

CBS Chronicle

NEWS BULLETIN



CHITKARA
BUSINESS
SCHOOL

MARKETING
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FOR PEOPLE'S
ATTENTION



**CHITKARA
BUSINESS
SCHOOL**

VOL. III, EDITION II | APRIL - JUNE 2022

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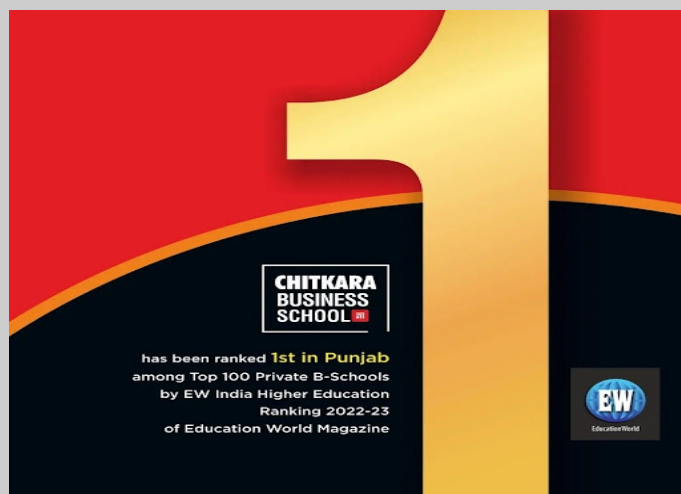
Innovations &
Best Practices

RANKINGS & RECOGNITIONS



“It is amazing what happens when your back is against the wall and there is no other option but to ‘do’. At the Chitkara Business School, our faculty and staff rose to every challenge while our students never stopped thinking about others before themselves. Courses are completely redesigned, providing more time for live interaction and the learning that happens during it. Study abroad programs, internship, academic and career advising and alumni are all more accessible. We are NEP compliant.”

**-Dr. Sandhir Sharma
Dean, Chitkara Business School**



ARTIFICIAL INTELLIGENCE & ANALYTICS CONCLAVE



Chitkara Business School organized AI & Analytics Conclave on 29th April 2022. The event was graced by Industry Leaders and was attended by 300+ students.

NATIONAL SYMPOSIUM: REDESIGNING SUPPLY CHAIN - RESILIENT AND SUSTAINABLE

PICTURE PERFECT

Chitkara University organises National Symposium to bridge industry-academia gap in supply chain

There's a huge gap between the kind of skills and competencies that are required by the logistics industry and those being supplied by the institutions offering supply chain management and logistics courses.

Acknowledging this area of concern, Chitkara University - one of India's top-ranked institutions with UGC NAAC A+ accreditation, recently organised a two-day National Symposium, with a special focus on the theme Redesigning Supply Chain - Resilient and Sustainable.

The event was convened by Prof. Neeraj Anand, Dean - SCM & General Management, Chitkara Business School who managed to bring together industry stalwarts from different fields to address the students about the real life application and scope of logistics and supply chain.

The Symposium witnessed panel discussions on both days by eminent and towering personalities like Mr. Sanjay Swarup, Director- International Marketing & Operations, CONCOR; Mr. Anurag Shandilya, Head of Operations - Noida International Airport; Mr. Samrat Sehgal, Head - SCM, Dabur India; Dr. Aditya Gupta, COO, Supply Chain management Centre, IIMB; Mr. Kapil Nayar, Zonal Head - Hub & Transport, Reliance Retail; Mr. Devan Pabaru, CEO, Stellar Fulfillment Solutions; Mr. Vijay Wadhani, AVP, SCM, Relaxo; Mr. Gurmeet Singh, CMD, Johnson Controls Hitachi Airconditioning India Ltd; Mr. Manoj Ahlawat, AVP, SCM, Max Healthcare; Mr. Sanjeev Sharma, AVP, Cargo sales, Spicejet Airlines Pvt. Ltd, Dr. L. R. Thapar, Advisor, HTPL and Dr. Sanjeev Layek, Executive Secretary, WASME.

A presentation contest was also organised during the two-day fest to encourage more participation from academia. During the contest, students divulged in some of the industry's latest topics with high spirits. Chitkara University, on Day 2 of the Symposium, announced the launch of the Centre Of Excellence - Sustainable Supply Chain to encourage the students to pursue logistics as a career choice. The CoE was launched by Dr. Madhu Chitkara, Pro-Chancellor, Chitkara University and Mr Devan Pabaru.

Other members of Chitkara University who were present during the Symposium included Dr. Archana Mantri, Vice Chancellor; Dr. Cavita Taragi, Pro VC; Dr. Sandhir Sharma, Dean, Chitkara Business School and many more.



Department of Logistics & Supply Chain Management, Chitkara Business School, organised a National Symposium on “ Redesigning Supply Chain: Resilient and Sustainable” on April 15th and 16th, 2022. The Symposium aimed to provide a forum for industry professionals to deliberate on current supply chain and logistics issues.

INDIA IMMERSION PROGRAM: MONDRAGON UNIVERSITY, SPAIN



Chitkara Business School had the great opportunity to host students from Mondragon University, Spain under the student exchange program. They visited the campus and interacted with students and faculty members. The visit was aimed at exploring opportunities for collaborative research and development initiatives.

MEMORANDUM OF UNDERSTANDING



Esteemed Fraternity, Chitkara Business School is elated to share that on May 18, 2022, MOU was signed between Chitkara University Punjab and Vardhman Mahaveer Open University (VMOU), Kota, Rajasthan (A State University of Rajasthan) with the purpose of sharing resources to enhance the system of Teaching-learning research and Innovations in both Universities. Honourable Vice Chancellor Prof. R.L. Godara from VMOU Kota was welcomed by Dean -Economics Chitkara Business School and delegates of the Chitkara University Punjab. The event concluded by having a group picture with Chitkara Business School Faculty.

WELCOME TO THE CBS FAMILY

The word "WELCOME" is rendered in a bold, sans-serif font. Each letter has a thick, multi-colored outline that gives it a 3D, neon-like appearance. The colors in the outline include shades of red, orange, yellow, green, and blue. The text is centered against a solid black background.

“In the wake of economic and consequent psycho-social turbulence, educational, leadership is beset with multiple challenges. It is imperative for leaders today to possess the skills of not only energizing and providing direction to the faculty but also the students who are struggling to create a life of their dreams in this age of sudden and unprecedented transition in every sphere.”

- Dr. Navreet Kaur



Dr. Narinder Kumar
Assistant Professor, Economics

Dr. Narinder Kumar completed his schooling from K. V. Nagrota, Jammu (J&K), followed by a degree in B.A. (University of Jammu), Master degree in Economics (Central University of Jammu), M.Phil. in Economics (Central University of Jammu), and Ph.D. in Economics (Central University of Jammu). The core area of his Ph.D. research was Development Economics and the specific topic was the “An inter-district comparison of Human Security Status in Jammu and Kashmir: A taxonomic Analysis”. His expertise lie in the mathematical economics, statistics and probability, econometrics, Microeconomics and Macroeconomics, Development economics and research methodology.

CURRICULAR ASPECTS



“Harmonized Work Culture comes from being mindful, kind and by showing respect and gratitude towards others. It will give you freedom to be awesome.”

- Dr. Jyoti Verma

Department Academic Affairs Committee



An annual meeting of DAAC for Academic Year 2021-22 was held on 11th April 2022, 10:00 AM onwards at Meeting Room, Fleming Block, Chitkara Business School, Chitkara University, Punjab.

Board of Studies



An annual meeting of BOS for Academic Year 2021-22 was held on 28th June 2022, at Warren Buffet Hall, Fleming Block, Chitkara Business School, Chitkara University, Punjab.

Career Counselling Sessions

CHITKARA
UNIVERSITY

CHITKARA
BUSINESS
SCHOOL

COMPLIANCE & VALUATION OF START-UPS IN INDIA

Speaker



Gurbaksh Dang
Fellow Chartered Accountant
Founder & Director,
Forex Pay

1st April 2022
12:00PM - 1:00PM



A talk on “Compliance & Valuation of Start-Ups in India” by Gurbaksh Dang, Fellow Chartered Accountant, Founder & Director, Forex Pay.

VALUATION OF STARTUPS

Using Discounted
Cash Flow Method

Speaker

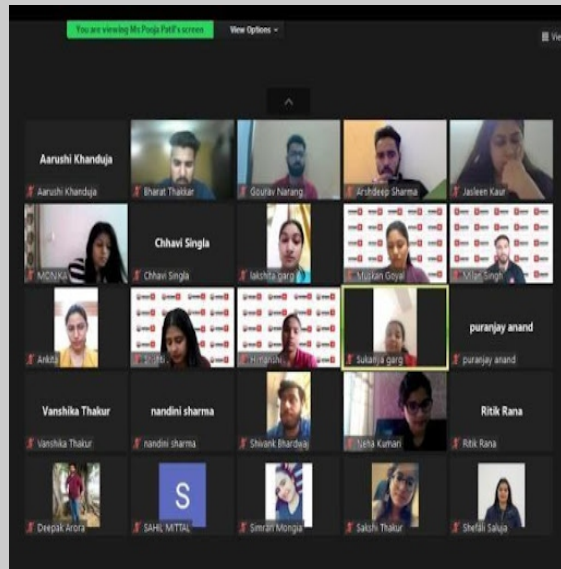
Sunit Aggarwal
Partner & Principal Consultant
Acumen Capital Advisors LLP



Date : 22nd April, 2022
Time : 11:00 AM - 12:00 NOON



A live interaction session on ‘Valuation of Startups Using Discounted Cash Flow Method’ was delivered by Dr. Sunit Aggarwal on 22nd April, 2022.



An online talk delivered by Ms. Pooja Patil on “Stages of Money Laundering” to MBA, Batch 2021 on April 1, 2022.



A talk on ‘Skill Development on Green Finance FINTECH & ECONOMIC GROWTH’ was delivered to the students on 22nd April by Dr. Sreenu Nenavath, Assistant Professor, NIT, Bhopal.

Guest lecture by Mr Akhil Goyal Regional Logistics Head- North India going on for MBA L& SCM students.





Dr. Balpreet Singh conducted a Value-Added Course on Creativity and Innovation from 26 April, 2022 to 28, April, 2022 at Chitkara University.

Dr. Monica Gupta conducted Skill Development Session on Entrepreneurship Doing Business in Asia.



A talk delivered by Dr. Ashish Mahajan on "Career in Business Research" to MBA, Batch 2021 on April 5, 2022.

Value Added Courses



CHITKARA UNIVERSITY

CHITKARA BUSINESS SCHOOL

VALUE ADDED COURSE ON
BUSINESS AND SUSTAINABLE DEVELOPMENT

 **Speaker**
Prof. A J S Batra
Management Expert



Date : 2 - 22 May, 2022
Time : 9:15 AM - 12:15 PM
Mode : Hybrid

For Integrated BBA/B.Com-MBA Batch 2020

A value-added course on 'Financial Business Development' was organized for BBA/B.Com - MBA Batch 2020 students from 2nd - 22nd May 2022.

Value Added course on Sustainability Management by Jashandeep Singh from May 23-28, 2022.



CHITKARA UNIVERSITY

CHITKARA BUSINESS SCHOOL

Value Added Course on
SUSTAINABILITY MANAGEMENT

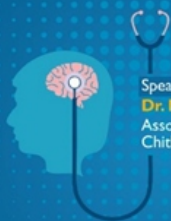
SPEAKER
Dr Jashandeep Singh
Assistant Professor
Chitkara Business School
23rd to 28th May 2022



For BBA Professional and B Com(Hons) Batch 2021

CHITKARA
BUSINESS
SCHOOL

VALUE ADDED COURSE ON
**NEUROMARKETING
AND CONSUMER SCIENCES**



Speaker
Dr. Monika Gupta
Associate Professor
Chitkara Business School

Date : 2-22 May, 2022
Time : 1:15 PM - 4:15 PM
Mode : Hybrid

For Integrated BBA / B.Com-MBA Batch 2020

Dr. Monika Gupta delivered a Value-added course on Neuromarketing and Consumer Sciences for Integrated BBA/B.Com-MBA Batch 2020 from May 2 to May 22, 2022 at CBS, Chitkara University, Punjab.

Students of B.Com (Batch 2020) successfully completed Five days "Workshop on Capital Market Operation" which was conducted by UG (B.Com) department, CBS in collaboration with Bombay Stock Exchange from 16th - 20th May, 2022.

