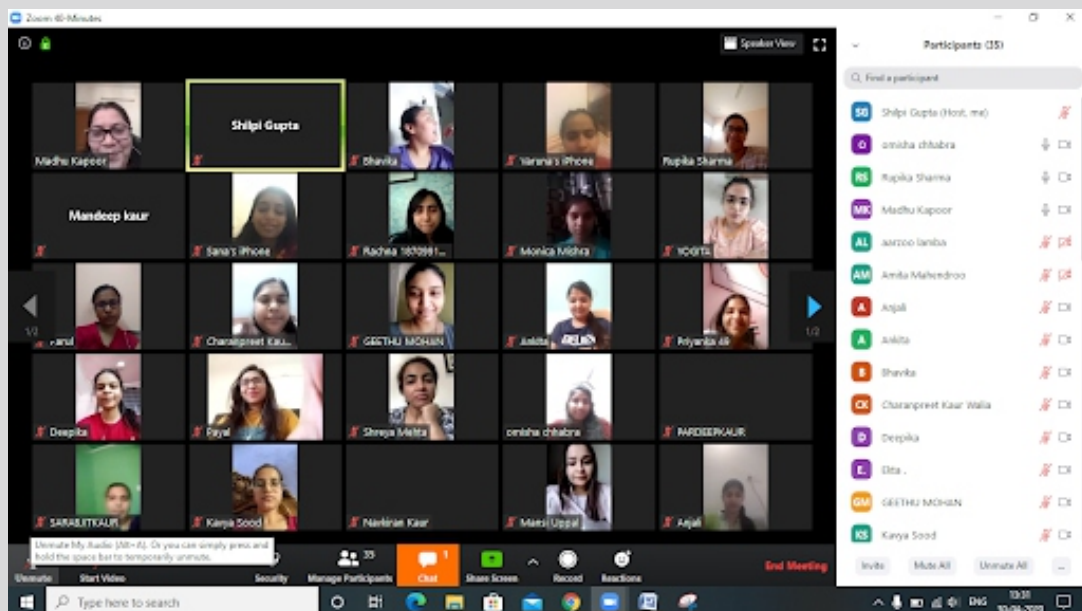
Dr Sandhir Sharma moderated a leadership talk on 'Application of Analytics in Life Sciences' organized by WNS



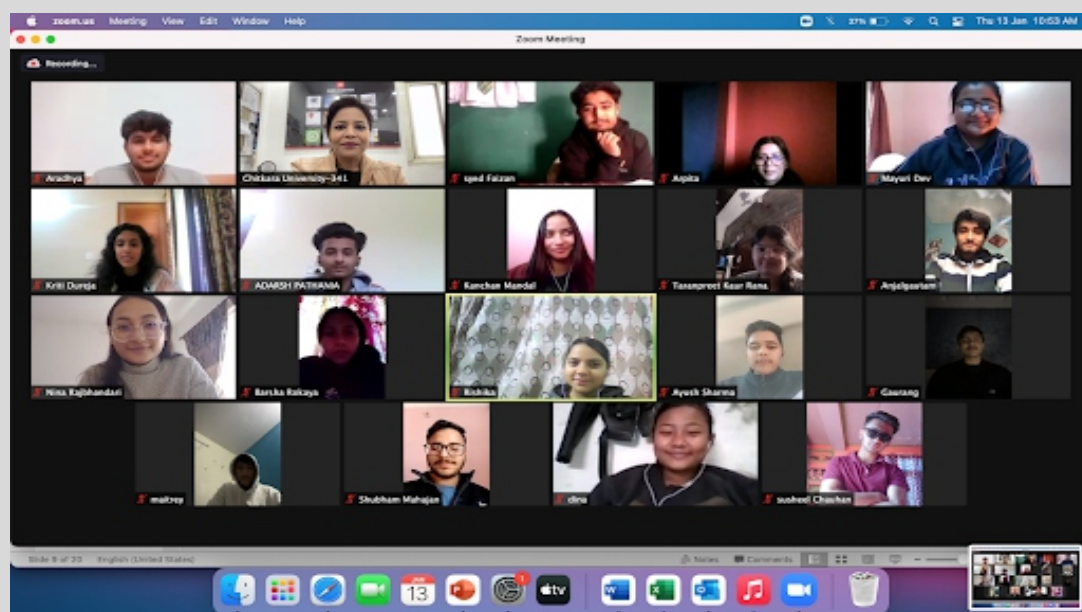
Dr Rashmi Aggarwal delivered an expert talk on ‘Reflective Thinking’ and Contemporary Challenges in Financial Sector.



Dr Shuchi Dawra, delivered 5 Expert Talks on ‘Making Teachers Managers’ and ‘Human Resource Management in schools’ for Ed Manager and Ed Profile Modules for First year and Second year Alpha Teachers pursuing B.Ed. Chitkara College of Education, Chitkara University, Punjab Campus on Mar 2, Mar 21 and Mar 25, 2022.



Dr. Shilpi delivered an Expert Talk teachers, Chitkara College of Education Ed manager-IV Organizational Behaviour on 23th March 2022.



Dr Rashmi Aggarwal delivered expert talk on ‘Basic Accountancy’ to the students of Healthcare, Chitkara Business School on 13th January



Dr. Shivani Inder delivered a session on “Drafting a paper with systematic literature review” in AICTE, New Delhi and MRSTU Bhatinda sponsored online refresher programme on Role and Importance of Research Methodology.



Dr. Devesh Bathla delivered a leadership talk at the AI & Analytics Association platform on ‘The Visualization Odyssey - Data to Augmented Insights’ on 11th February 2022.



Dr Amandeep Singh delivered an Expert lecture on 'Digitalizing Indian Economy' at on 19th March.



THE INSTITUTE OF Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
 IN PURSUIT OF PROFESSIONAL EXCELLENCE
 Statutory body under an Act of Parliament
 (Under the jurisdiction of Ministry of Corporate Affairs)



ICSI Vision
"To be a global leader in promoting good corporate governance"

ICSI Motto
सत्यं वरः धर्मं चरः
speak the truth; abide by the law

ICSI Mission
"To develop high calibre professionals contributing good corporate governance"

PATIALA CHAPTER OF NIRC OF ICSI
in collaboration with
MULTANI MAL MODI COLLEGE, PATIALA
cordially invites you to celebrate
International Women's Day
on
8th March, 2022 from 10:00 AM 02:30 PM (Tuesday)

Venue:
Chapter office
Premises, Multani Mal
Modi College, Patiala

Credit Hours
Member: 4PCH
Students: 4PDP

Fees Member:
400/- Student: 200/-
(incl of GST)

TOPICS

Increase In Professional Scope For Women

Guest of Honor



Dr Shivani Inder
Associate Professor,
Chitkara Business School
Chitkara University,
Punjab

Guest of Honor



CA Seema Aggarwal
Chairperson
Patiala Branch Of NIRC
OF ICAI

For More Information Contact:-
 Email: Patiala@icsi.edu
 Mobile: 9812573452

With Best Regards

CS Jaspreet Kaur Dhanjal
Chairperson

CS Rajni Jindal
Secretary

Connect with ICSI | www.icsi.edu |  | Online Helpdesk : <http://support.icsi.edu>

Dr Shivani Inder an expert talk 'Increase In Professional Scope for Women' on 8th March, 2022.



Dr Devesh Bathla delivered a lecture on the topic 'Applied Statistics & Analytics Using MS Excel' as a Resource Person in a workshop on 'Role And Importance Of Research Methodology' from 24th January 24th January to 29th January 2022

GUJRANWALA GURU NANAK KHALSA COLLEGE **Webinar No. 224**
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Post Graduate Department of Commerce
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ONLINE MARKETING: CHALLENGES & OPPORTUNITIES
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LIVE <https://facebook.com/ggnmedia>
Meeting Link <https://us02web.zoom.us/j/84525443600?pwd=YXRyVXJMQjFhSERydjkyd0tXNG5xdz09>

Guest Speaker

DR. B.B. SINGLA
ASSISTANT PROFESSOR
PUNJABI UNIVERSITY
PATIALA

Guest Speaker

DR. JYOTI VERMA
ASSISTANT PROFESSOR
CHITKARA UNIVERSITY
PUNJAB

Guest Speaker

DR. ASHISH SAINJPAL
ASSISTANT PROFESSOR
UBS, REGIONAL CENTRE
LUDHIANA

Registration Link: <https://forms.gle/t3gMTQhjstQRjVA6> Certificates will be given to all the registered participants

Dr. S. P. Singh President
Gujranwala Khalsa Educational Council
S. Arvinder Singh Hon. Gen. Secy.
Prof. Jatinder Kaur Director
M: 9878140005
Prof. Sarabjeet Kaur Organising Secretary
M: 9877090114
Dr. Arvinder Singh Principal

Dr Jyoti Verma invited as Guest Speaker for National Webinar on Online Marketing: Challenges and Opportunities, organized by GGN Khalsa College, Ludhiana on 25th Feb 2022.



Certificate for PARTICIPATION

This is to certify that

Dr. Jyoti Verma

has participated in the National Colloquium on Approach to Union Budget - 2022
held on 20-21-22 January, 2022 organized by Department of Economics, Chitkara Business School,
Chitkara University, Punjab, India.

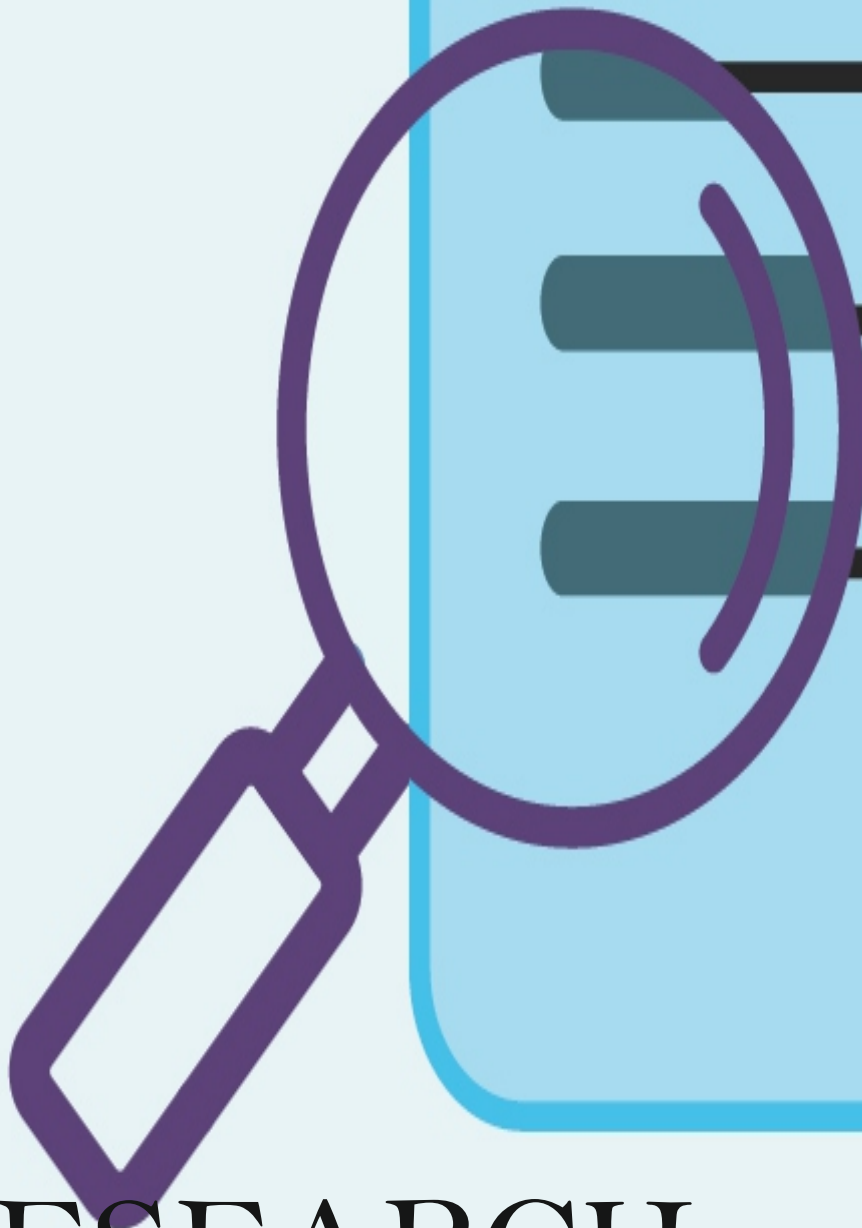
Dr. Dhireesh Kulshrestha
Professor & Dean (Economics)
Chitkara Business School