CHITKARA
UNIVERSITY

CHITKARA
BUSINESS
SCHOOL

workshop on

**Capital Market
Operations**



Resource Person

Dr. V. Aditya Srinivas
Chief Operating Officer and Chief Economist
Bombay Stock Exchange Brokers Forum

16th May, 2022 - 20th May, 2022
11:00 AM - 11:45 AM

Organising Committee

Gurpreet Kaur
Assistant Professor
CBS

Dr. Rashmi Aggarwal
Assistant Dean (B.Com Program)
CBS

Organised By Chitkara Business School, Chitkara University, Punjab



Dr. Keerti Bhushan Pradhan, Professor Healthcare Management, Dr. Gunnet Dhanda, Faculty Healthcare Management, Dr. Navenet Bains, Professor Healthcare Management delivered a value added course on 'Sustainable Good Health And Wellbeing Knowledge Pearls & Petals' students from 9th-15th May, 2022.

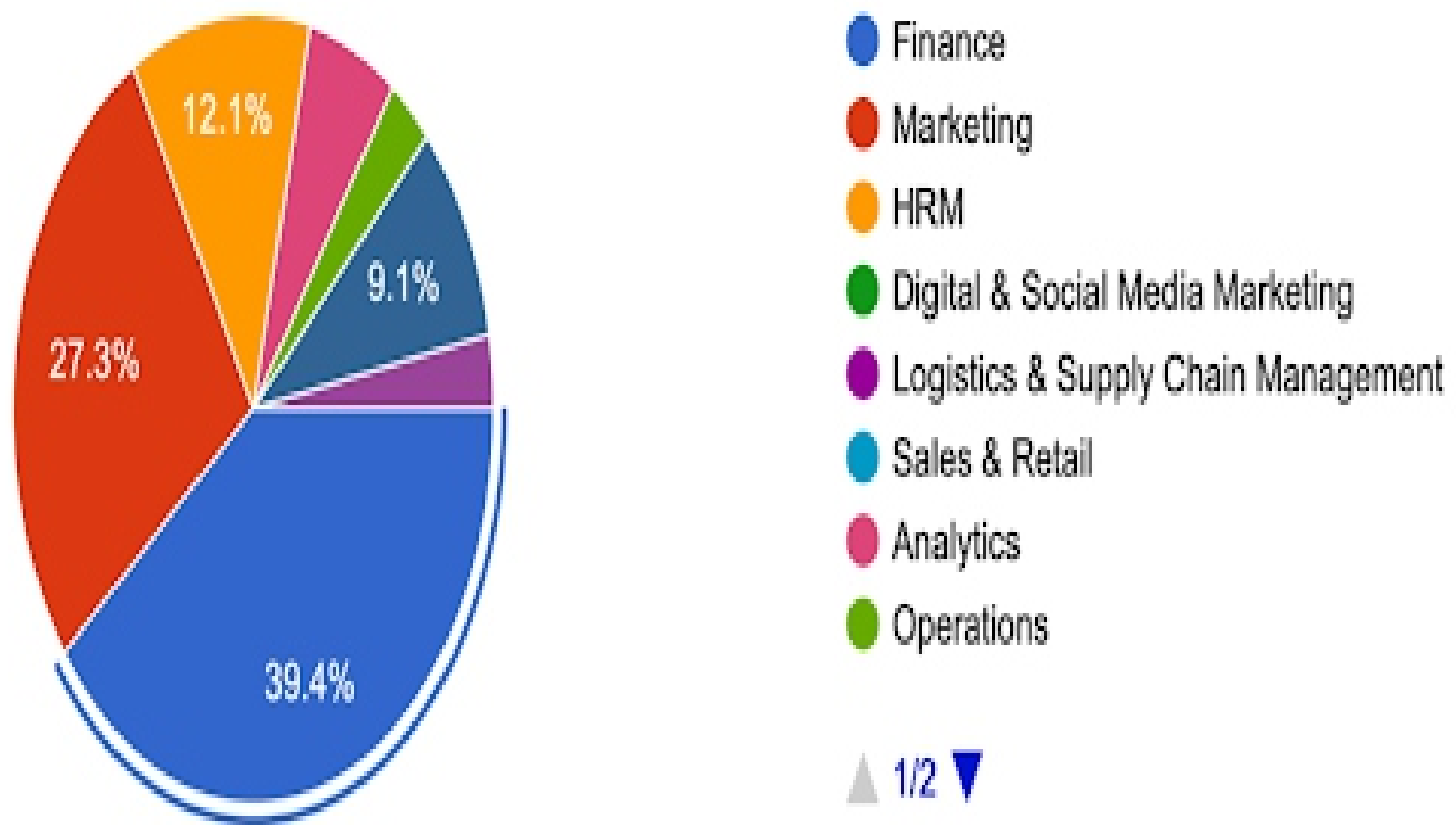
TEACHING, LEARNING & EVALUATION



“Education is transmission of values, possession of which pays best returns, enrich yourself value it as real asset. ”

- Dr. Gurpreet Kaur

Faculty Core Teaching and Research Domains



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.

IIC EVENTS – April to June 2022

S.No	Date	Resource Person	Topic
1	1 Apr	Mr. Gurbaksh Dang	Compliance & Valuation of Start-ups in India
2	4 Apr	Mr. Ajay Aggarwal	Skill development on google analytics & digital marketing
3	7 Apr	Dr. N S Bohra	Basics of investments and depository services
4	13 Apr	Mr. Anand Akhouri	Career Skills for Business Analysts
5	13 Apr	Mr. Anand Akhouri	Innovative Trends in Business Analytics
6	16 Apr	Ms Radhika Gupta	Training and development for skill development of employees
7	22 Apr	Dr Sreenu Nenavath	Skill Development on Green Finance, Fintech & Economic Growth

8	22 Apr	Dr Sunit Agarwal	Valuation of start-up using discounted cash-flow method
9	9 May	Mr. Ajay Aggarwal	Skill Development session on Digital Marketing
10	9 May	Chitwan Passey	Skill Development session for Enhancing the employability Quotient
11	11 May	Dr Sunit Agarwal	Skill Development Session on Business Valuation
12	12 May	Dr Sheefali Saluja & Dr Monica Gupta	Entrepreneurship doing business in Asia
13	13 May	Ankush Gupta	Skill Development Session on Commercial Lending
14	17 May	Mr.Sandeep Patil	Digital Entrepreneurship
15	2 June	Aayush Bajaj	Skill development session on writing professional emails

Lectures Delivered/ Expert Talks



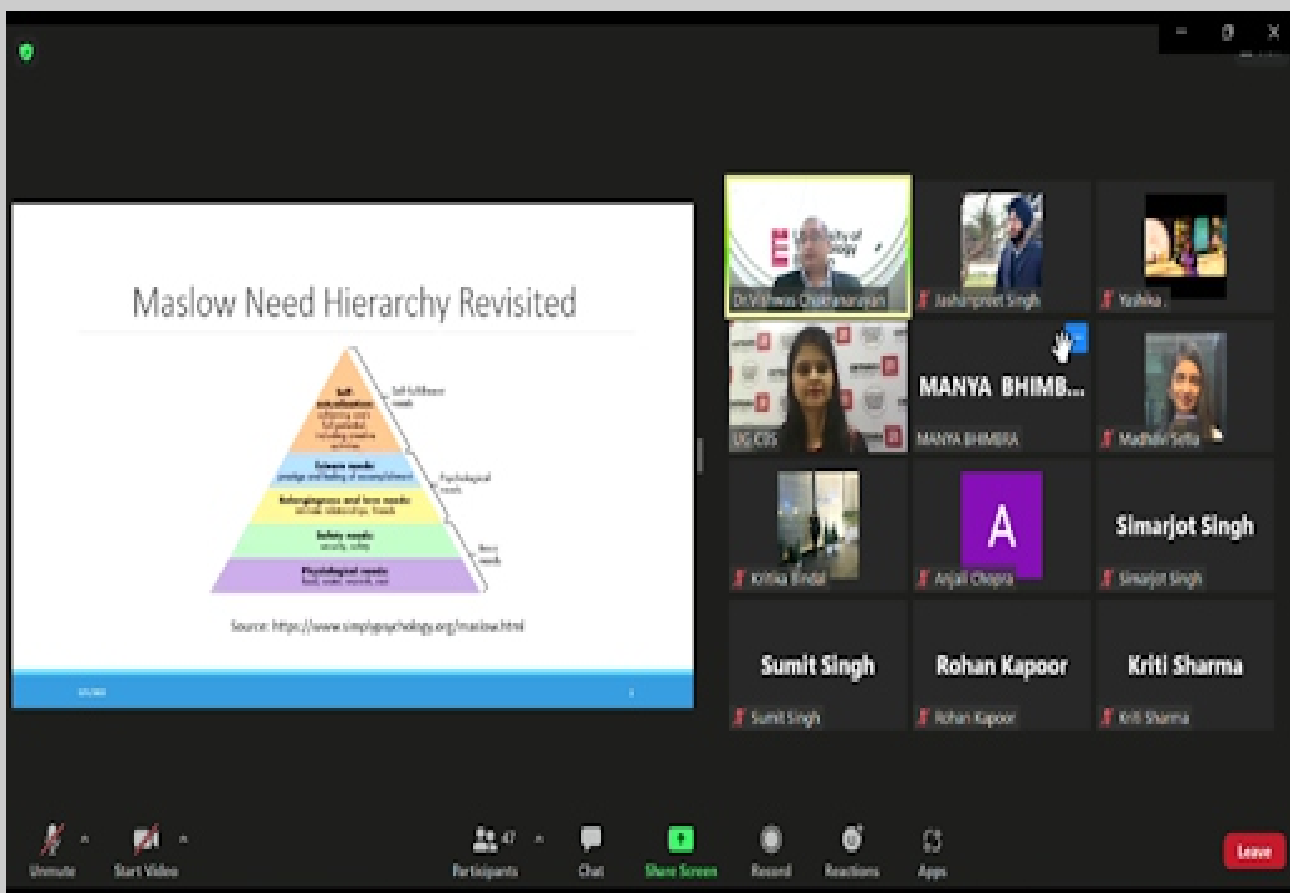
Dr. Krishna K Mishra, Director, Accreditations and Quality Assurance Cell and Dr. Sandhir Sharma, Dean, Chitkara Business School will be representing Chitkara University at the QS I-Guage Academic Excellence Conclave being held at India Habitat Centre, New Delhi.



Dr. Dhiresh Kulshrestha, Dean Economics, delivered a talk as a Keynote Speaker at "World Intellectual Property Day" on 26th April, 2022.



Dr. Navreet Kaur, Member, National HRD Network (NHRDN) Research, Innovations and Extension.



Dr. Jyoti Verma coordinated in a one-day interactive IIC talk on “Social Entrepreneurship and sustainability” at Chitkara University delivered by Dr. Vishwas Chakranarayan, University of Technology, Bahrain (31st March, 2022).



ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

Nelson Mandela Marg, Vasant Kunj, New Delhi – 110 070

AICTE Training and Learning (ATAL) Academy

Certificate

This is certified that gurpreet kaur, Assistant Professor of CHITKARA UNIVERSITY participated & completed successfully AICTE Training And Learning (ATAL) Academy Online Advanced FDP on "FDP on fostering Start-up, Innovation and Entrepreneurship/Intrapreneurship" from 14/02/2022 to 16/02/2022 at Andhra University.

Advisee-I, ATAL Academy
Mamta Rani Agarwal



Coordinator

Dr. Gurpreet Kaur completed ATAL certification course on "FDP on fostering start-up, innovation & Entrepreneurship/Intrapreneurship". In the month of February 2022.



Dr. Jyoti Verma organized 2 Days National Level FDP on Mastering Crypto: A New Era in Modern Teaching (6th and 7th of May, 2022).



Dr. Rashmi Aggarwal completed two days National Level FDP on Mastering Crypto: A New Era in Modern Teaching (6th and 7th of May, 2022).