Certificate Partner: [onlinetestcompany](https://www.onlinetestcompany.com)

Dr. Sandhir Sharma
Professor & Dean
Chitkara Business School

Dr. Jyoti Verma participated in the National Colloquium on Approach to Union Budget - 2022 held on 20th-22nd January 2022 organized by Department of Economics, Chitkara Business School, Chitkara University

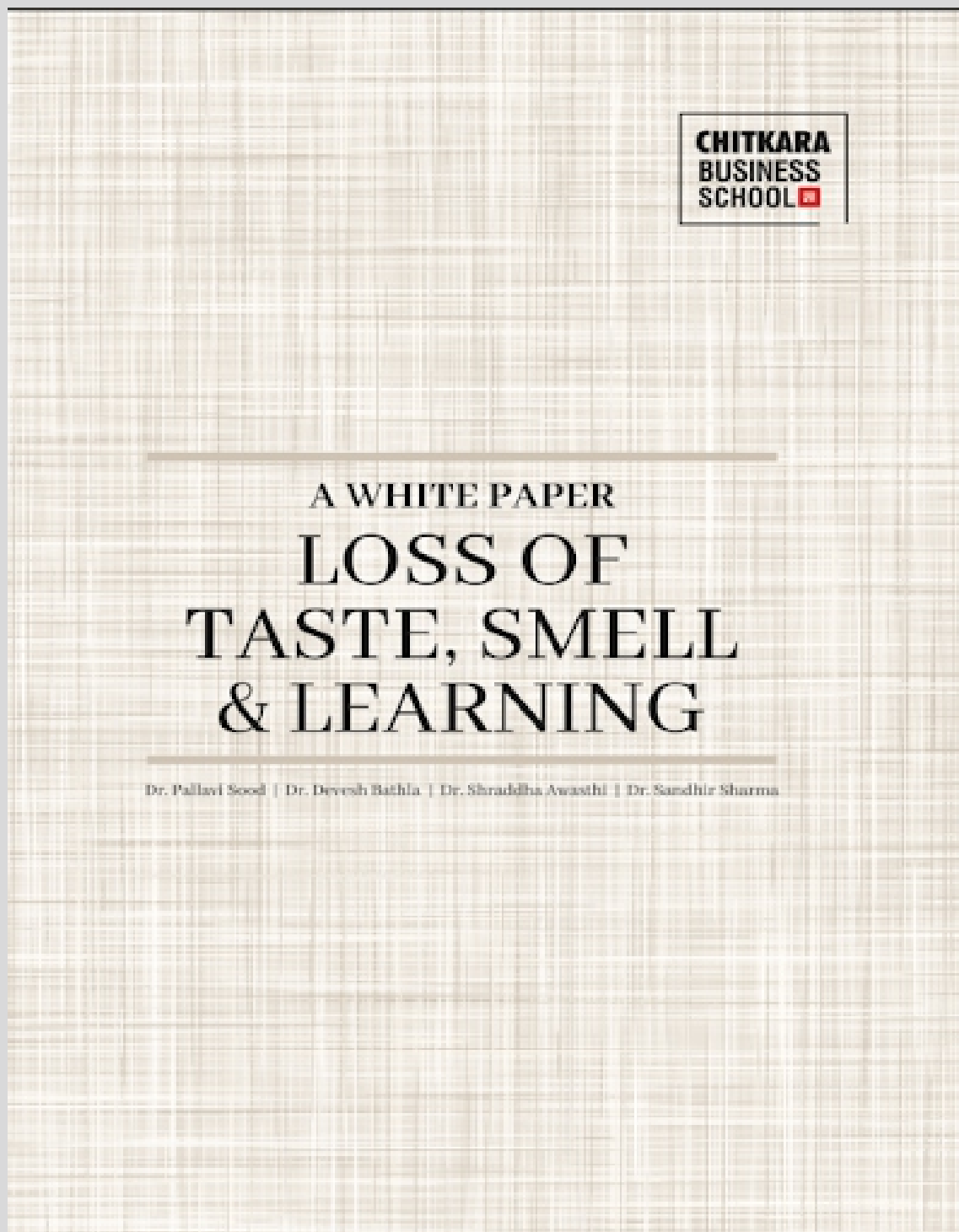


RESEARCH, INNOVATIONS AND EXTENSIONS

“Do your best then expect the same”

~ **Dr Summit Aggarwal**

Research Publications



Dr Pallavi Sood, Dr Devesh Bathla, Dr Shraddha Awasthi & Dr Sandhir Sharma published a White Paper titled 'Loss of Taste, Smell & Learning'



Factors Influencing Student Engagement for Online Courses: A Confirmatory Factor Analysis

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Received: 1 May 2021

Accepted: 26 Sep 2021

Abstract

The purpose of the study is to develop and validate the scale for measuring the extent of student engagement for online courses. The study draws a battery of variables from literature on student engagement. The study proposes a 6 construct based scale with 26 items. A total of 1602 university

Scopus, H-index: 7

FORWARD THINKING with data analytics-EMPOWERING the Human Capital

As the future of data analytics certainly looks exciting as we can expect newer and advanced technologies, making it imperative for the human capital to be forward thinking and empowered enough to be ahead of the times with data analytics.



Dr. Divesh Rathia

Data analytics is the future, and the future is NOW! Data leads to insight, and insight is power. Did you know that every day we generate 2.5 quintillion bytes of data? There's a lot of data here. Simply said, if we had to duplicate data data to HDD discs, we'd need around 16 million of them, and if we stacked them one on top of the other, the resulting skyscraper would be taller than four Eiffel buildings combined. And we're talking about generating this volume of data on a daily basis. However, when we need to make sense of huge datasets in a jiffy, this can be a barrier as analyzing data in real time to arrive at meaningful conclusions is important for staying ahead of the game.

Data Analytics. Data analytics gives all of the solutions in this case. We've all heard about the newfound adage's growing popularity. Have we ever wondered why data is so important and how massive it really is, with the entire world clamoring for it and organisations all over the world heading over backwards to get as much data as they can? The objective of data

analytics is to deliberate upon and provide a roadmap for the next set of actionable as part of the organisation's execution plan by connecting its global, local, and digital aspects in the backdrop of the new paradigms in evolving market scenario. The ecosystem is undergoing unprecedented technological variations, hastened, no doubt, by the Covid-19 pandemic. Data Analytics predicts changes in the market, aims to broaden the scope of offering at different platforms and acknowledges even the unprecedented issue - all ingredients required for transforming its workforce into forward-thinking empowered human capital.

The current era, for instance, organisations require their workforce to be at ease with technologies like artificial intelligence, automation, robotics, and ever evolving business architectures, and also equipped with the 'softer' competencies like risk management, critical thinking and the innate ability to handle uncertainties. Even though organisations have a robust skilling set up, the larger question to be resolved is that how

successful is it in bridging skill gaps? More so, how to create robust bridges between its employees and the market? It is inevitably important to have answers to these questions, given the context of ongoing disruptions, and revisit the market expectations.

From organisational perspective, they have been assisting their workforce in these efforts, through their collaboration with the learnings and development initiatives to design and deliver an array of precise targeted skill enriching programmes to varied demographics. But what is interesting is how the field of data analytics has evolved over the years. From collecting and analysing the limited amounts of data manually to inventing state-of-the-art and technologically advanced, sophisticated platforms and algorithms, it has undergone a sea change and evolved comprehensively.

Another excellent of this interesting read is that by now, a massive surge in data creation has been witnessed in the whole world. Big data gained prominence and organisations looked for ways and means to handle the enormous amounts of data and arrive at meaningful insights in real time. As advanced technology came into the picture and concepts like data mining, neural networks, cohort analysis, etc. took analytics to a different level, and access to automated options for managing data became available, the data analysts could analyse a mountain of data in a few minutes and make sense of it. They could now analyse firm, trends, etc. and come up with conclusions and suggestions in quick time. Big data technologies and cloud computing delivering predictive analytics are now being used by companies to stay ahead of the competition. With advanced cloud platforms, it is now possible to handle complex analytics to deliver precise predictions, thus helping companies to be proactive.

This has had a rub-off effect on the job market as it has led to a surge in demand for data trained professionals, which have become very lucrative and in-demand profiles.

As the future of data analytics certainly looks exciting as we can expect newer and advanced technologies, making it imperative for the human capital to be forward thinking and empowered enough to be ahead of the times with data analytics. **EM**

About the author

Dr. Divesh Rathia currently is Professor of Business Analytics and Data Science at Chitambh University, Faridkot, India. He has authored six books: Growth, Potential and Future Prospects of E-commerce in India and Mobile phone: A fashion designer. He has research publications in reputed international and national journals.

BUSINESS MANAGER

MARCH 2022

19

Magazine Article in Business Manager on 'Forward thinking with data analytics - Empowering the Human Capital'

A Gender Based Analysis on Buying Behavior towards e-Pharmacies in National Capital Region

***Dhiresk Kulshrestha**

**** Sumit Agarwal**

*****Abhishek Anand**

ABSTRACT

Buying and selling of medicines online is a new concept in Indian pharmaceutical market segment but still it is receiving amplified consideration from the investors and Indian government especially during pandemic. Covid accelerates the digital transformation of pharmaceutical industry in India.

Online pharmacies are offering benefits like better price, ease of order, availability of brands, ease to compare etc. but there are also few issues related with online purchase including reliability, payment and security issues, chances of getting wrong order, non-availability of prescribed medicines, problem in return of medicines, sale of substandard merchandise etc. So far very less study is done on E-Pharmacy in India especially regarding customer buying behavior towards online pharmacy. This study was done to assess consumer's buying behavior towards online pharmacies and also to compare male and female customers buying behavior towards E-Pharmacies in Delhi NCR on various factors.

ABDC (B Category), UGC C are group I.



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Assessing adoption intention of electric vehicles in India: The mediating role of government policies

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Chitkara Business School, Chitkara University, Punjab, India

The total number of vehicles is expected to be 2.5 billion by the year 2050. To stabilize the impact on environment, the automobile sector has shown various innovations by shifting from conventional vehicles to electric vehicles (EVs). However, there is less acceptance of electric cars in India, so this research paper explores the various factors affecting EV adoption intention. The key factors studied are price, environmental concern, infrastructure requirement, and knowledge of EV. This paper also shows that government policies act as a mediator between factors like price, knowledge of EV, and infrastructure requirement on adoption intention of EVs. This research paper presents insights for the decision-makers to understand the determinants and design the strategies for increased adoption intention of EVs.