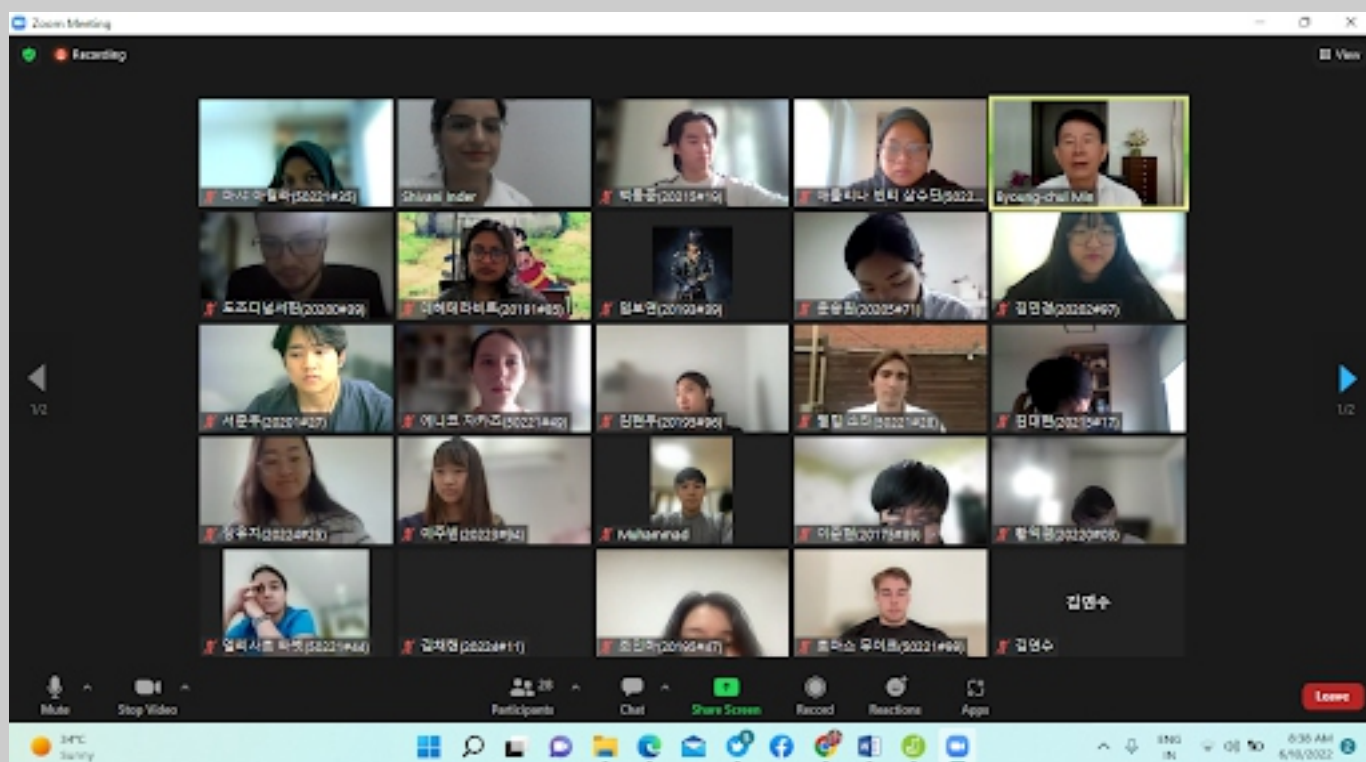
Dr. Reena Malik completed two days National Level FDP on Mastering Crypto: A New Era in Modern Teaching (6th and 7th of May, 2022).




Dr. Shivani & Dr. Cheenu participated in 5 days FDP on Research Methods & Data Analysis from 6th to 10th June, 2022.



Dr. Reena Malik delivered an expert talk on the topic “Rural India Embracing Digitalization: opportunities and challenges in Rural Marketing” organized by G.B Pant Social Science Institute, Allahabad (A constituent college of Allahabad University).



Dr. Shivani Inder co-taught the online course “Business Creativity” for Spring 2022 with Dr. Byong-chul Min at Chung-Ang University, South Korea from March 2022 to June 2022.




BANARSIDAS CHANDIWALA INSTITUTE OF INFORMATION TECHNOLOGY

Affiliated to GGSIPU, Delhi
(Running 2 years MCA & 3 years BCA Programme)

Workshop on

INSIGHTS ON PUBLISHING MULTIDISCIPLINARY EDITED AND AUTHORED BOOKS WITH INTERNATIONAL PUBLISHERS

No
Registration
Fees



Speaker

Dr. Kiran Sood

Associate Professor, Chitkara University, Punjab

E-Certificate
to all
Participants

8th April 2022

Mode: Online

11:00 am - 12:30 pm

Platform: Microsoft Teams

Registration Link :- <https://forms.gle/tQVxaUyMtAJayQdcA>

Event Coordinator:

Dr. Anu Taneja
(9810935270)

For More Info:

@ www.bciit.ac.in

BCIIT MCA College

f www.facebook.com/bciit.ac.in

Chandiwala Estate, Maa Anandmai Marg, Kalkaji,
Near to Govind Puri Metro Station, New Delhi, 110019

Dr. Kiran Sood was invited to take online workshop on “Insights on Publishing Multidisciplinary Edited and Authored Books with International Publishers” organized by Banarsidas Chandiwala Institute of Information Technology (BCIIT) affiliated to GGSIPU, Delhi, on 8th April, 2022.

April 8th, 2022

Certificate of Appreciation

The College of Administrative and Financial Sciences at the University of Technology, Bahrain greatly appreciates the effort of Dr. Jyoti Verma of Chitkara Business School, Chitkara University, Punjab, India for delivering a guest lecture to the students on the topic of "Financial Planning for Entrepreneurial Ventures" on the 5th of April 2022.

We wish her all the best for all her future teaching endeavors.

For UNIVERSITY OF TECHNOLOGY BAHRAIN,

Vinodh

DR VINODH NATARAJAN
DEAN
COLLEGE OF ADMINISTRATIVE AND FINANCIAL SCIENCES

Dr. Jyoti Verma was invited as Guest Speaker for Financial Planning for New Business Plan at University of Technology, Bahrain (5th April, 2022)



Dean MBA Apr 20
to me, deanacademicaffairs ▾



Dear Dr. Jashandeep

Greetings from IEC University, Baddi!
We take privilege in inviting you for the Board of Studies Meeting in department Business Management and Commerce under School of Commerce and Management IEC University as an External Expert Member which will be conducted soon. You will be considered as external expert member for BOS from annual year Jan, 2022.

Dr. Jashandeep Singh called as External Member, Board of Studies, IEC University, Himachal Pradesh.



Dr. Kiran Sood was invited to deliver keynote address on Managing Risk in the Fourth Industrial Revolution, the prestigious 6th Nigerian Risk Awards and Summit-The Premium C-Suite Leadership Summit with the theme, “Tech in Risk Governance and Leadership”, scheduled to be held on 7th July, 2022, at the Civic Centre, Victoria Island, Lagos



Dr. Kiran Sood received award of Honour for sharing valuable knowledge on Entrepreneurship & Innovation Management Concepts, organized by CT University on 31st May, 2022.



Dr. Kiran Sood received certificate of honour for delivering a stimulating talk on “Improving Financial awareness on Insurance Movement”, organized by Global Education; Training Institute - GETI on 19th April, 2022.



Dr. Cheenu Goel participated in 5 days FDP on SEM using Smart PLS from 17th May to 21st May, 2022.

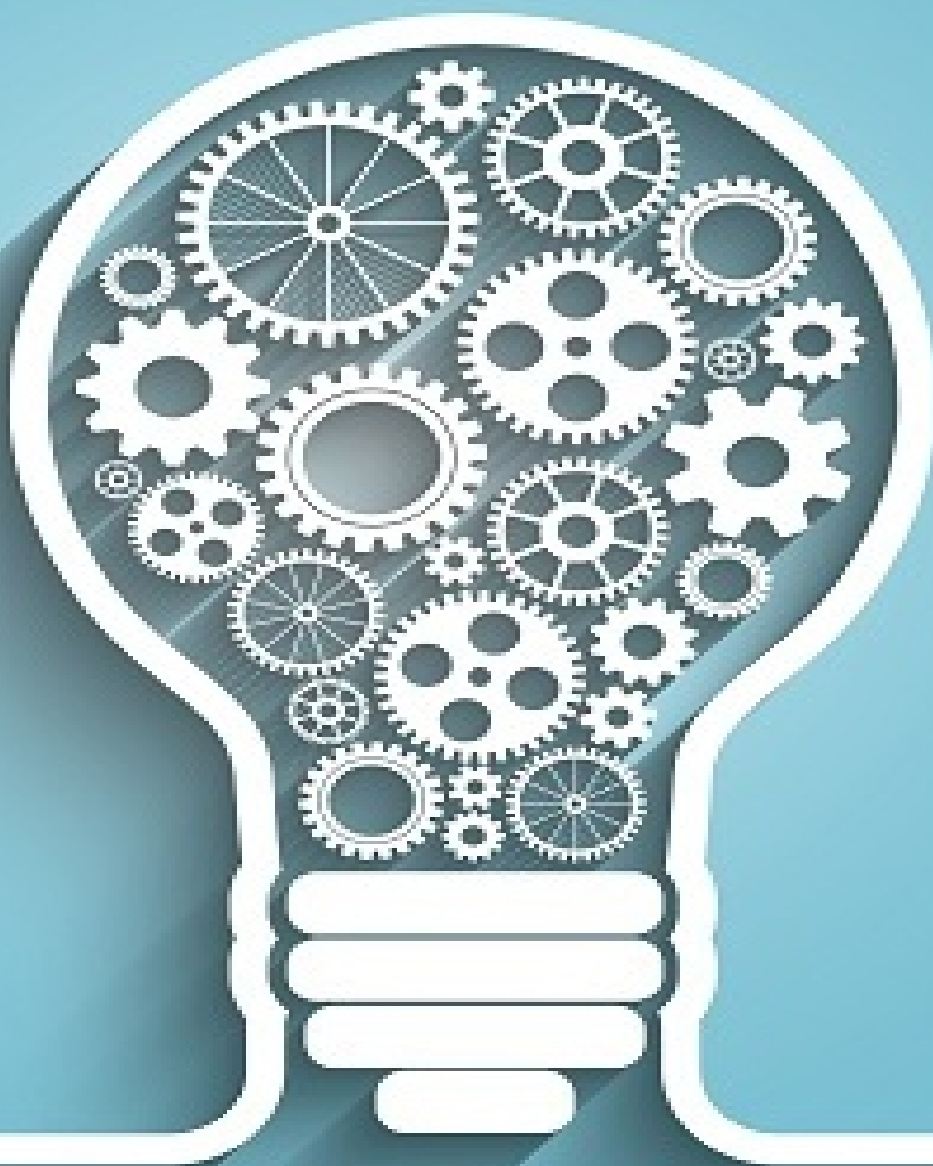


Dr. Monika Gupta delivered 15 hours sessions on 'Doing Business in Asia' for 32 students visiting from Mondragon University, Spain organized by CBS from 10-12 May, 2022 at Chitkara University, Punjab.



The annual commerce fest for Chitkara University, Commercia 2022 was hosted for Batch 2021 B.Com students in its latest 4th edition.

RESEARCH, CONSULTANCY & EXTENSION



**“There is a huge difference in being Knowledgeable
and being literate!!”**

- Dr. Monika Gupta

Research Publications

The current issue and full text archive of this journal is available on Emerald Insight at
<https://www.emerald.com/insight/1358-1988.htm>

A systematic review on forensic accounting and its contribution towards fraud detection and prevention

Forensic
accounting

Baljinder Kaur and Kiran Sood

Chithara Business School, Chithara University, Chandigarh, India, and

Simon Grima

Department of Insurance and Risk Management, University of Malta, Msida, Malta

Received 10 February 2022

Revised 20 April 2022

Accepted 20 April 2022

Abstract

Purpose – This paper aims to determine how forensic accounting contributes to fraud detection and prevention and answer the following research questions: What are the standard techniques for fraud detection and prevention; and What are the significant challenges that hinder the application of forensic accounting in fraud prevention and detection?

Design/methodology/approach – The authors use the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method to carry out a systematic literature review (SLR) to identify and assess the existing literature on forensic accounting.

Findings – There exists a positive correlation between forensic accounting and fraud detection and prevention. Moreover, in both the empirical and non-empirical findings, the authors note that fraud is complex, and in carrying out fraud investigations, one must be aware of its complexity.

Practical implications – Although drug counterfeiting is a sector where forensic accountants have paid less attention, it is a rapidly expanding fraud area. This paper finds that to detect fraud at an early stage, one must increase consumer understanding of basic forensic accounting techniques by implementing accurate supply chain monitoring systems and inventory management controls and conducting a diligent and effective regulatory, honest and legit inside customer inspections.

Social implications – The major factors that restrict forensic accounting are a lack of awareness and education. Hence, it is essential to incorporate forensic accounting in undergraduate and post-graduate courses.

Originality/value – From the existing literature, it has been observed that very few studies have been conducted in this field using the PRISMA and SLR techniques. Also, the authors carried out a holistic study that focuses on three different areas – fraud detection, fraud prevention and the challenges in forensic accounting.