Publishing History

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Cite as

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Keywords: automobile, electric vehicle (EV), adoption intention, environment, sustainability.

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Scopus, H - index 26

Board composition and firm performance: empirical evidence from Indian companies

Board
composition
and firm
performance

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Rahul Dhiman

Dr Yashwant Singh Parmar University of Horticulture and Forestry, Solan, India

Sudhir Rana

*College of Healthcare Management and Economics, Gulf Medical University,
Ajman, United Arab Emirates, and*

Vimal Srivastava

Mahindra and Mahindra (Ltd), Sugar Division, Mohali, India

Received 23 September 2021
Revised 6 December 2021
Accepted 29 December 2021

Abstract

Purpose – This study aims to know whether board composition is effective in improving firm performance and particularly to determine whether this relationship varies across different levels of performance, that is, companies with very low performance, low performance, moderate performance, high performance and very high performance.

Design/methodology/approach – The authors use a data set covering 203 Indian companies registered on S&P Bombay Stock Exchange 500 Index over the period 2000 to 2019 by using Tobin's Q as a performance parameter. The study applies the quantile regression technique and compares the results with fixed effect generalized least squares (GLS) regression.

Findings – The findings reveal that board size positively affects the company's performance across all quantiles. Independent directors negatively impact the performance of companies across all quantiles. However, the strength of these relationships increases with increase in performance, thereby supporting agency theory and stewardship theory, respectively. The effect of executive-directors on the performance of the companies varies across quantiles. The effect is adverse at moderate and high quantiles only.

Practical implications – The findings provide some grounds for regulators to exercise caution while designing board composition guidelines, keeping in mind the unique internal environment of each company which ultimately affects their performance levels. Similarly, Indian companies are also suggested to compose their boards keeping in mind their performance levels.

Originality/value – The study contributes towards the debate on the board composition and firm performance relationship by adding to the agency theory and stewardship theory that all the companies cannot have the similar board composition. Rather its composition depends upon the performance levels of the companies.

Keywords Board composition, Firm performance, Board size, Independent directors, Executive directors, Quantile regression, Corporate governance

Paper type Research paper

1. Introduction

In both emerging and developed economies, there has been a considerable interest among researchers in the role of corporate governance in affecting firm performance during the previous few years (Dhiman and Srivastava, 2021; Mishra *et al.*, 2021). Corporate governance (CG) is a set of rules and practices that define a company's management's obligations and ensure that the best interests of shareholders are pursued (Abdeljawad *et al.*, 2020). A CG system incorporates various internal mechanisms such as the board of directors (BODs) and equity ownership structure and external mechanisms such as the market for corporate



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control and the legal system (Abdeljawad *et al.*, 2020). In emerging economies like India, the market for corporate control is still developing, and there is a limited legal enforcement framework for CG (Mishra and Kapil, 2018). Therefore, the BOD has been suggested as a well-known internal governance system to improve the firm performance (Mishra and Kapil, 2018). The BOD ensures that shareholders' and managers' interests are closely aligned and also help in disciplining or removing ineffective management teams (Qattaiyah and Said, 2021; Tan *et al.*, 2019). However, following a succession of worldwide scandals such as Enron and WorldCom and other financial crises, the board's efficiency in controlling the managers and reducing earning management (Al-Abey *et al.*, 2009) has been heavily scrutinised (e.g. Global

Scopus, H - index - 17

Board Composition and Performance of Indian Companies: The Moderating Effect of CEO Duality

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Abstract

This study scrutinises the moderating effect of the board leadership structure, i.e., CEO duality, on the relationship between board composition and the financial performance of Indian companies. As many as 213 companies constituted the sample over a period of 16 years ranging from 2001-17. Board composition is comprised of board size, executive directors, independent directors, and grey directors. Firm performance has been measured through Tobin's Q. Panel data regression technique has led to finding a positive effect of board size and grey directors on Q in the case of CEO duality, while board composition has not affected the performance of Indian companies as far as CEO non-duality is concerned. The study has important implications for the policy-makers and regulators as well.

Keywords: Board composition, CEO duality, Firm performance, Board size, grey directors, independent directors, executive directors, performance factors

Scopus, H - index 2

EXPLORING THE TEACHERS' PERCEPTION TOWARDS EDUCATIONAL INCLUSION: A STUDY OF TEACHERS' IN PUNE, INDIA

ABSTRACT

In India, changes in legislation and policy have increased the number of students with disabilities enrolled in higher education. The purpose of this study was to investigate university teachers' perceptions towards inclusion of students with disability public and private universities in India. The study examined how age, gender, educational levels, years of teaching experience, and frequency of interaction with a person with a disability influence instructors' views about people with disabilities and their inclusion at public and private academic institutions. Data was collected through a digital questionnaire from private and public universities in Pune, India. The population of the study comprised of full time University teachers' (under-graduate, post-graduate and doctoral courses) in Pune. The survey was completed by 309 university teachers. Descriptive statistics, independent sample *t*-test and ANOVA were used to examine the data. The researchers found no statistically significant relationships between teachers' perceptions of inclusion in regards to degree level, gender and years of experience. The study did, however, discover a statistically significant relationship between teachers' perceptions of inclusion and their interaction with students with disabilities. Academic and social outcomes of students with disabilities are significantly enhanced when inclusive approaches are used. Goals for future research are discussed.

KEYWORDS

Inclusive education, India, students with disabilities, teacher, university

HOW TO CITE

Sharma A., Malik R., Nagy H. (2022) 'Exploring the Teachers' Perception towards Educational Inclusion: A Study of Teachers' in Pune, India', *Journal on Efficiency and Responsibility in Education and Science*, vol. 15, no. 1, pp. 23-32. <http://dx.doi.org/10.7160/erlesj.2022.150103>

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Article history

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March 22, 2022

Highlights

- In this research, teachers' opinions of inclusion were shown to be unaffected by their degree level or years of experience in this study.
- Male teachers are more positive towards inclusion of students with disabilities than female teachers.

ESCI and Scopus, H - Index - 7

Empowering Engineering students through employability skills

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Abstract: "Skill growth is critical in stimulating a sustainable development environment and will help to ease the transition from an informal to a formal economy," according to the International Labour Organization. In the light of globalization, it is also important to discuss the possibilities and pressures of meeting emerging demands from changing economies and modern technologies."

Management and innovation students who want to be practitioners require not only soft skills but analytical and datum, to achieve the organization's objectives.

The Indian manufacturing sector is revered globally and is one of India's most successful industries. It has made a significant contribution to India's capital formation and hence GDP. Over the years, global expertise and enabling sale situations have ensured that India continues to be one of the world's most commercial healthcare and

manufacturing markets. The job process has seen a notable shift; technology affects customs and skills, and communities are becoming more global and diverse. As an effect of globalization, education systems are now also looking at the employability market. Apart from technical skills, applicants are also expected to have interpersonal skills in the current scenario. The study aimed to determine final-year engineering learners' perspectives, faculty-approved by engineering colleges and technical specialists from various professional bodies on training needs, career progression, and career apprenticeship programs.

Keywords: Career progression; Employability skills; interpersonal skills.

JEET Category—Research

1. Introduction

Around 6.35 lakh candidates take the all-India entrance test for the 19 Indian Institutes of Technology, 31 National Institutes of Technology, 18 Indian Institutes of Information Technology, as well as other technical institutes last year in India. Students should be prepared to enter the job market after completing a four-year degree program. However, students' distress and failure to find work have been exacerbated by aspirations from global corporations and increased rivalry. They must study

JEET

Scopus, H - Index 5

Chapter 5

Social Media, Crowdsourcing, and Marketing

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ABSTRACT

Social media has emerged as a new playing ground for digital marketing. Supporting the resource view of the organization, crowdsourcing is a strong platform for social media marketing. Crowdsourcing on social media for marketing is strengthening companies in terms of saving marketing expenditure; promoting at speed of light; and enhancing the organizational learning, collaboration, and performance. The chapter tries to focus on the relevance of social media, crowdsourcing, and marketing,

Predicting Antecedents for Student Engagement for Online Courses using Network Analysis Approach

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Abstract. During the recent times, online courses have become part of mainstream education for educational institutions. Engaging students for online courses is important as well as challenging. Based on the literature, we attempt to investigate what are the factors that lead to student engagement for online courses. First, we apply factor analysis to investigate the theoretical constructs and manifest factors. Then, network analysis is used to explore



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updates

Predicting the Movement of Cryptocurrency “Bitcoin” Using Random Forest

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Abstract. Predicting cryptocurrency is a challenging and interesting job for traders, investors and researchers because of the cost and complexity involved. The current study focuses on predicting the direction of the cryptocurrency ‘Bitcoin’ for trading window of 3 days, 5 days, and 10 days ahead of the current day. The predictive model proposed is built using ensemble learning via random forest.

Machine Learning Based Hybrid Model for Gold Price Prediction in India

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Abstract— Precious metals like gold are in high demand due to their usage as jewellery, storage of value and also as part of a diversified investment portfolio. When it comes to an

price during the month for 24 karat - INR/10 gram) for the past ten years in India.

Rating of Online Courses: A Machine Learning Based Prediction Model

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Abstract— Online courses market has provided an economical and easy access to knowledge. When it comes to make a decision related to purchase of online course, little is known about what attributes can be depended upon to guess the quality of an online course. Ratings for online courses act as a reliable signal for assessing the quality of a course. The study discusses the prediction of ratings for online courses using Artificial Neural Network based on Particle Swarm

With growth of information, more personalisation of users, and improved computational capacity, machine learning plays a very important role in predicting different attributes. Further, ratings provided by those students who have attempted the course are more reliable signal. So, it motivates us to understand the behavior of signals for a specific field of education.

Chapter 1

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

Kuber Singh

University of Waterloo, Canada

ABSTRACT

In every field, during a particular era, there is someone who stands up to a cause. There is a "North Star" in the sky to guide the "navigator" who might erringly go astray to reach the destination. The star gives direction through sheer stability. Consumer analytics as such is widely accepted throughout the world. It especially has a firm footing in enriching user experience thanks to the gigantic data collection exercise. The popularity seems to have stemmed from the fact that analytics is the real "navigator" based on data facts and the panacea 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 other key data points observed during the life cycle of a customer. It further covers ahead of the prevailing product ownership and user data for inculcating the information such as digital channel interactions, social media, voice-of-the-consumer interactions, sentiment analysis, and more.

Chapter 14

Retail and Internet of Things: A Digital Transformation

Reena Malik

Chitkara Business School, Chitkara University, Punjab, India

ABSTRACT

The Indian retail sector is transforming rapidly propelled by rising household income, technology advancements, e-commerce, and increased expectations. Radical changes are evident in the retail landscape with the advent of the internet. New innovative technologies are being used by the retailers in order to provide seamless and unique shopping experience to the customer. Internet of things is one of the technologies creating competitive advantage in the world of retailing, and now smart retailing is in trend to cater to enhanced customer expectations. This study aims to understand concept and explain applications of internet of things in retailing and also discusses IoT as an opportunity for retailers, companies using IoT technology, and obstacles in adopting IoT especially in the retail sector.

INTRODUCTION

The advent of internet give rise to technological advance world and Internet of things is the new buzz terminology which is used for machine to machine connectivity. The internet of things is shaping almost all business sectors and retailing is one of them making retailing smarter beyond our imagination. Internet of things is a combination of artificial intelligence and machine learning making the collected data useful for the marketers. One best example of IoT is at your home fridge reminding you about milk requirement and controlling your air conditioner while sitting at office. Internet of things will prove disruptive to the retail industry (Gregory, 2015). Internet of things has a strong impact on retailing and retailers are now focusing on providing better in store shopping experience for the customers making it much more unique, efficient and of course profitable as IoT offers the ability to interact with both devices and people which further provides information on brand performance, present and potential customers, customer engagement, introducing new product, store layout optimization. Companies like American Apparel, Kroger, Tesco, Wal-Mart has been using robotics, RFID tags for enhanced customer service and brand experience. Digital technologies have opened the doors of availability of diverse and



Dr. Reena Malik has authored a book on “Organizational Behaviour & Management” by Science International Publication House Publishers in January 2022.

Conferences (National/International)



Dr. Sandhir Sharma presented a paper in the 9th IBS Conference on Marketing & Business Strategy on 21st January 2022 organized by IBS Hyderabad.



Dr Rashmi Aggarwal presented a paper in International E Conference on Innovations and Challenges in Research Publishing on 22nd February, 2022



Dr Payal Bassi presented a research paper titled ‘A Study of Punjab: Consumer Perception towards Online Shopping for Mobile Phones’



Ms Tanvi Verma presented a Research Paper titled Geyser Time Controller for Effective Electricity and Water Management in ICIPTM 2022.



Ms Tanvi Verma presented a Research Paper Exploring the effect of contingent Factors on Business Performance through strategic cost management Adoption and Usage on 5th March, 2022.



Dr. Jyoti Verma presented a paper titled 'Does Metaverse a New Growth Engine for Financial Industry?' in International Conference on Industry 5.0 Human Touch, Innovation and Efficiency on 28th January, 2022.



Dr Sumit Agarwal presented a paper titled “Insurtech Fostering Automated Insurance Process using Deep Learning Approach” presented in International Conference on Innovative Practices in Technology and Management (ICIPTM 2022)



Dr Reena Malik has presented a paper on Role of Big Data Analytics in Predicting Consumer Behaviour in Multidisciplinary National Conference organized by S.D PG College, Panipat.

Workshops/Seminars/FDP/MDP delivered/ Participated

 **MANYAWAR KANSHI RAM SHODH PEETH**
CHAUDHARY CHARAN SINGH UNIVERSITY
MEERUT (U.P.) INDIA
IN ASSOCIATION WITH
THE INDIAN ECONOMIC ASSOCIATION
organizes

14 DAYS FACULTY DEVELOPMENT PROGRAM
February 26 - March 15, 2022

RESEARCH METHODOLOGY AND DATA ANALYTICS
IN SOCIAL SCIENCES & HUMANITIES

Day-7
Date: 07/3/2022 (Monday)

PATRON


Prof Y. Vimala
Pres - Vice Chancellor
CCS University, Meerut


CHIEF PATRON
Prof Bangsota Shukla
Vice Chancellor
Chaudhary Charan Singh University
Meerut

PATRON
(Resource Person)


Prof N C Lohani
Dean Faculty of Arts
CCS University, Meerut


Prof Divash Kumar
FDP Coordinator & Director, IKRSP
(Professor of Economics)
CCS University, Meerut

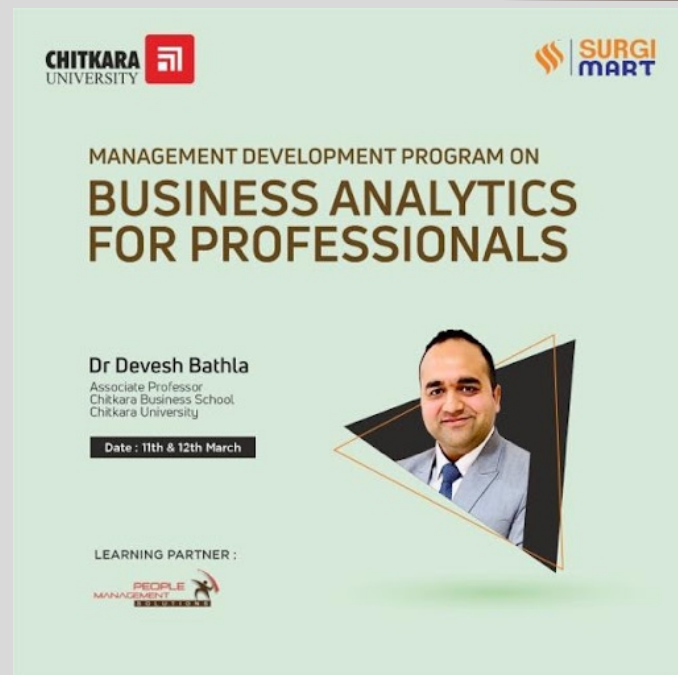
RESOURCE PERSONS OF THE DAY-7 (March 7, 2022 Monday)


Prof D. K. Hauriyal
(Former Vice-Chancellor
Rameswar University, Haldwari)
Indian Institute of Technology
Roorkee


Prof Sandhir Sharma
Dean & Professor of Strategy
Chitkara Business School
Chitkara University
Chandigarh, Punjab


Prof Manoj Kumar Sharma
College of Business & Economics
Salem University Fitcha
Ethiopia

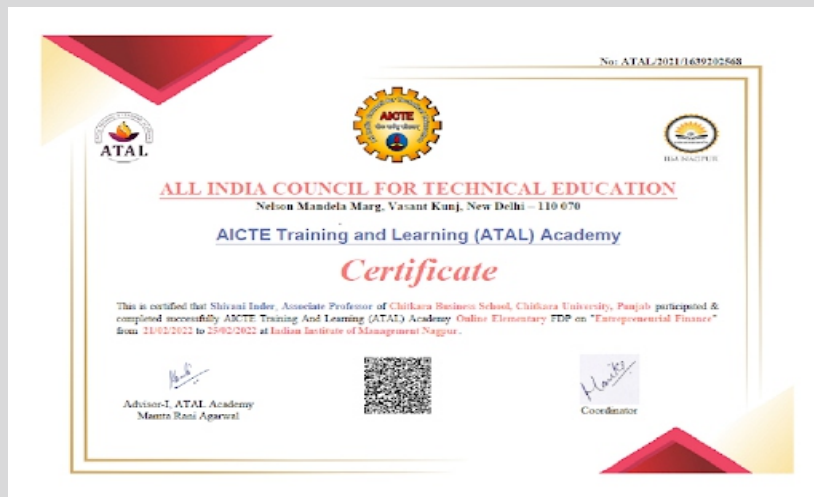
Dr Sandhir Sharma delivered FDP on Research Methodology and Data Analytics in Social Sciences and Humanities



Dr Devesh Bathla delivered two-days Management Development Program on Business Analytics for Professionals for the organization Surgimart. The Objective of this MDP was to enable the participants to develop insight based on interpretation of data and to apply the analysis-based findings for business decisions. MDP was a blend of Lectures, Case Studies, and hand-on data analysis using latest technology and tools.



Dr. Shivani Inder attended an online FDP organized by AICTE Training and Learning Academy from 17Jan 2022 to 21 Jan 2022



Dr. Shivani attended online FDP by IIM Nagpur by ATAL academy on Entrepreneurial Finance



Dr. Cheenu Goel attended virtual FDP on MOOC: A Practical Approach by Dr. Tajinderpal Singh



Dr. Jasleen Kaur attended virtual FDP on MOOC: A Practical Approach by Dr. Tajinderpal Singh



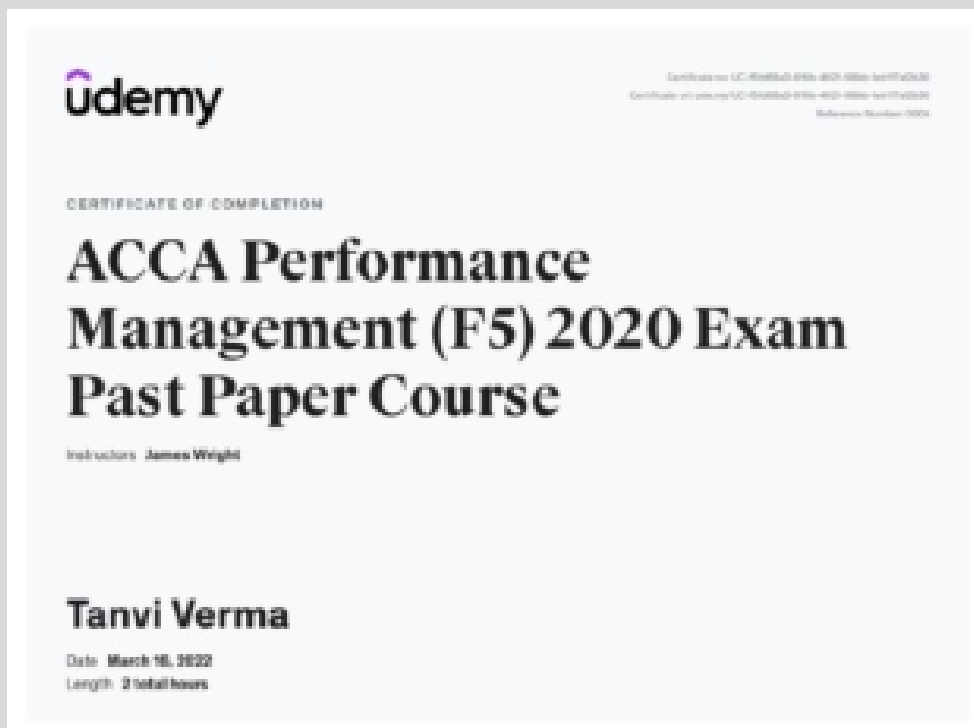
Dr Rashmi Aggarwal attended online FDP by ATAL academy on Design Thinking



Dr Rashmi Aggarwal attended online FDP by ATAL academy on Outcome Based Learning



Dr. Payal Bassi attended virtual FDP on MOOC: A Practical Approach by Dr. Tajinderpal Singh



Ms Tanvi Verma completed an Exam Past Paper Course on ACCA Performance Management (F5) form Udemy



Dr. Shefali Saluja attended FDP on “Structural Equation Modelling using AMOS and Process Macro” organized by Koach Institute



Dr Sumit Sakhuja completed a 30- Hour Global Online Certification Course on ‘Social Network Analysis (SNA) and it Applications’ conducted by National Institute of Industrial Engineering (NITIE), Mumbai.



Dr Navreet Kaur completed 30- Hour Global Online Certification Course on ‘Social Network Analysis (SNA) and its Applications’ conducted by National Institute of Industrial Engineering (NITIE), Mumbai. Professor Noshir Contractor from Kellogg School of Business, Northwestern University was the resource person.



Dr Reena Malik was appointed as member of Board of Studies at OM Sterling Global University, Hisar.



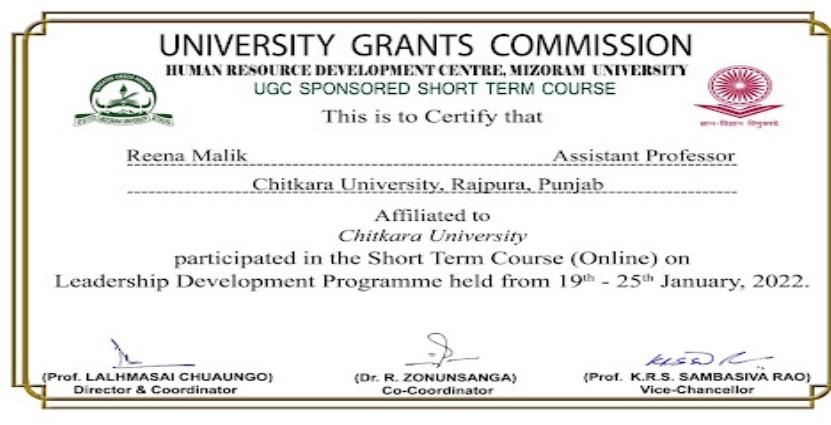
Dr Jashandeep Singh acted as Expert External Member for evaluating PhD synopsis at IEC University, Himachal Pradesh, India



Dr Jyoti Verma completed 5-Days Online FDP on 'Recent Advances on Artificial Intelligence' by Training and Learning Academy (ATAL) from 22nd Feb to 26th Feb 2022.