Keywords Forensic accounting, Fraud, Fraud detection, Fraud prevention, PRISMA, Systematic literature review

Paper type Literature review

1. Introduction

Across the globe, the number of fraudulent and suspicious financial activities are rising (PricewaterhouseCoopers, 2022). Consequently, businesses are in danger of unethical and dishonest practices (Wijesinghe and Perera, 2020). The increasing amount of business scandals worldwide has created a need for forensic accounting (Islam *et al.*, 2011; Okoye and Guegi, 2013a). Financial fraud has emerged as the world's most severe economic threat, necessitating professional forensic accountants and traditional auditors (Abdullahi and Marzor, 2018).



Journal of Financial Regulations
and Compliance
© Emerald Publishing Limited
0309-1748/22/040000-00
DOI: 10.1108/JFR-04-2022-0000

Ms. Baljinder Kaur and Dr. Kiran Sood published a research Paper on, “A systematic review on forensic accounting and its contribution towards fraud detection and prevention” published in Journal of Financial Regulations and Compliance. H Index of the Journal is 20, Impact Factor is 0.78 and Publisher is Emerald Group Publishing Ltd.

Article

Digital Banking in Northern India: The Risks on Customer Satisfaction

Baljinder Kaur ¹, Sood Kiran ¹ , Simon Grima ²  and Ramona Rupeika-Apoga ^{3,*} 

¹ Chitkara Business School, Chitkara University, Rajpura 140401, India; baljinder.kaur@chitkara.edu.in (B.K.); kiran.sood@chitkara.edu.in (S.K.)

² Department of Insurance, Faculty of Economics Management and Accountancy, University of Malta, MSD 2080 Msida, Malta; simon.grima@um.edu.mt

³ Faculty of Business, Management and Economics, University of Latvia, LV-1586 Riga, Latvia

* Correspondence: r@llu.lv

Abstract: The widespread use of digital technologies and the current pandemic (COVID) have fueled the need and call for digital transformation in the banking sector. Although this has various benefits, it is a disruption to the norm to which a bank customer has to become accustomed. This variance means that customers would have to make some changes to their routine. This can constitute risks in terms of maintaining customer satisfaction at previous levels. These risks are associated with customer retention because a service or product needs to be aligned with customer expectations to avoid them switching to other service providers. Moreover, it can also have an effect on reputation. Offering digital account opening or remote deposits may not satisfy customers; competitive advantage depends on many aspects such as providing a hassle-free, personalized and cyber-secure experience, economic aspects and the needs of the society at large. Therefore, there is a need to understand the intensity of the risk factors that influence customer satisfaction for digitalized banking services and products. To do this, we carried out a structured survey, framed on the five dimensions of the SERVQUAL model, which was sent out to Northern Indian banking customers, to which we received 222 valid responses. We subjected the data received to Structural Equation Modelling using the SmartPLS version 3 application software. Results reveal that digital banking customers in Northern India are genuinely satisfied with the quality of services provided by digital banking. Moreover, ‘reliability’ has the strongest risk factor impact on customer satisfaction, followed by ‘tangibility’ and ‘responsiveness’.



Citation: Kaur, Baljinder; Sood Kiran, Simon Grima, and Ramona Rupeika-Apoga. 2021. Digital Banking in Northern India: The Risks on Customer Satisfaction. *Risks* 9, 209. <https://doi.org/10.3390/risks9110209>

Ms. Baljinder Kaur and Dr. Kiran Sood published a research paper on, “Digital Banking in Northern India: The Risks on Customer Satisfaction” published in *Risks* 2021, 9(11), 209. H index of the journal is 18 and impact factor is 1.78.

A Study to Examine the Behavioral Intentions of Practitioners to Use Forensic Accounting Technique as Fraud Detection and Prevention Mechanism in India

B Kaur¹  and R Bansal¹

© 2022 ECS - The Electrochemical Society

[ECS Transactions, Volume 107, Number 1](#)

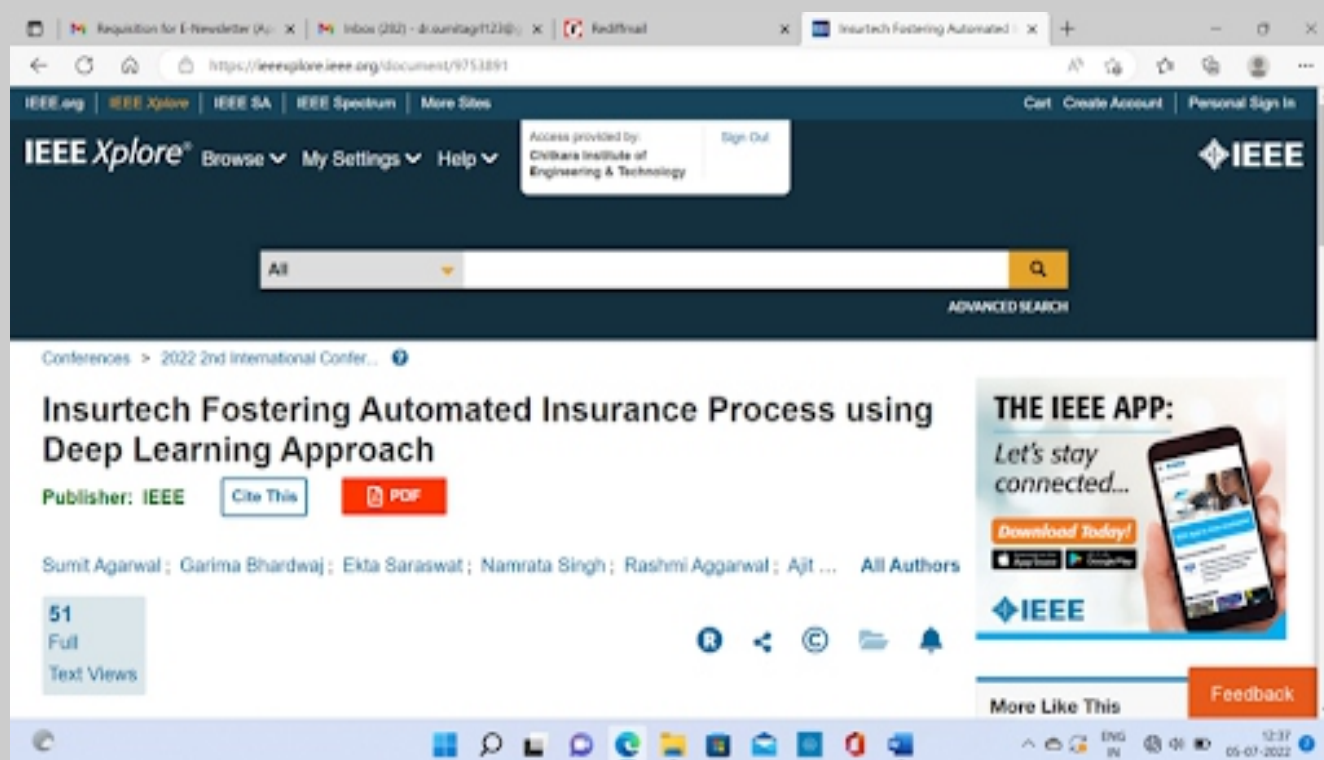
Citation B Kaur and R Bansal 2022 *ECS Trans.* 107 3355

+ Article information

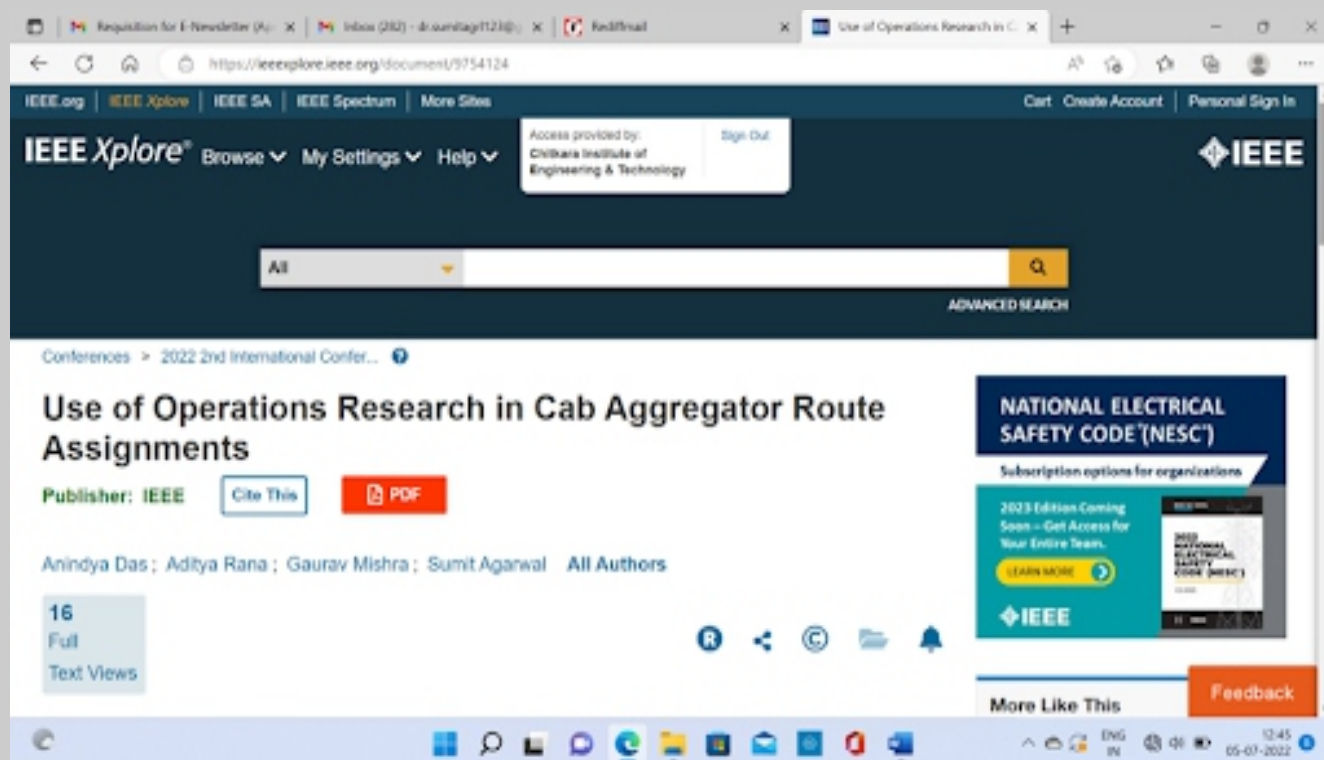
Abstract

The rising number of frauds in the recent years and the authorities' inability to combat fraud has brought the concept of Forensic Accounting (FA) in limelight. FA is the branch of accounting that investigates fraud. The primary objective of this study is to look into practitioners' intentions to employ various FA approaches for fraud detection and prevention in India. The study has been conducted in the North region, and the population for this study include the practitioners in accounting fields, Certified Public Accountants (CPAs), Chartered Accountants (CAs), Association of Certified Chartered Accountants (ACCAs), Certified Management Accountants (CMAs), and Lawyers. Snowball sampling technique was used for data collection. For this study, structured questionnaire was used to collect the data and further SMART PLS was used to analyze the data.