Dr. Sumit Agarwal acted as session Member in International Virtual Conference on Challenges in Education, Business and Technology February 20-21, 2022, organized by Center for Academic & Professional Career Development and Research.



Dr Reena Malik completed UGC sponsored short term course on Leadership development programme from 19th - 25th January, 2022



Dr. Reena Malik obtained 'A grade' in UGC Sponsored Refresher Course in 'Commerce and Management Studies' from Jamia Milia Islamia, New Delhi from 10th Jan - 22nd Jan, 2022.



Dr Reena Malik completed UGC Sponsored Executive Development Programme on Human Rights & Environmental Studies



Dr Reena Mailk completed FDP on Emerging Issues and Recent Advancements in Demand & Supply Chain Management from AICTE ATAL from 7th Jan to 11th Jan, 2022.



Dr. Reena Malik participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on “Design Thinking” from 31st Dec 2021 - 4th Jan, 2022.



Dr Sandeep Singh successfully completed 3AI Membership Programme on 30th Nov, 2022.



Dr. Reena Malik participated in 2 days International online workshop on ‘Course Development for Modern Classrooms: Approaches and Strategies’ organized by CDLU from 5th - 6th March, 2022.

Awards and Recognitions

Congratulations on Getting Promoted!



Dr Navreet Kaur, Professor, CBS



Dr Shuchi Dawra, Professor, CBS



Dr Priya Jindal, Associate Professor, CBS



Dr Kiran Sood, Professor, CBS



Dr Sarabjeet Singh, Associate Professor, CBS



Dr Sandeep Singh, Associate Professor, CBS



Dr Dhiresh Kulshrestha, Dean, Department of Economics, Chitkara University, Punjab, attended Golden Jubilee Celebration at Dr Ambedkar International Centre conducted by Indian Council of Historical Research - New Delhi Government of India. The event was presided by Honourable Vice President and Home Minister, Ministry of Education, India.



Dr Dhiresh Kulshrestha, Dean, Department of Economics, Chitkara Business School, was elected as an Executive Member from Punjab of the Indian Economic Association (IEA).



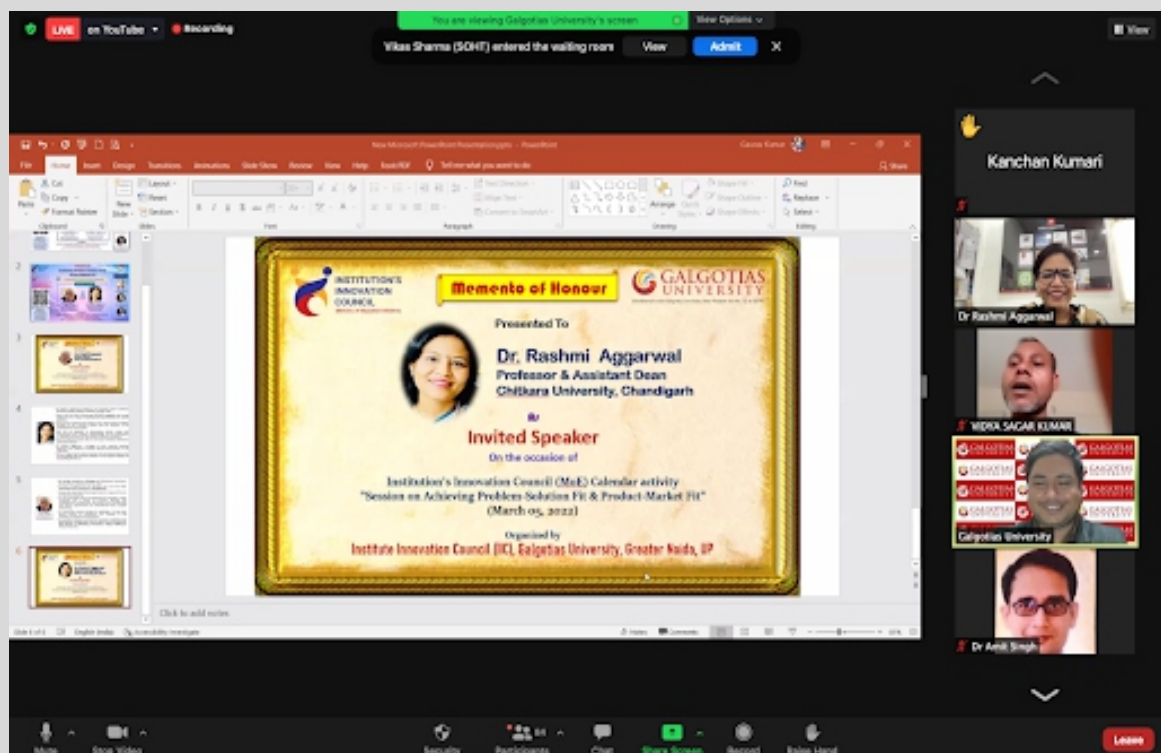
Dr Reena Malik was awarded with 'International Women Premium Award in Education Field' by Women Dedication Magazine



Dr Shefali Saluja was felicitated with 'Trail Balizers: Supporting Womanhood' award for her contribution in the field of Microfinance on International Womens' Day, 8th March, 2022.



Dr Rashmi Aggarwal was given Best Paper Award for her research paper titled 'Transformational Leadership: Organizational Justice and Workplace Gossip as the Antecedents of Organizational Virtueness' by KJ Somaiya Institute of Management, Mumbai.



Dr Rashmi Aggarwal recieved certifiacte of appreciation by IIC, Galgotias University for her expert talk on 'Problem Solution Fit & Product Market Fit' in March 2022.



Dr Shivani Inder recieved Certificate of Appreciation for Chairing Session at Chitkara University Doctoral Consortium (CUDC-2021)



Dr Jasleen Kaur recieved Certificate of Appreciation for Chairing Session at Chitkara University Doctoral Consortium (CUDC-2021)



Dr Payal Bassi recieved a membership certificate from Edwin Group of Journals

- o Artificial intelligence and computer vision
- o Biomechanics
- o Biomaterials
- o Bio-mechatronics
- o Bionics
- o Business Analytics
- o Business Process Engineering
- o Communications
- o Cyber-security
- o Data analysis and Data sensing modules
- o Data engineering
- o Human-computer interactions
- o Information and Technology Management
- o Lean Manufacturing
- o Management of Human Resources
- o Manufacturing and Administration
- o Medical devices
- o New Product Development
- o Networks
- o Power systems
- o Process Innovation
- o Project Management,
- o Signal processing
- o Smart grids
- o Strategic Design
- o Technological and Industrial Marketing
- o Technology Forecasting,
- o Telecommunications
- o TQM (Total quality management)
- o TPM (Total productive Maintenance)
- o Wireless sensors and sensing technology
- o Wireless technologies

Co-Guest Editors



Udit Kr. Chakraborty
Department of Computer Science & Engineering
Sikkim Manipal Institute of Technology
Sikkim, India



Rahul Paul
Department of Radiation Oncology
Harvard Medical School, Boston
Massachusetts, USA



Manjunath K Vanahalli
Data Science and Intelligent Systems
Indian Institute of Information Technology
Dharwad, India



Devesh Kumar Srivastava
Department of Information Technology
Manipal University Jaipur
Rajasthan, India



Anish Gupta
ABES Engineering College
Ghaziabad, India



Babita Singla
Chitkara Business School
Chitkara University
Punjab, India



Sarvesh Kumar
Cloud Technology and Information Security
Integral University
Lucknow, India



Nishu Aaydee
Bharti Vidyapeeth
Institute of Management and Research
New Delhi, India

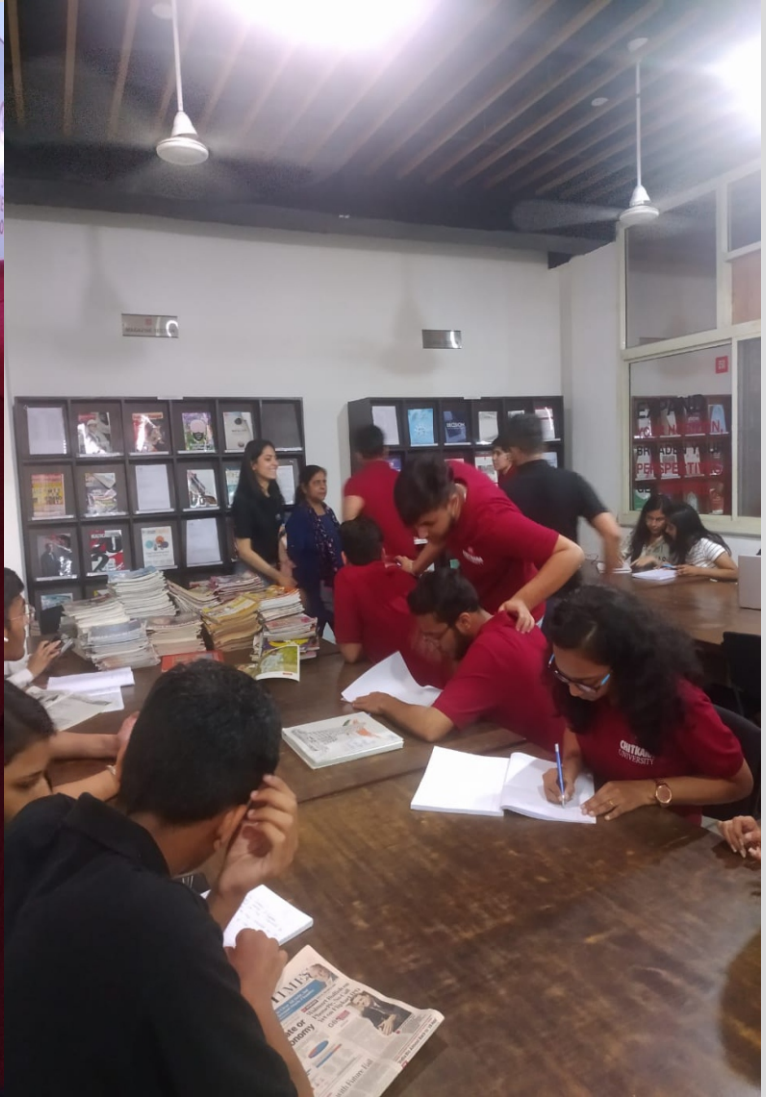
Dr Babita edited Special Volume of ‘Frontiers of Advanced Sciences and Technologies: Results, Challenges and Perspective on Engineered Science’.



INFRASTRUCTURE & LEARNING RESOURCES

**“EDUCATION’S PURPOSE IS TO
REPLACE AN EMPTY MIND WITH
AN OPEN ONE”**

~ Dr Monica Gupta



Ms. Jyoti Sharma conducted an activity titled 'To know Your Library' on 16th March 2022 for the students of Chitkara Business School.

Latest Books, Journals, Magazines, & E Resources added to the CBS Library Database

Latest Books added to the Database	1039
E-books K – Hub	4472
E-books DELNET	346
Total E-books	4818
Journals Print – National	29
E-Journals EBSCO	6907
Online Journals DELNET	217
Online Journals - PROQUEST	4456
Online Journals K – Hub	2247
Total online Journals	13827
Magazines Print - National	23
Magazines Online-Proquest	202
Magazines Online-K-HUB	12
Magazines Online-EBSCO	1792
Total online magazines	2006



STUDENT SUPPORT & PROGRESSION

“Analyse your thought process critically, they will become words of wisdom sooner”

~ Dr Jyoti Verma

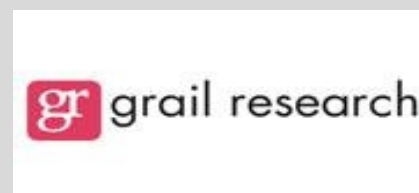
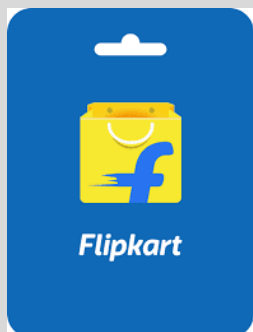
Placement and Internship update January - March 2022

Programme	No. of Placements/Internships
UG Programs (Batch 2019-2022)	127
PG Programs (Batch 2020-2022)	341

Our Top Recruiters

Deloitte.

eClerx



Stream-wise Toppers of MBA

List of Toppers Term-1 Batch 2021-2023			
Roll no.	Name	CGPA	Stream
2120981561	RUPIKA	9.85	HR
2120981567	VAISHNAVI	9.85	HR
2120982005	ANUJA	9.3	MKT
2120982092	SIDHANT	9.3	MKT
2120982094	UMME HABIBA	9.3	MKT
2120982607	RIYA	9.85	F&B
2120983544	TEJASVI KUMARI	9.75	SCM
2120983543	SURINDER KUMAR	9.7	SCM
2120984007	RIYA SINGLA	9.55	BA
2120984009	SUKRITI GUPTA	9.55	BA

Student Exchange Programme: List of students

Roll no	Student Name	Institution	Country
2120982063	AKANKSHA KAUSHIK	EM Normandie	France
2120982026	MANIK GUPTA	EM Normandie	France
2120983529	NEHA	EM Normandie	France
2120981537	TANYA	EM Normandie	France
2120981516	LOVEPREET KAUR	The Hague university of applied science	Netherlands
2120981517	MANAV ARORA	The Hague university of applied science	Netherlands
2120981550	HARTIK PUNSHI	The Hague university of applied science	Netherlands



Students of BBA, Chitkara Business School Event and Media Management participated in Varanasi Film Festival held at Varanasi from 27th - 29th Dec 2021 accompanied by Dr Ajit Bansal and Mr Sundeep Singh

Student Achievements



Zenia Kochhar, Student MBA F&B batch 2022, recieved a bronze award for her Steller performance in TISS - A fortune 100 company



Akarsh Chauhan, MBA student batch 2016-18 bagged the prestigious Six Sigma Black Belt Certification



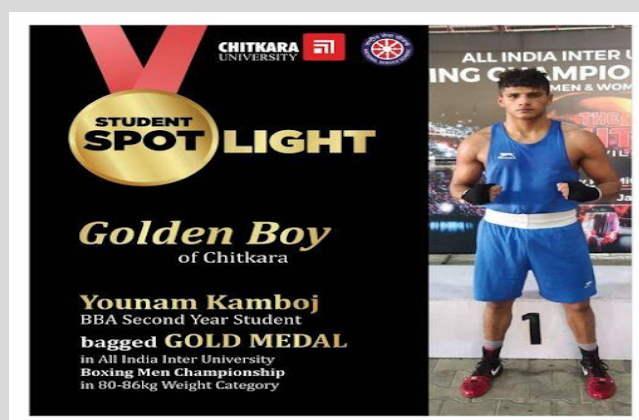
Kanishak and Yagnish Singla, students of MBA, competed video course on 'Understanding Business in China, 2022' from University of Nottingham Ningbo China



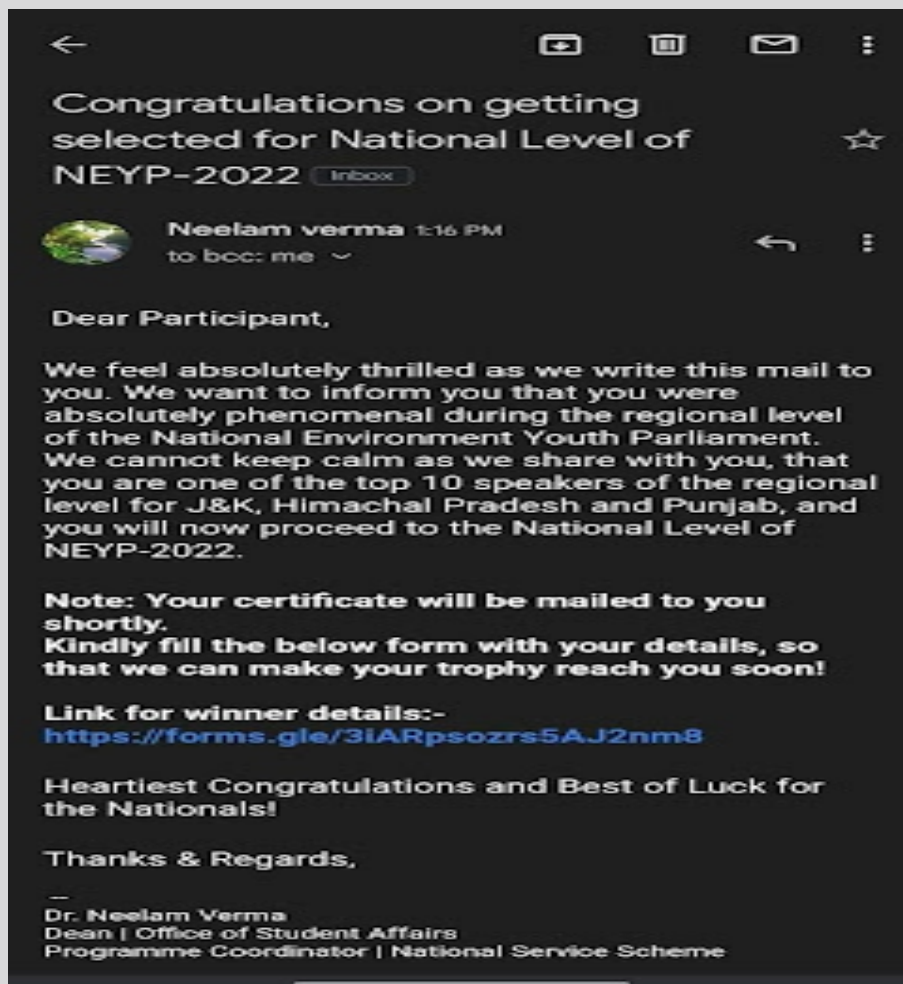
Kush Sachdeva completed his BBA under articulation program from Vancouver Island University



Ashutosh Aggarwal and Shubham Wadhwa of BBA Fintech - X section, Batch 2020, were 2nd Runners up at the Regional Round 3 of AIMA's Student Management Quiz (SMQ) held Online on 21st - 22nd January 2022.



We are elated to share that Younam Kambij, student of BBA second year, won a gold medal in the All India University Boxing Men Championship in the 80-86 kg weight category.



Akshdeep Singh of BBA (P) 2020 batch-W was recognized as the best speaker at best speaker at the regional level from J&K, Himachal Pradesh and Punjab and will represent region during NEYP-2022 at national level.



Dr Rashmi and Dr Neeraj presented certificates to the winners and participants of 'Paper Writing Competition' organized by Seagulls Club, UG CBS



Proud to share the Madhu Kumari, student of BBA bagged third position in All India Inter University Kickboxing Championship at Vir Bahadur Singh Purvanchal University, Jaunpura, UP held from 23rd - 26th March, 2022.



Heartiest Congratulations to Rohit who secured 3rd positions and Diya who secured 1st position in National Ranking Table Tennis Tournament held at Madhya Pradesh from 3rd January to 9th January, 2022.



CERTIFICATE OF PARTICIPATION

This certificate is to certify that

ARSHDEEP KAUR

has participated in the **International Conference on Financial Crime Studies** organized by the Faculty of Legal Sciences, Shoolini University on 21st & 22nd January and presented the research article/review article titled **Emerging Web 3.0: The Internet of Value**

VICE CHANCELLOR
PROF. ATUL KHOSLA

PATRON
PROF. (DR.) N.K. GUPTA

CONVENOR
DR. CHANDER MOHAN GUPTA

ICFC/J AN2022/001



CERTIFICATE OF PARTICIPATION

This certificate is to certify that

JAHANAVI SACHDEVA

has participated in the **International Conference on Financial Crime Studies** organized by the Faculty of Legal Sciences, Shoolini University on 21st & 22nd January and presented the research article/review article titled **Emerging Web 3.0: The Internet of Value**

VICE CHANCELLOR
PROF. ATUL KHOSLA

PATRON
PROF. (DR.) N.K. GUPTA

CONVENOR
DR. CHANDER MOHAN GUPTA

ICFC/J AN2022/002

Arshdeep Kaur and Jahanavi participated in the International conference on Financial Crime Studies under the mentorship of Dr Shefali Saluja



GOVERNANCE, LEADERSHIP & MANAGEMENT



“There is nothing to lose in this World, there are only
Competitive gains”

~Dr Rishu Bhardwaj



Team Chitkara Business School at Chitkara University Leadership Summit, 2022.

“Teaching students to count is ok,
but teaching students what counts
is best”

~ Dr Balpreet Singh

INNOVATIONS AND BEST PRACTICES

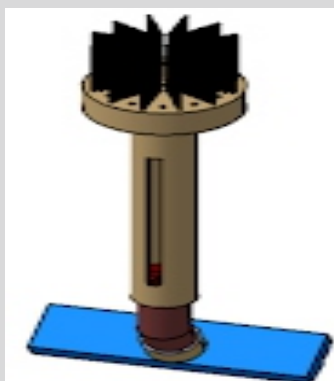


CHITKARA BUSINESS SCHOOL INTELLECTUAL CAPITAL JANUARY - MARCH 2022

Total No. of Patents filed Jan-March 2022		No. of patent applications completed as on 31st March 2022	No. of patent application numbers received on 31st March 2022	No. of Copyrights Filed (Jan-March 2022)	No. of Research Papers Indexed in Scopus (Jan-March 2022)	No. of UINPs taken (Jan-March 2022)	No. of UINCs taken (Jan-March 2022)	No. of Research Papers Published in Journal but indexing awaited	No. of Papers shared with journal & result still awaited
Design	Utility								
56	43	38	20	22	36	33	93	17	93

Patents filed by Faculty Jan-March 2022

1. Patent: 359410-001 All In One Disposable Shaving Kit, Name of Inventor: Dr Sumit Agarwal



2. Portable 3D Scanner Application No-359903-001
Innovators Name: Dr Monica Gupta, Dr Rajni Bansal
Dr Kiran Sood, Dr Jyoti Verma, Dr Ajit Bansal