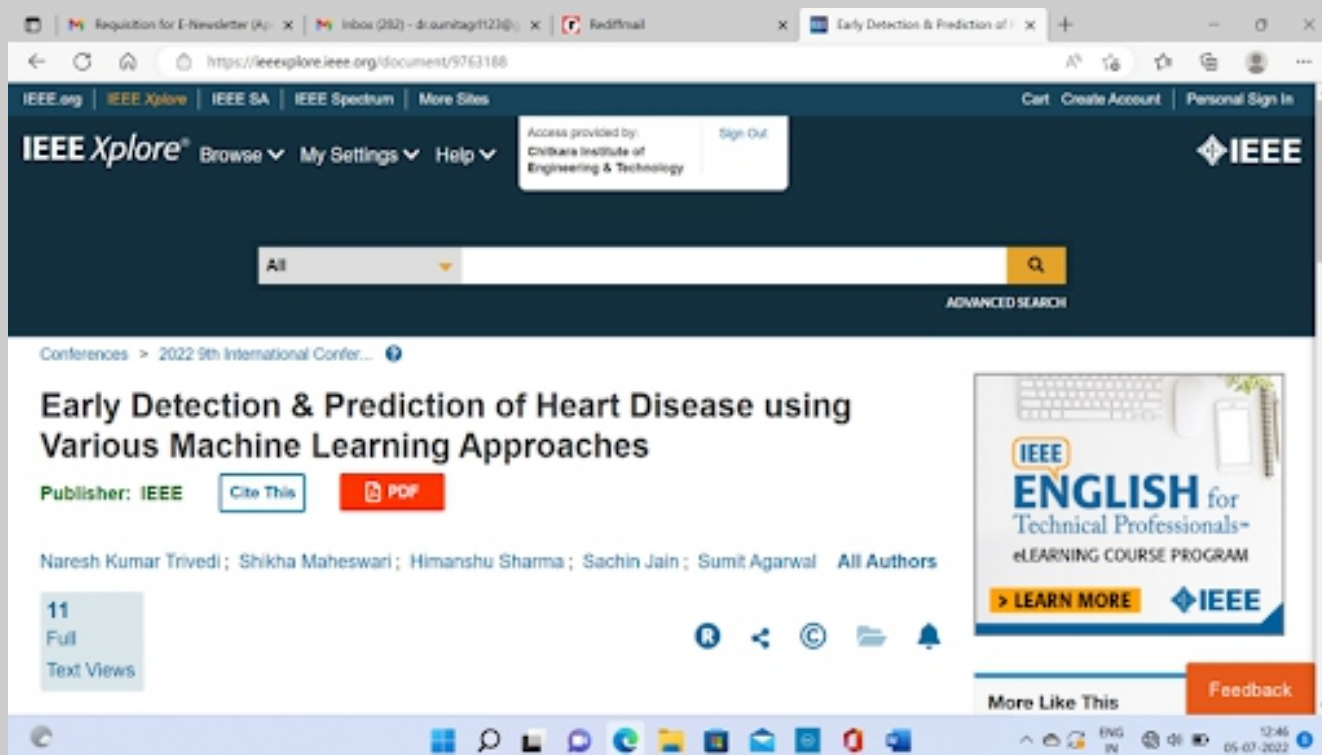
Ms. Baljinder Kaur and Dr. Rajni Bansal published a research paper on, "A study to Examine the Behavioral Intentions of Practitioners to Use Forensic Accounting Technique as Fraud Detection and Prevention Mechanism in India" published in 2022 ECS- The Electrochemical Society, ECS Transactions, Volume 107, Number 1. H index of the journal is 56 and impact factor is 0.64.



Dr. Sumit Aggarwal and Dr. Rashmi Aggarwal published a Paper title “Insurtech fostering Automated Insurance Process using Deep Learning Approach” published on IEEE Xplore (Scopus Indexed) on 18 April, 2022.



Dr. Sumit Agarwal published a paper titled “Use of Operations Research in Cab Aggregator Route Assignment” published on IEEE Explore (Scopus Indexed) on 18 April, 2022.



Dr. Sumit Agarwal published a paper a title “Early Detection & Prediction of Heart Disease using Various Machine Learning Approaches” published on IEEE Xplore (Scopus Indexed) on 2 May, 2022.



Dr. Rashmi Aggarwal published a paper in IEEE Xplore titled “WBMS: Water Bin Management System for densely populated Urban Areas”.

Geyser Time Controller for Effective Electricity and Water Management

Publisher: IEEE

Cite This

PDF

Tanvi Verma ; Rashmi Aggarwal ; Garima Bhardwaj ; Vishal Verma ; Sumit Agarwal [All Authors](#)

11

Full

Text Views



Abstract

Document Sections

I. Introduction

II. Objectives of Study

III. Literature Review

IV. Detailed

Description&proposed

Solution

Abstract:

Although water heating is an elementary activity in our daily lives, it has been transformed into an efficient technology using a water geyser system. Usage of hot water is incorporated in bathing during winters, washing oily utensils, fulfilling beauty needs at salon, commercial swimming pools and so on. Many individuals leave their water geyser switched on all the time. This results in a significant amount of electrical waste which leads to increased electricity bills. To substantiate the public's demand, the challenge is to make the mechanism more efficient in terms of saving water and electricity and less costly. Therefore, it is required to switch off the geyser once the desired temperature and quantity of water is reached. This paper presents a device for controlling a hot water geyser with an inbuilt time selection unit, comprising a level selection switch to set the temperature corresponding to a time interval and water level. The water holding tank contains a heating element with a controller operatively coupled to the time selection unit to operate as per the set parameters for hot water. The present

Dr. Rashmi Aggarwal published a paper in IEEE Xplore titled "Geyser Time Controller for Effective Electricity and Water Management."

Understanding password vulnerabilities - A mathematical approach

AIP Conference Proceedings 2357, 100012 (2022); <https://doi.org/10.1063/5.0080658>

Meenu Khurana^{1,✉}, Rashmi Aggarwal², Ridhima Rani³, and Viney Khurana³

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ABSTRACT

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ABSTRACT

In this digital era, where most of our operations and the enterprises are becoming web oriented, password by far is the weakest link that poses a major privacy threat to an individual as well as to the enterprise entity. Studies reveal that more than eighty percent of data breaches are caused by compromised passwords. Though there is no better user-friendly substitute for the text based password authentication, yet it is highly vulnerable than other known hallmark schemes. To safeguard from these security threats, it is imperative to manage our passwords in the best possible secure way thereby ensuring 'security hygiene'. A study was conducted to focus on the rationale and mathematics behind password vulnerability. Based on the study, recommendations are being made for the users

Dr. Rashmi Aggarwal published a paper in AIP Conference Proceedings titled "Understanding Password vulnerabilities - A mathematical Approach."

A Review Based Study on Transformational Leadership and Its Future Prospects

Nidhi Malhotra¹ and Rashmi Aggarwal¹

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[ECS Transactions, Volume 107, Number 1](#)

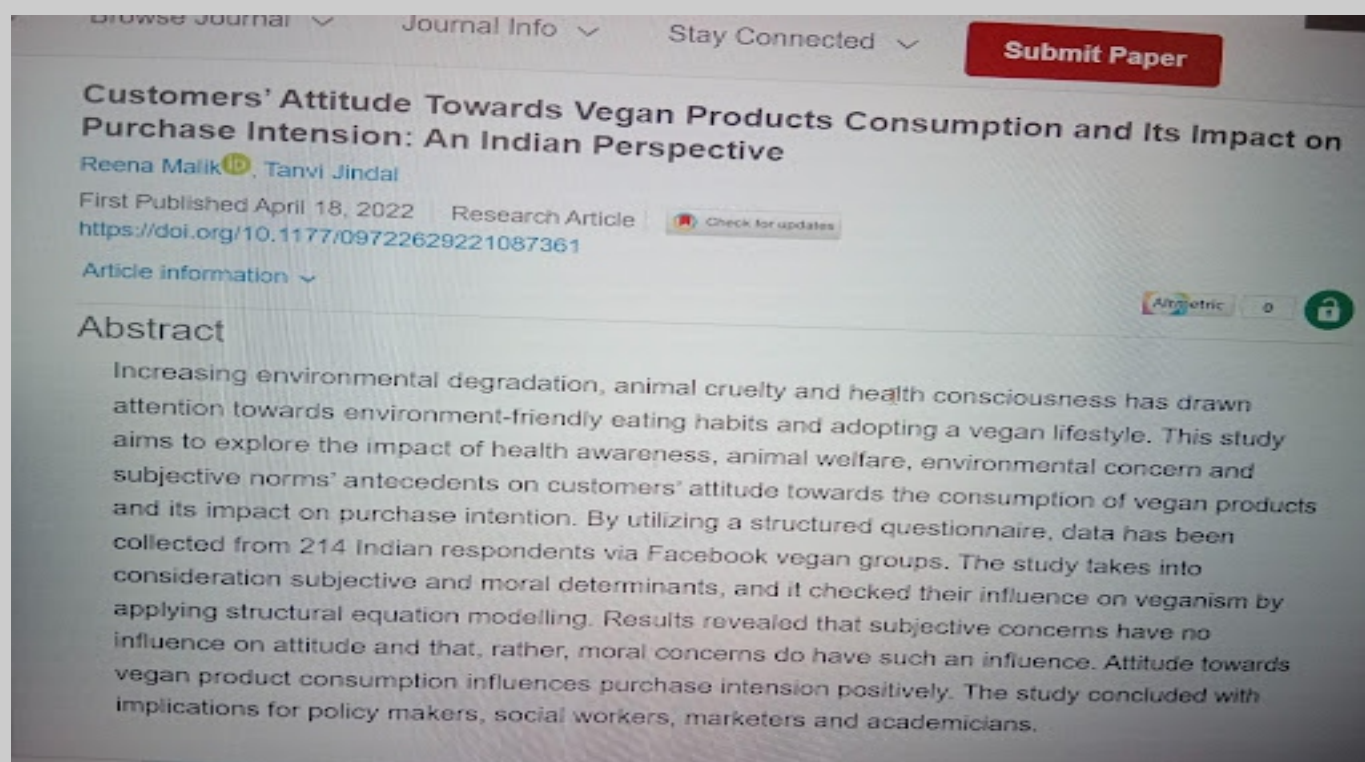
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Abstract

The objective of this review was to systematically retrieve and review the key literatures pertinent to the concepts and aspects of Transformational Leadership. As the literature appraisal was the crucial module of this research, identifying relevant studies had to be a systematic as well as significant process. To retrieve as many pertinent published articles as possible, this study referred the different database and search engines and various pre-synthesized keywords, including Transformational leadership style, Transformational leadership behavior, leadership, and Transformational leadership in industry. "Transformational leadership" and "transformational leadership in industry" were used as the main keywords and phrases which retrieved enormous amounts of original peer-reviewed studies. The literature search identified many published articles indicative of the significance of the Transformational leadership. The subject of operative leadership

Dr. Rashmi Aggarwal published a paper in ECS Transactions titled "A Review Based Study on Transformational Leadership and its Future Prospects" H index- 56.



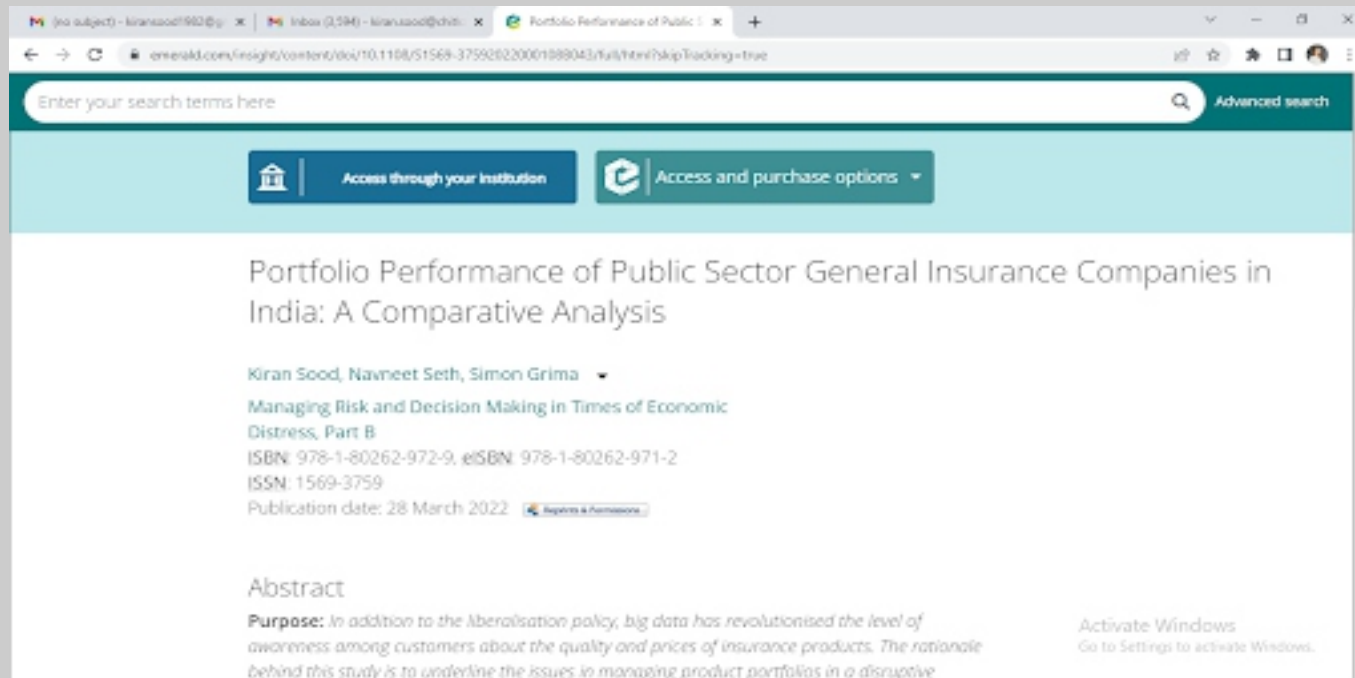
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Estimating Determinants of Liquidity Risk: Empirical Evidence from Indian Scheduled Commercial Banks

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Dr. Gurpreet Kaur published a paper entitled “Estimating determinants of liquidity crises: Empirical evidence from Indian Scheduled commercial banks” authored by “(Gurpreet Kaur, Renuka Sharma)” got published in “SCMS journal of Indian Management” with H-Index 3.