3. A Hair Care Oil Composition and Method of Preparation Thereof (Utility Patent)

Application No- 202211013851

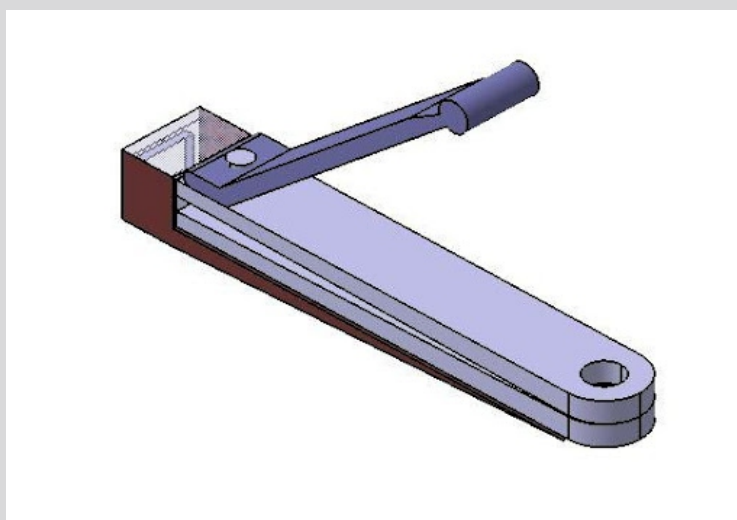
Innovators Name- Dr Monica Gupta, Mrs Shobha Bansal, Dr Rajni Bansal, Dr Kiran Sood, Dr Payal Bassi, Dr Sandhir Sharma, Dr Deepinder Malik, Ajit Bansal, Ms Baljinder Kaur, Dr Jyoti Verma



4. Nailcutter with bin

Application No- 360865-001,

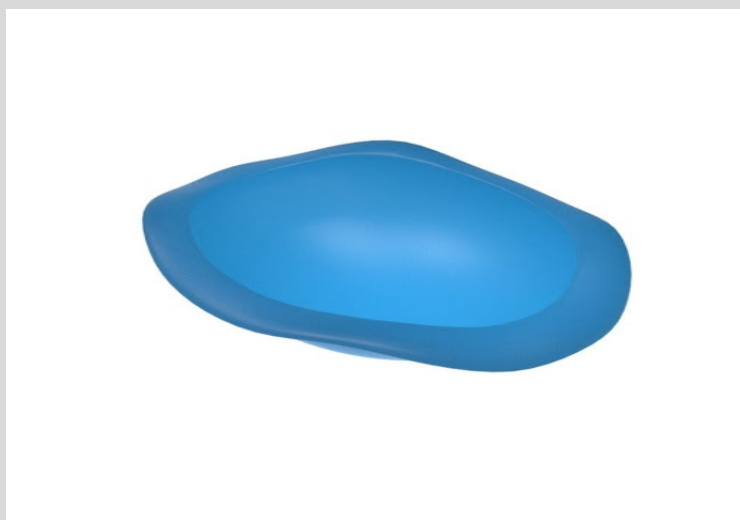
Inventors name- Baljinder Kaur, Rashmi Aggarwal, Paramveer Singh



5. Portable Silicon SITZ Bath tub Design

Application No- 357698-001

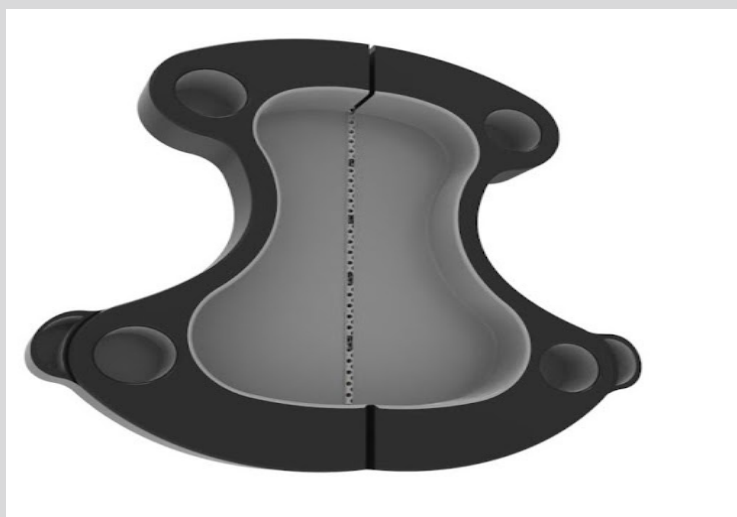
Inventors Name: Jashandeep Singh, Shelly Singhal, Shilpi Gupta, Sarabjeet Singh, Satinder Singh, Simran, Meenakshi Malhotra, Suriti Goel



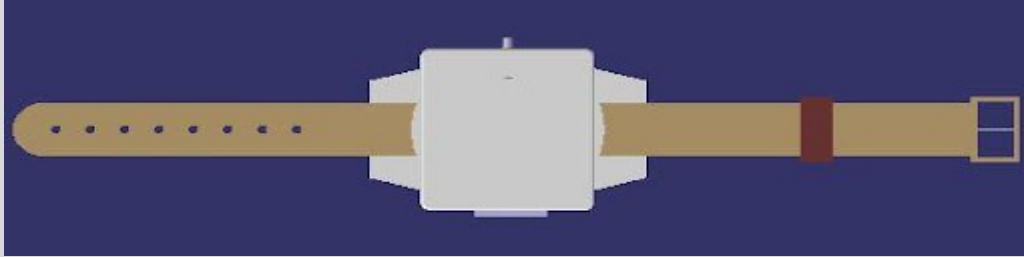
6. Foldable dining table Design

Application No- 359355-001

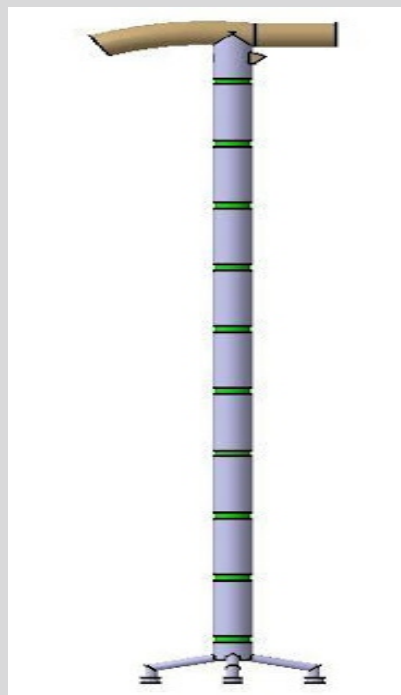
Inventors Name- Jashandeep Singh, Sandhir Sharma, Meenakshi Malhotra, Shelly Singhal, Shilpi Gupta, Sarabjeet Singh, Satinder Singh, Simran, Neeraj Anand



- 7. Safeplay Sanitizer Dispenser for Children,**
Name of Inventor: Dr Shuchi Dawra, Professor,
Chitkara Business School, Chitkara University, with
other inventors (Dr Rashmi Aggarwal, Dr Sandhir
Sharma, Mr. Paramveer Sharma)
Application No- 356251-001 on Jan 6, 2022



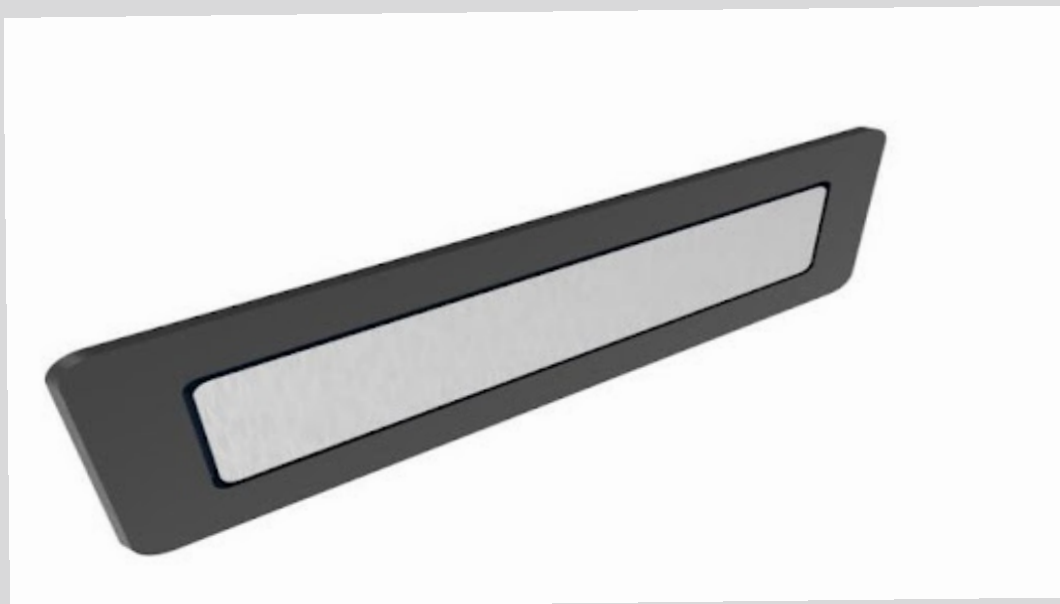
- 8. Glow Light Walking Stick for elderly**
Name of Inventors: Dr Shuchi Dawra, Professor,
Chitkara Business School, Chitkara University, with
other inventors (Dr Rashmi Aggarwal, Dr Sandhir
Sharma, Mr. Paramveer Sharma, Mr Vishal Verma)
Application No- 356250-001 on Jan 6, 2022



9. Flush Drawer Handle The concealed drawer handle, can be pulled out (pop out) only when required by the user.

Innovator's Name: Dr Balpreet Singh

Application No- 360478-001



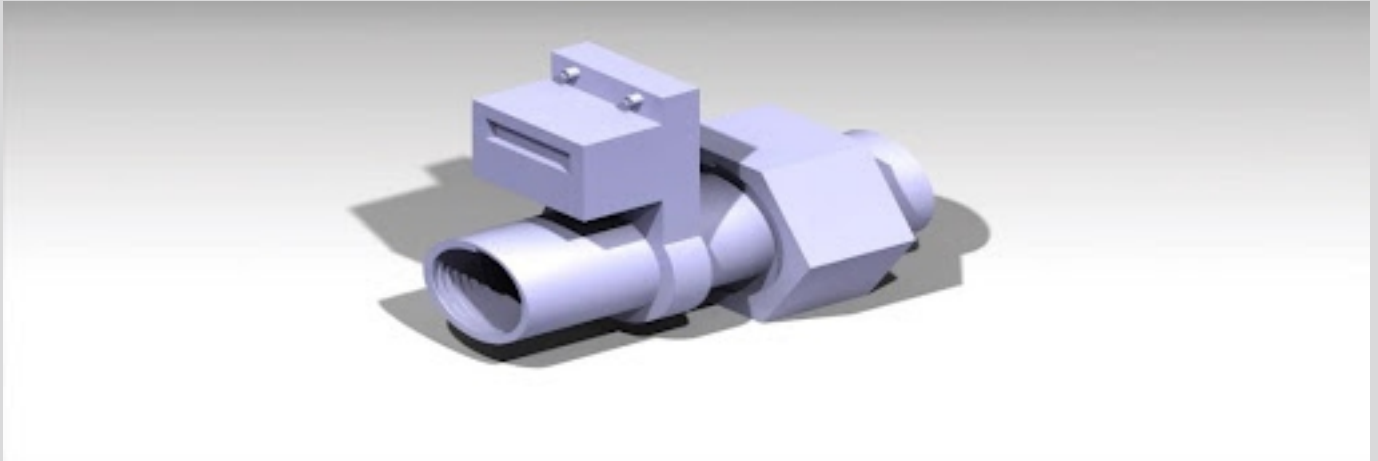
10. Neck Pillow: It is a Neck pillow with Reading light, headphones and a cap to cover the head.