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Sanjeev Sharma and Dr. Jashandeep Singh (2022) Impact of Covid 19 on livelihood of Indian rural population, ECS Transactions, 107,9439. (Q2, Scopus indexed).



Article

Antecedents of Behavioural Intention to Adopt Internet Banking Using Structural Equation Modelling

Shivani Inder ¹, Kiran Soed ¹ and Simon Grima ^{1,2,*} 

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Shivani Inder, Kiran Soed, and Simon Grima. 2021. Antecedents of Behavioural Intention to Adopt Internet Banking Using Structural Equation Modelling. *Journal of Risk and Financial Management* 15, 137. <https://doi.org/10.3390/jrfm15040137>

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Abstract: Technology is emerging as an important banking mode for customers, and although almost all the banks in India are offering Internet Banking, India faces problems related to the digital divide, e-trust, and high rates of Internet, amongst other things. This is causing concern in banks, which are trying to persuade people to adopt their online banking services. Therefore, the aim with this study is to determine the antecedents of behavioural intentions to adopt e-banking in an emerging economy such as India. We did this by administering a questionnaire with 34 questions and nine constructs to which participants responded using a Likert scale of 1 to 5, 1 being strongly disagree and 5 strongly agree. All constructs used in this questionnaire were adapted from literature related to the antecedents of behavioural intentions to adopt e-banking. We received 426 valid responses, which we analysed using Cronbach's alpha, Confirmatory Factor Analysis, and Structural Equation Modelling. Results show that Performance Expectancy, Hedonic Motivation, Experience, Habit and Attitude, Perceived Website Usability, and Security and Reliability positively influence the intention to adopt Internet Banking, suggesting that policymakers and bankers should focus on improving website usability and hedonic enjoyment while focusing on Internet Banking performance, security, and dependability. In addition, Effort Expectations, Social Influence, Facilitating Conditions, and Trust resulted as not significant influencing factors of Internet Banking usage; Indians appear to find Internet Banking straightforward to use, perceive it as a breeze, and believe they are backed by solid support systems and organisational infrastructures. Moreover, trust is not a driving factor for Indians to adopt Internet Banking because they already perceive it as a trustworthy exercise.

Keywords: antecedents; internet banking; UTAUT; intention to adopt; Structural Equation Modelling

1. Introduction

Technology has taken centre stage in behavioural research. Internet Banking (IB) services can be offered in several ways and have emerged as an important banking mode for customers (Nasri and Charfeddine 2012). Additionally, opening up the Indian economy to globalisation during the 1990s has facilitated the development of IB. Moreover, to implement various recommendations suggested by committees, the Indian government has stressed the importance of implementing IB in the banking sector (Srivastava 2007).

Banking is considered an information intensive business in which information technology is playing a key role (Shih and Fang 2004). IB is an umbrella term for all those banking activities performed by customers either electronically or online without going through the hassle of reaching out to brick and mortar banks (Compeau and Higgins 1995; Banu et al. 2019). It encompasses the delivery of banking services via different channels such as the Internet, managed networks, personal computers, etc. (Daniel 1999). In addition, it allows the use of the Internet and the World Wide Web to allow customers to carry out financial activities in a virtual space (Shih and Fang 2004). IB is "a new type of information

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ECS Transactions

A Study of Factors Affecting Buying Decisions of Millennials While Purchasing Organic Personal Care Products

Himanshi Nagpal¹ and Payal Bassi¹

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[ECS Transactions, Volume 107, Number 1](#)Citation Himanshi Nagpal and Payal Bassi 2022 *ECS Trans.* **107** 8251

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Abstract

In today's era people are very much conscious about the products which they are buying and the impact which they are creating on the environment. Customers prefer to buy a product which is non-hazardous to the environment and brings positive results when it comes to the utilitarian function. Increased knowledge of the various benefits of organic products over their synthetic counterparts has led to an upsurge in demand in the recent years. The study identifies the most preferred organic personal care brand amongst millennials and examines the motivational factor amongst millennials

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A quantile regression approach to study the impact of aluminium prices on manufacturing sector of India during COVID era

Kiran Mehta^a, Renuka Sharma^a, Vishal Vyas^b[Show more](#)[Outline](#) | [Share](#) | [Cite](#)<https://doi.org/10.1016/j.matpr.2022.06.087>[Get rights and content](#)

Abstract

Metal prices have a significant impact on the manufacturing sector. Aluminium as raw material and an essential component of various manufacturing processes have a considerable effect on the cost and price of manufactured items. Therefore, the present study focuses on the influence of aluminium price movements on India's manufacturing sector during the COVID period. The current research is empirical and examines the causal relationship between aluminium prices and the manufacturing index in India during the COVID era. Different methodologies are used to study aluminium price fluctuations. Many earlier studies focused on forecasting aluminium prices, while others looked at the relationship between aluminium and other indices or commodities. The current research uses a quantile regression approach to accomplish the study's objective. Quantile regression is a nonlinear data model that may provide lower or higher results than the conditional mean. This model is appropriate in situations when linearity is not expected. The study's findings are helpful for companies processing or using aluminium in their production processes, all manufacturing industries where aluminium is a crucial component of raw material, and regulators and policymakers working on boosting the aluminium industry and other stakeholders.

Mehta, K., Sharma, R., Vyas, V. (2022) A quantile regression approach to study the impact of aluminium prices on manufacturing sector of India during COVID era. Materials Today: Proceedings, 2022.

A Revisit to Research on Corporate Governance Using Systematic Literature Review

Deepika Arora Madaan¹, Kiran Mehta¹  and Renuka Sharma¹ 

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ECS Transactions, Volume 107, Number 1

Citation Deepika Arora Madaan *et al* 2022 *ECS Trans.* **107** 4035

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<https://doi.org/10.1149/10701.4035ecst>

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Abstract

The purpose of this paper is to systematically review the emergence and structure of corporate governance in Indian context. Accounting scandals like Enron, Waste Management, Worldcom, Tyco, Satyam, etc. have shaken the investors' confidence. The need of the hour is to have corporate governance regulations to be practically applicable according to the country specific situations. The motivation behind this study is that in spite of having impressive growth pattern in India, the published academic work on Corporate Governance is less as compared to other developing countries of the world. The present study is going to examine the relationship between the elements of board composition on the financial health of a firm, which may provide useful insights into the factors that may be taken into consideration. The paper will help the regulators, policymakers, stakeholders, and the academicians in this direction and provide a future scope of action.

Madaan, D.A., Mehta, K., Sharma, R. (2022). A revisit to Research on Corporate Governance using Systematic Literature Review, ECS Transactions, 2022, 107(1), pp. 4035-4049

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Systematic Literature Review on Application of Blockchain Technology in E-Finance and Financial Services

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 <https://orcid.org/0000-0002-6514-3411>**DOI:** <https://doi.org/10.4067/50718-27242021000300089>**Keywords:** Blockchain technology, e-Finance, Financial Sector, Cryptocurrency, bitcoin, Systematic Literature Review

Abstract

Blockchain is thought to be the most recent innovation in technology. Trust is especially important in areas like the banking sector. Blockchain technology is a decentralised, coded security system which permits the development of novel digital platforms and services using this developing technology. The current research focuses on the usage of blockchain technology in the financial and e-finance sectors. The study focuses of research questions such as the development of blockchain technology, the adoption & challenges in blockchain technology and the application of blockchain technology in the financial sector. This study conducted a systematic review of 76 scientific articles on blockchain technology, narrowing down the selection to 59 articles. As a result, the author created classification framework with three dimensions: blockchain development, challenges and applications in the financial sector. This study recognizes consequences for blockchain research and practice in the future. The study reveals that blockchain has various unexplored application in finance sector and also there is a scope of improvement in technology. Also, the technology is unregulated, thus, it is still in its nascent stage and a lot is to be done in the field.

Trivedi, S., Mehta, K., Sharma, R. (2021) Systematic Literature Review on Application of Blockchain Technology in E-Finance and Financial Services. Journal of Technology Management and Innovation, 16(3), pp. 89-102.

Exploring Deep Learning to Determine the Optimal Environment for Stock Prediction Analysis

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IV. Exploring Best Prediction result Environment	Abstract: Time series data and its analysis is a challenging task as data kept changing continuously and based upon the new data arriving, the previous analysis might often seem obsolete. Time series data is time-ordered datasets, which is a more advanced area of data analysis. When evaluating a time series, many aspects must be considered, that can be used to help the explain time series.
V. CONCLUSION	To analyse time series data accurately and rapidly, deep learning is quite helpful. Further, deep learning is also abiding with a couple of challenges, as there are several activation functions, loss functions, optimizers, number of deep layers. In this paper, experimentally, the various parameters of deep learning would be testing upon time series data to determine the optimal environment for stock prediction analysis.
Authors	
Figures	
References	Published in: 2021 International Conference on Computational Performance Evaluation (ComPE)
Keywords	

Sharma, R., Mehta, K., Sharma, O. (2021). Exploring Deep Learning to Determine the Optimal Environment for Stock Prediction Analysis, International Conference on Computational Performance Evaluation, ComPE 2021, pp. 148-152.

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Effects of Social Media on Consumer Behaviour for Tourism Products

Nitin Sharma¹ and Jashandeep Singh¹
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[ECS Transactions, Volume 107, Number 1](#)
Citation: Nitin Sharma and Jashandeep Singh 2022 ECS Trans. 107 9373

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The study helps to investigate the relationship between social media and consumer behavior regarding tourism products. Every consumer is using social media and they are getting information from online media and social sites. Communication through online media and social applications is getting easy and less expensive. Social media affects customers' purchasing behavior. Electronic word of mouth is also a part of social media that influences consumers' decision process. This is a review paper that helps to understand information sharing in social media in the tourism industry. This paper helps to

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

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Abstract

Purpose

The existing literature on venture capitalists' (VCs') exits provides insufficient evidence regarding factors affecting the exit decision. This study aims to identify these factors and examine how VC firms do ranking or prioritize these factors.

Design/methodology/approach

The study is based on primary data. The qualitative analysis was done to develop the survey instrument. Fuzzy analytical hierarchical process, which is a popular method of multi-criteria decision modeling, is used to identify or rank the determinants of exit strategy by venture capital firms in India.

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Dr. Kiran Mehta and Dr. Renuka Sharma authored Units in a Distance Education Book on “Business Finance and Capital Market And Financial Services”.

Assessing Government Initiatives Towards the Development of Entrepreneurship in India

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Chitkara Business School, Chitkara University, India

ABSTRACT

Entrepreneurs are playing a significant role in economic development. It helps in creating jobs, reducing poverty, maintaining demand-supply equilibrium, and solving a number of problems of any country. It will thus automatically increase the GDP of the country and make the country self-reliant. This can only be possible if, and only if, equal participation from all sections of the society should come forward and

Dr. Jyoti Verma published a book chapter titled “Assessing Government Initiatives towards the Development of Entrepreneurship in India” in Edited book titled ‘Institutions, Resilience, and Dynamic Capabilities of Entrepreneurial Ecosystems in Emerging Economies’ by IGI Global Publishing (June, 2022).

Chapter 9

Blockchain Technology: How will it impact the Marketing Domain?

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Dr. Jyoti Verma published a book chapter titled “Blockchain Technology “ How Will It Impact Marketing Domain?” in Edited book titled ‘Developing Relationships, Personalization, and Data Herald in Marketing 5.0’ by IGI Global Publishing (June, 2022).



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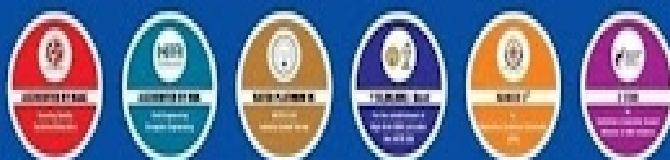
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Dr. Ajit Bansal, Professor, Chitkara Business School, has presented a paper (Paper ID-8977) on the title, "Challenges and Policy Approach to Transfer of Technology in the Pharmaceutical Sector" in the International Conference on Smart Innovations for Society (ICSIS-2022) held on 06-07 May 2022 at Poornima Institute of Engineering & Technology, Jaipur.



Dr. Monika Gupta attended five days Faculty Development Programme on Research Methods and Data Analysis 2.0 "Hands on Python" organized by CBS and powered by Aricap Advisory Services from 6th to June 10th, 2022 at Chitkara University, Punjab.