Application No- 360862-001

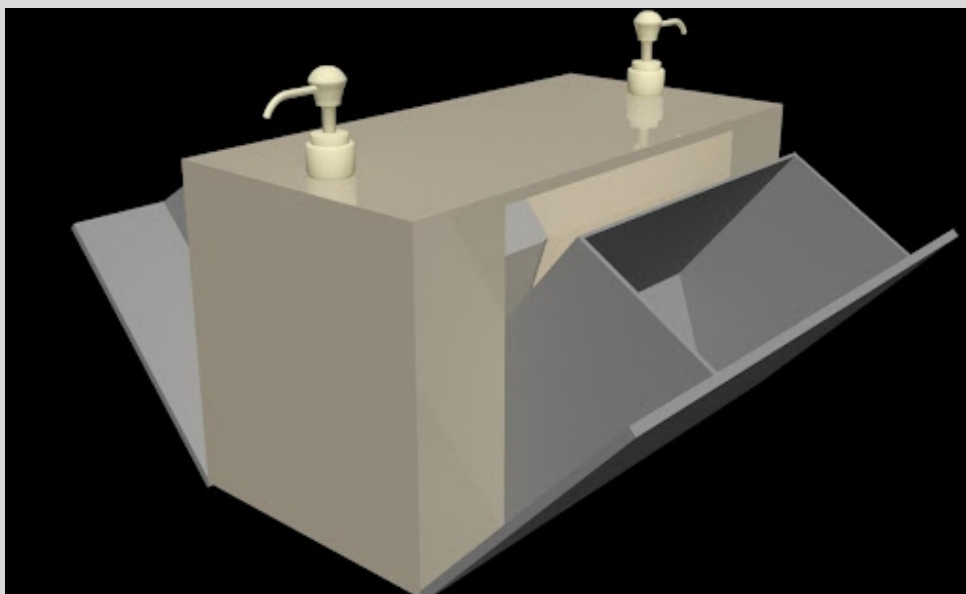
Innovator's Name- Dr Balpreet Singh



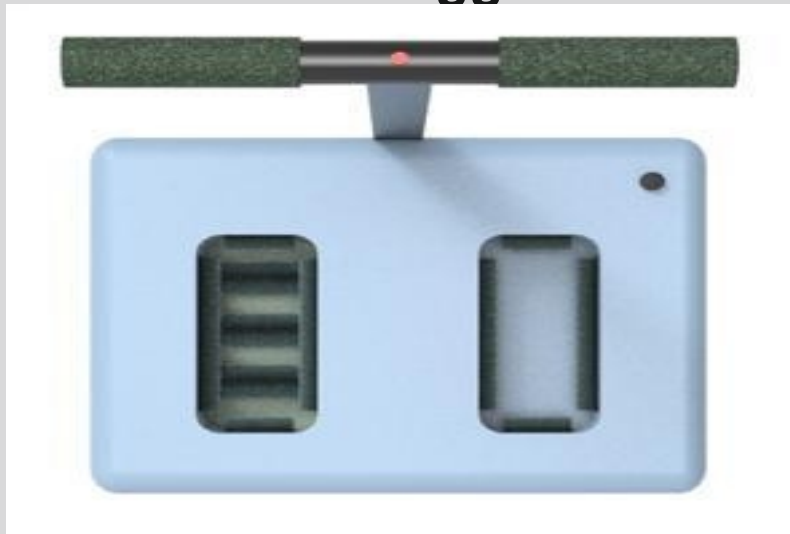
- 11. Faucet Assembly For Regulating Fluid Flow**
Application No- 202211015831
Names of inventors: Shilpi Gupta, Chanpreet Singh, Satinder Singh, Sarabjeet Singh, Shelly Singhal, Jashandeep Singh, Priyanka Sharma



- 12. A Smart Design for Complete at Workplace: A Portable Soap Cum Dispenser Sanitiser with Tetra Hygiene Protection**
Application No- 357434-001
Inventor's Name: Chitkara innovation incubator foundation, Jyoti Verma, Mandeep Kumar, Sandhir Sharma, Amandeep Singh, Monica Gupta



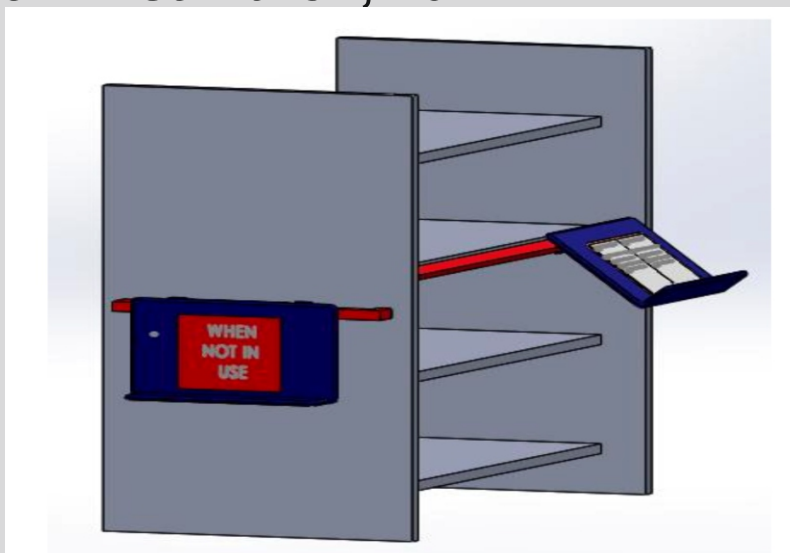
13. Shoe Shining Machine
Application No- 360865-004,
Inventor's Name: Rashmi Aggarwal



14. Multipurpose MOP: Inventor Name: Dr Gurpreet
(Utility Patent) Utility Patent is filed for
Multipurpose MOP UNDER FILE NO. P082

15. System For Express Reimbursement Of Travel
Insurance Application No- 202211005215 filed
on “31/01/2022”. Name of the applicants: Dr Payal
Bassi, Dr Jasleen Kaur, Dr Kiran Sood

16. Book Holder
Inventor Names: Jyoti Sharma, Naveen Kumar, Rajesh
Kumar Kaushal, Mohit Kumar, A. Ambikapathy, Mamta
Rani, filed on 21st March, 2022



- 17. Multifunction Battery Powered Food Warmer With USB XSMobile Charger Filed at patent vide id DSGN/IN/1435. Name of the applicants: Dr Devesh Bathla, Dr Sandhir Sharma**
- 18. Satellite Based Natural Calamity Prediction System Facilitating Insurance Policy Assessment, Application No- 2202211004980 filed on 29/01/2022. Name of applicants: Dr Jasleen Kaur, Dr Payal Bassi, Dr Kiran Sood**
- 19. My Personal Pharmacy: Design No. DSGN/IN/1575. Name of the applicants: Dr Navreet Kaur, Dr Shefali Saluja, Dr Sandhir Sharma**
- 20. Risk Assessment Using Facial Analytics: Application no- 202211004984, Name of the Inventors: Dr Pallavi Sood, Dr Shivinder Kaur, Dr Sandhir Sharma**

S.No	Name	Designation	Co-applicants	Copyright Title
1	Dr Dhiresh Kulshrestha	Dean - Economics	Shveta Gupta, Dr.Abhsihek Anand, Dr.Sumit Agarwal, Dinesh Kumar, Dr.Parul Kulshrestha, Dr.Sandhir Sharma	A Model for Rural Economic Transformation: A Bharat Centric Approach
2	Dr Jasleen Kaur	Assistant Professor	NA	Trading strategy based on predicted directional outcomes to calculate average trade returns of global stock indices using data mining techniques
3	Dr Dhiresh Kulshrestha	Dean- Economics	Shveta Gupta, Dr. Sumit Agarwal, Dr. Abhsihek Anand, Dr.Ajit Bansal, 4Dr.Sandhir S5harma, Pr6adeep Kumar	Consumer's Digital Buying Behaviour Paradigm Model in Economic Hiccups
4	Dr Shivani Inder	Associate Professor	NA	Crowdsourcing Framework
5	Dr Satinder Singh	Assistant professor	Dr.Satinder Singh	Stop being the part of fear
6	Dr Rishu Bhardwaj	Assistant Professor	Dr. Sumit Aggarwal, Dr Shilpi Gupta, Dr Satinder Singh, Dr Ajit Bansal	HVH Technique of Training: Need analysis and Skill Audit
7	Dr Sumit Agarwal	Professor	Dr. Sandhir Sharma, Dr. Dhiresh Kulshrestha, Dr.Ajit Bansal, Dr.Abhishek Anand	MGDS Matrix of Marketing Growth Strategies based on Demand & Supply Market Conditions
8	Dr. Sumit Agarwal	Professor	Dr. Sandhir Sharma, Dr. Dhiresh Kulshrestha, Dr. Rashmi Aggarwal, Dr. Abhishek Anand, DR. Priya Jindal, Dr. Shuchi Dawra,Dr. Priya Jindal, Dr.Rashmi Agarwal.	PDS Matrix of Optimum Pricing Strategies based on Demand & Supply Market Conditions
9	Dr Pallavi Sood	Assistant professor	Dr Sandhir Sharma	Responsible Innovation: Ethics, Safety & Technology
10	Dr. Amandeep Singh	Professor	NA	New Market Segmentation Model (NMSM)
11	Dr Pallavi Sood	Assistant Professor	Dr Sandhir Sharma	Sustainable Business Models

OUR UPCOMING EVENTS

CHITKARA BUSINESS SCHOOL

National Symposium
on Redesigning Supply Chain:
Resilient and Sustainable

CHIEF GUEST

V. Kalyana Rama
CMD, CONCOR

Keynote Speaker & Guest of Honor

Devan Prabhu
CEO, Stellar Value Chain Solutions, Mumbai

15-16 April, 2022

Panelists:

- Anurag Shandilga**
Head Operations, Mada International Airport
- Dr. LR Thapar**
Advisor, WIPAC, New Delhi
- Gurmeet Singh**
MD, Johnson Controls Hitachi Air conditioning India Ltd
- Manoj Akhawat**
Assistant Vice President Supply Chain Management, Max Healthcare
- Aditya Gupta**
Chief Operating Officer (COO), Supply Chain Management Centre, Indian Institute of Management Bangalore
- Kapil Nagel**
Zonal Head Hub & Transport, Reliance Retail
- Sanjay Sehgal**
Head-SCM, Dabur India Ltd
- Vijay Wadhvani**
AVP - Supply Chain, Reliance Footwear Ltd
- Sandeep Sharma**
AVP- Cargo Sales, Spicejet Airlines Pvt Ltd

CHITKARA UNIVERSITY

CHITKARA BUSINESS SCHOOL

National Level Faculty Development Program on
Mastering Crypto
A New Era in Modern Teaching
on 6th & 7th May, 2022


AJOY PATHAK
Blockchain Enthusiast
Crypto University

Knowledge Partners

 **crypto university™**

 **cryptowire**

 **cryptoTV**

S. No.	Event	Date
1	FDP on Teaching Pedagogies	4 Apr 22
2	Literary Fest	22 Apr 22
3	World Health Day	7-Apr-22
4	Earth Day	22-Apr-22
5	RMDA Research Workshop	18 May 22
6	Commonwealth Day	24-May-22

EDITORIAL TEAM



Dr Pallavi Sood
Editor



Dr Priya Jindal
Co-Editor



Dr Reena Malik
Co-Editor



Dr Payal Bassi
Co-Editor



Dr Jasleen Kaur
Co-Editor



Jagvir Singh
Student Editor