Dr. Monika Gupta participated in National Symposium on Redesigning Supply Chain: Resilient and Sustainable organized by CBS for two days from April 14-16, 2022 at Chitkara University, Punjab.



Dr. Rishu Bhardwaj presented a paper entitled “Role of E-Learning in Educational Institutions: Analyzing its Impact on Students’ Satisfaction and Performance in an International conference.”

Significant Support (SISU): A New Interest Measure in Association Rule Mining

Publisher: IEEE [Cite This](#) [PDF](#)

Ochin Sharma ; Kiran Mehta ; Renuka Sharma **All Authors**

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Abstract

Document Sections

- I. Introduction
- II. RELATED WORK
- III. SIGNIFICANT SUPPORT
- IV. EXPERIMENT ANALYSIS
- V. CONCLUSION

Authors

References

Keywords

Metrics

Abstract: In machine learning, association rule mining is a field with immense opportunity to explore relationships among various attributes and item-sets. However, in Association ... [View more](#)

► Metadata
Abstract: In machine learning, association rule mining is a field with immense opportunity to explore relationships among various attributes and item-sets. However, in Association rule mining, statistically it is the interest measure which play the crucial role to decide these relationships. There exist various types of interest measures based upon the business needs and problem statements. In this paper, a novel interest measure has been proposed to decide the overall importance of an association rule. Statistical comparisons and experimental results have also been embedded to support its potential.

Published in: 2021 International Conference on Computational Performance Evaluation (ComPE)

Date of Conference: 01-03 December 2021 **INSPEC Accession Number:** 21738759

More Like This

Descriptive Statistical Analysis in the Process of Educational Data Mining
2019 14th International Conference on Advanced Technologies, Systems and Services in Telecommunications (TELSIKS)
Published: 2019

Application of Statistical Analysis and Association Data Mining in College Students' Mental Health Intelligent Evaluation System
2020 3rd International Conference on Intelligent Sustainable Systems (ICISS)
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Sharma, O., Mehta, K., Sharma, R. (2021) Significant Support (SISU): A New Interest Measure in Association Rule Mining, International Conference on Computational Performance Evaluation, ComPE, pp. 153-156.



25 Conceptual Framework

Figure: Conceptual Framework (Source: Authors)

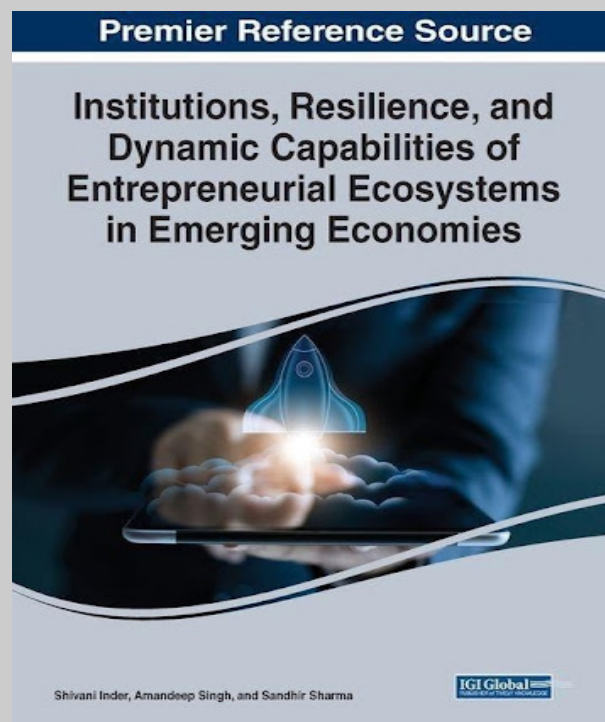
The conceptual framework diagram illustrates the relationship between various factors in HR leadership. It starts with 'COVID-19' leading to 'Remote Work', which then leads to 'Work-Life Balance', 'Good Policies', 'Management', 'Dealing with Difficulties', 'Work Overload', and 'Growth'. These factors are linked to 'Performance Leadership', 'Adaptive Employee Attitudes', 'Performance', 'Employee Engagement', 'Psychological Well-Being', and 'Adaptation or Resilience'.

Video Conference Interface:

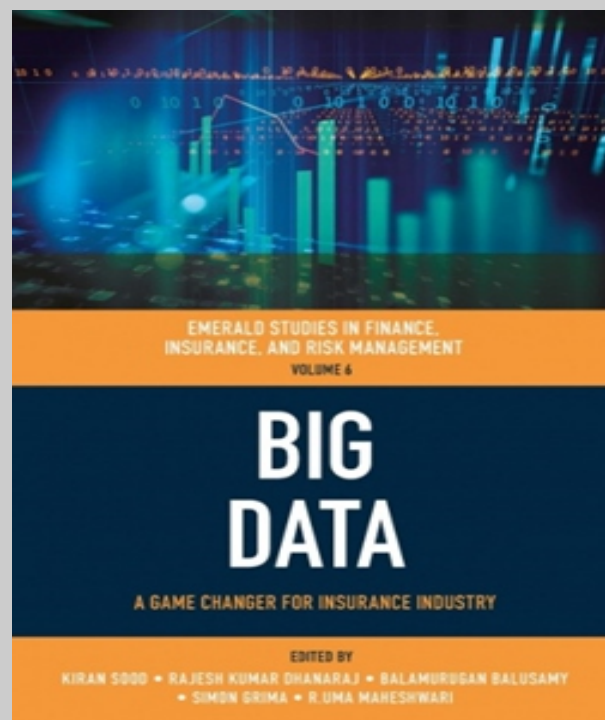
- Stop presenting
- Participants: 19TUEE601 DinoshKumar, Jaya Karthic, Manjula D, Hitesh Kumar, Gautham G, Subhasree C P, Logesh S K, and You (Dr. Navreet Kaur).

Dr. Navreet Kaur presented a research paper entitled: Hybrid Model of Work and Employee Attitudes: 'Challenges to HR Leadership in the Context of Indian Organizations' at IEEE sponsored 2nd International Conference on Recent Trends in Engineering Technology and Management 2022 (ICRET 2022) at Christ the King Engineering College, Coimbatore on 6th & 7th May, 2022.

Books Published



Dr. Shivani Inder, Dr. Amandeep Singh & Dr. Sandhir Sharma authored a book titled 'Institutions, Resilience, and Dynamic Capabilities of Entrepreneurial Ecosystems in Emerging Economies' published by IGI Global.



Dr. Kiran Sood published an edited book titled "Big Data: A Game Changer for Insurance Industry" published by Emerald



Foreword



Dr. Madhu Chitkara
Pro-Chancellor
Chitkara University, Punjab
and Chitkara University,
Himachal Pradesh
India.

The emergence of analytics in big data and artificial intelligence has hit the tip of the iceberg for profound transformation in the insurance market. Many established insurance companies had invested heavily in the automation of insurance products. Over the period, the insurance products have been diversified to meet challenging and dynamic environments.

The edited book highlights the current aspects of the insurance market in terms of analysing big data generated from insurers' practices and dependence and the economics of structured and unstructured data. The upcoming technologies like text analysis, emotion detection, social media extraction, text mapping and their significance in generating revenue in the insurance market is described. Also, how productivity is increased by the use of telematics in the health sector and motor insurance sector. Later in the text, the role of big data in the growth of sustainable economics with FDIs, trustworthiness and ethics are discussed. The related use cases of data science for claim processing, fraud detection and prevention, policy administration, pricing and underwriting are discussed. The cybersecurity issues, data protection, and big data regulatory reforms are presented at the end. The book is very well structured to provide an overall understanding of the current practices, trends, future technologies in the field of the insurance market.

I wish the readers a great learning ahead, and indeed this book will mark a milestone in their learning journey.

Dr. Kiran Sood published an edited book titled “Big Data Analytics in the Insurance Market” published by Emerald.



Dr. Kiran Sood published an edited book titled “Edutech Enabled Teaching Challenges and Opportunities” published by CRC Press.

**SCIENTIFIC INTERNATIONAL PUBLISHING
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GSTIN: 33AKIPR5169F1ZY
UDYAM-TN-25-000518



Certificate of Publication

The editorial board of Scientific International Publishing House (SIPH) is hereby awarding this certificate to
Dr. REENA MALIK, in recognition of the publication of the text book entitled **"E-MARKETING USING
ADVANCED TECHNOLOGY"** published in first edition,

ISBN NO: 978-93-8628-193-9
Year of Allotment of ISBN: 2022



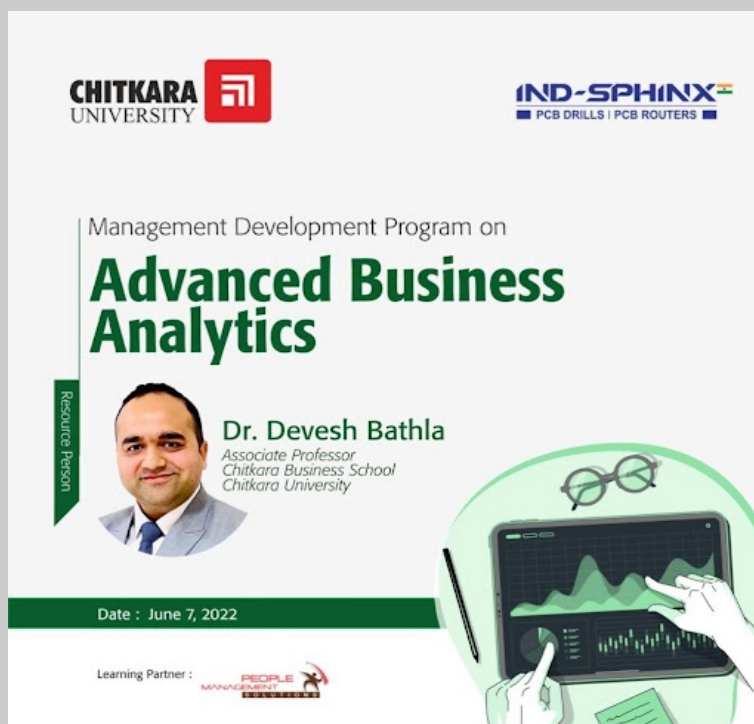
www.sipinternationalpublishers.com

Adarsh

Editor-in-Chief

Dr. Reena Malik has published a book entitled
"E-marketing using Advanced Technology" published
by Scientific International Publishing House.

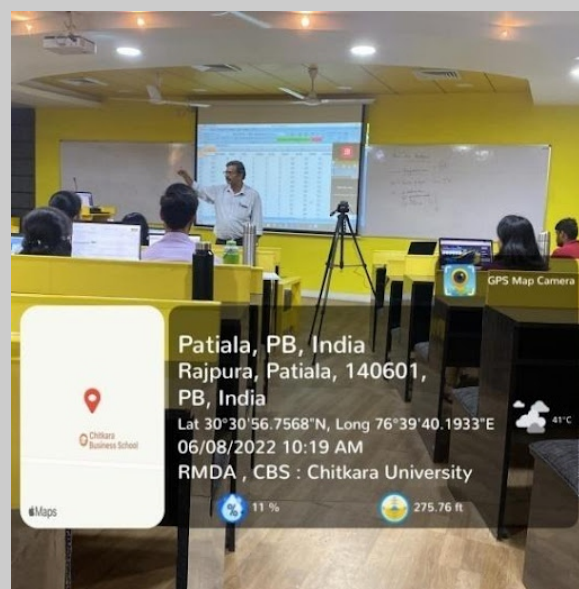
Workshops/Seminars/FDP/MDP delivered/participated



Dr. Devesh Bathla Conducted Management Development Program on Advanced Business Analytics for a Multi National Company Indsphinx Precision Ltd.



Mr. Ajay Aggarwal conducted FDP on Advanced Excel session for teaching and Non-Teaching Staff Members of CBS, 12th May, 2022.



Department of B.Com (Hons.), Chitkara Business School, organized 5 Days National Level Faculty Development Program on "Research Methods & Data Analysis" from June 06-10, 2022.



Dr. Amandeep Singh at Budapest Business School, Hungary for paper presentation on “Business Strategy and Its Implementation in the Covid-19 Era” at the OBIC International Conference on “Challenges and Sustainability in the Post-Covid-19 Era: Asian Responses to Economic, Security, and Social Dilemmas” organized by the Oriental Business and Innovation Center (OBIC) Budapest Business School, University of Applied Sciences on 5-6th May, 2022.



Dr. Payal Bassi and Dr. Kumar Shalender participated in a faculty exchange programme from 16-20 May, 2022 at Metropolia University of Applied Sciences, Finland, under the Erasmus+ International Credit Mobility Programme. The programme included 8 hours of teaching.



Dr. Devesh Bathla participated in 5 days Faculty Development Program on “Data Analysis Using R and Python” organized by Aricap Advisory Services from 23rd May to 27th May 2022.



Dr. Payal Bassi participated in 5-Days Faculty Development Program on "Structural Equation Modelling Using SmartPLS.



Dr. Payal Bassi participated in 5-Days Faculty Development Program on Research Methods and Data Analysis 2.0 "Hands on Python" from June 6-10th, 2022.



Certificate of Presentation

5th International Conference GDGU ICON 2022
Sustainable Development: Road Map to an Equitable Planet

This is to certify that

Dr. Renuka Sharma

Professor, Chitkara Business School, Chitkara University, Punjab

has presented a paper titled 'Attaining the goal of quality education of SDG 4 by adopting augmented reality technology by HEIs in India: Application of UTAUT2 model' at the 5th International Conference on 'Sustainable Development: Road Map to an Equitable Planet' organized in online mode by the School of Management, GD Goenka University on 20th-21st June, 2022.


Prof. Dr. Talwar Arora
Vice-Chancellor
GD Goenka University


Prof. Dr. Rishi Pandey
Dean-School of Management
and Conference Chair


Dr. Kalna Bhalla Khatkar
Convener


Dr. Ekshara Bhatia
Convener

Dr. Renuka Sharma presented a paper "Attaining the goal of quality education of SDG 4 by adopting augmented reality technology by HEIs in India: Application of UTAUT2 mode" 1,5th Online International Conference GDGU ICON 2022 on Sustainable Development: Road Map to an Equitable Planet held on 20-21 June, 2022 by GD Goenka University, Sohna Gurgaon Road Sohna, Haryana - India.



Certificate of Presentation

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Sustainable Development: Road Map to an Equitable Planet

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Prof. (Dr.) Tahereh Ahmadi
Vice-Chancellor
GD Goenka University


Prof. (Dr.) Aksh Pandey
Dean-School of Management
and Conference Chair


Dr. Karina Bhalla Kakkar
Convener


Dr. Kishore Mehta
Convener

Dr. Kiran Mehta presented a paper "Attaining the goal of quality education of SDG 4 by adopting augmented reality technology by HEIs in India: Application of UTAUT2 model, 5th Online International Conference GDGU ICON 2022 on Sustainable Development: Road Map to an Equitable Planet held on 20-21 June, 2022 by GD Goenka University, Sohna Gurgaon Road Sohna, Haryana - India."



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Prof. (Dr.) Tahera Ahmad
Vice-Chancellor
GD Goenka University


Prof. (Dr.) Alek Pandey
Dean-School of Management
and Conference Chair


Dr. Karina Khata Kalaur
Convener


Dr. Mahesh Bhatia
Convener

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and Conference Chair


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Dr. Kishori Morje
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Prof. Dr. J. Talwar Ahmad
Vice-Chancellor
GD Goenka University


Prof. Dr. J. Aksh Pandey
Dean School of Management
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Dr. Karina Shaila Kakkar
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Prof. (Dr.) Alok Pandey
Dean School of Management
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Dr. Karina Bharti Kukkar
Convener

Dr. Kishore Morja
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International Conference on Data Analytics in
Business and Marketing (ICDABM2022)

April 21-22, 2022



Department of Commerce, Shivaji College, University of Delhi

CERTIFICATE

This is to certify that Prof./Dr./Mr./Ms Kiran Mehta of
Chitkara Business School, Chitkara University, Punjab, India.



has presented a Paper/Chaired a Session/Invited Talk on A study of mediating role of
technology in academic dishonesty among Business School students of India using fraud
triangle theory

in International Conference on Data Analytics in Business and Marketing
(ICDABM2022) held during April 21-22, 2022.

Kiran Chaudhary

Dr. Kiran Chaudhary
CONVENER

Shiv Kumar Sahdev

Prof. Shiv Kumar Sahdev
PRINCIPAL



Dr. Kiran Mehta presented a paper "A study of Mediating Role of Technology in Academic Dishonesty among Business School students of India using Fraud triangle theory", in the International Conference on Data Analytics in Business and Marketing (ICDABM2022) held on 21-22 April 2022 by Department of Commerce, Shivaji College, University of Delhi, New Delhi.



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Natural Gas Spot Prices and Oil and Gas Index: an application of DCC GARCH

in International Conference on Data Analytics in Business and Marketing
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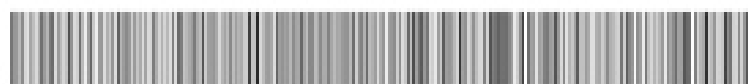


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ICMSSMT 2022

International Conference on
Materials Science and Sustainable
Manufacturing Technology

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Kiran Mehta

Chitkara University,
Punjab, India.

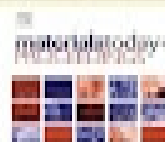
has presented a paper in the International Conference on Materials Science and Sustainable Manufacturing Technology - ICMSSMT 2022 on 20th and 21st May 2022 at Coimbatore, Tamil Nadu, India.

Paper Title :

A quantile regression approach to study the impact of aluminium prices on manufacturing sector of India during COVID era


Conference Chair


General Chair



Dr. Kiran Mehta presented a paper “A quantile regression approach to study the impact of aluminium prices on manufacturing sector of India during COVID era” , in the International Conference on Materials Science and Sustainable Manufacturing Technology - ICMSSMT 2022 held on 20-21 May, 2022 by at Coimbatore, Tamil Nadu, India.

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ICMSSMT 2022

International Conference on
Materials Science and Sustainable
Manufacturing Technology

Certificate

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Renuka Sharma

Chitkara University,
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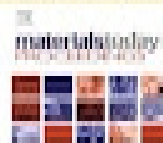
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Awards and Recognitions



Dr. Navreet Kaur was given BEST RESEARCHER AWARD for her research work at IEEE sponsored 2nd International Conference on Recent Trends in Engineering Technology and Management 2022 (ICRETM 2022) at Christ the King Engineering College, Coimbatore on 6th & 7th May, 2022.

Recording You are viewing Dr. M. Kalyan Prasad's screen View Options

Best Presentation Award

Technical Session - V

Benchmarking and ranking the efficient units of power industry
using DEA and TOPSIS

Kiran Mehta, Vishal Vyasb, Renuka Sharmaa
Chitkara Business School, Punjab

Publication Partner In Association With



Audio Settings Full Screen

Dr. Kiran Mehta and Dr. Renuka Sharma were given BEST PRESENTATION AWARD for her work Benchmarking and ranking the efficient units of power industry using DEA and TOPSIS, in the 5th International Conference on Advances in Steel, Power and Construction Technology (Emerging and innovative trends in the field of Steel, Power and Construction Technologies for Sustainable Development), held on 15-17 June 2022 at OP Jindal University, OP Jindal Knowledge Park, Punjipathra, Raigarh (C.G).

INFRASTRUCTURE AND LEARNING RESOURCES



“The road to success and failure are almost exactly the same. Its you to decide the road you want to select.”

- Dr. Sumit Agarwal

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

Sr.NO	Item Name	Item No
1	Books	14947
2	Titles	3076
3	E-books K – Hub	4472
4	E-books DELNET	346
5	Journals Print – National	23
7	E-Journals EBSCO	6907
8	Online Journals DELNET	217
9	Online Journals - PROQUEST	4456
10	Online Journals K – Hub	2247
11	Magazines Print - National	14
12	Magazines Online-Proquest	202
13	Magazines Online-K-HUB	12
14	Magazines Online-EBSCO	1792
15	Newspapers	10
16	Seating Capacity	50
17	Computers (staff and Users)	2+3
18	Barcode Scanner	2
19	Database	DELNET
20	Library Management Software	KOHA

Activity Conducted By Library Bookmark Art Contest



CHITKARA UNIVERSITY  

Library Bookmark **ART** CONTEST

Date : 13th May, 2022
Time : 12 noon – 1 pm

Last day of submission
13th May, 2022

PARTICIPANTS : FACULTY AND STUDENTS

For submission please mail to
jyoti.sharma@chitkara.edu.in

Limited Seats 40





Bookmark Art contest was organized in the CBS Library on 13th May, 2022 for the students and faculty. This activity was aimed to encourage students as well as faculty to visit the library on regular basis. The participants were full of enthusiasm and energy. The result and prize distribution was held on 18th May, 2022. It was a very interactive and skill based activity for participants. The students had a great learning and the motive behind the activity was successfully accomplished.

STUDENT SUPPORT AND PROGRESSION



“Education is the only investment which gives lifelong return.”

- Dr. Reena Malik

Placement and Internship Update

Our Top Recruiters



List of Internship cum Placement - Under Graduate Batch 2020

S.No	Name of the Stream	Students Doing Internship Cum placement
1	BBA-Professional	78
2	BBA-Fintech	02
3	BBA-Analytics	21
4	B.Com (Hons)	12
	Total	113

Kudos!



ZEEDIGITAL

Awards Chitkara University in
the Category

**Outstanding University for
Training and Placements**

Chitkara University recieved an award for “Outstanding University for Training and Placements” category in a glittering ceremony of Edu future Awards organised by Zee Digital at The Leela, New Delhi. The award was received by Hon’ble Dr. Madhu Chitkara, Pro-Chancellor, Chitkara University; and Dr. Archana Mantri, Vice-Chancellor, Chitkara University; on behalf of the university.

Industrial Visit









MBA SCM students of Chitkara Business School on Industrial Visit at Hind Terminal, Pawal.

Stream-wise Toppers of MBA

MBA 2020 Batch

List of Toppers Term-1 Batch 2021-2023			
Roll no.	Name	CGPA	Stream
2020982570	PRANSHU SHARMA	9.88	Finance & Banking with super specialization in Investment Banking
2020982533	ISHA KHULLAR	9.65	Finance and Banking
2020982025	MANBIR SINGH	9.82	Marketing
2020981526	Varalika Prashere	9.61	Human Resources
2020984009	DEEPAK GOSWAMI	9.66	Business Analytics
2020983007	CHITT SIMRAN	9.77	Healthcare with specialisation in Hospital Management
2020983035	SONALI DANIA	9.71	Healthcare with specialisation in Healthcare IT and Analytics
2020983301	KANIKA GAUR	9.71	Healthcare with specialisation in Healthcare IT and Analytics
2020983516	BALWINDER SINGH	9.83	Sales and Retail
2020983509	VIBHU MALIK	9.68	Sales and Retail
2020983516	BALWINDER SINGH	9.83	SCM
2020983509	VIBHU MALIK	9.68	SCM

Student Exchange Programme: List of Students

Roll no	Student Name	Institution	Country	Picture
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	

Student's Achievements



As a part of Capstone Project, Amisha Parihar, student of MBA (Human Resources) wrote a researcher paper on the theme: 'HR Leadership and Changing Work Paradigms.' The paper was presented at IEEE sponsored 2nd International Conference on Recent Trends in Engineering College, Coimbatore on 6th & 7th May, 2022. The research paper has been accepted for publication in Mathematical Statistician and Engineering Applications (a Scopus Indexed Journal).

Government of India
Ministry of Jal Shakti
Department of Water Resources,
River Development & Ganga Rejuvenation

75th Anniversary

NAMAMI
GANGE
PRESENTS

In Association with
APAC
FOUNDATION

'IGNITING YOUNG MINDS, REJUVENATING RIVERS'
Monthly Webinar Series with Universities
Theme: Waster Water Management

6th Edition

9 May 2022 | 3:00PM - 4:00 PM

Keynote Speaker

G. Asok Kumar, IAS
Director General
National Mission for Clean Ganga
Ministry of Jal Shakti, Govt of India

PANELISTS

Aditya Berlia
Joint Secretary
Apex Education Society
Mumbai

Dr. Shrihari Prakash Honwad
President
Sir Indraprastha University, Udaipur

Dr Sujata Shahi
Vice Chancellor
Bharati University
Gurgaon

Prof. Naveen Singhal
Dean & Coordinator
Center of Excellence "JAGR" Land, Air & Water
GIT University, Dehradun

Isha Kulkarni
MBA Finance
CBS Business School

Akanksha Mittal
MBA Finance
CBS Business School

Students from Participating Universities will also share their views.

Join us! FOR FURTHER INFORMATION, PLEASE CONTACT:
Akash Raj Agarwal +91-8873575978

APAC News Network www.apacnewsnetwork.com

Akanksha Mittal and Isha Kulkarni (Students, MBA Finance), CBS as panellists in APAC Event under the guidance of Dr. Renuka Sharma. They spoke on Water Waste Management.



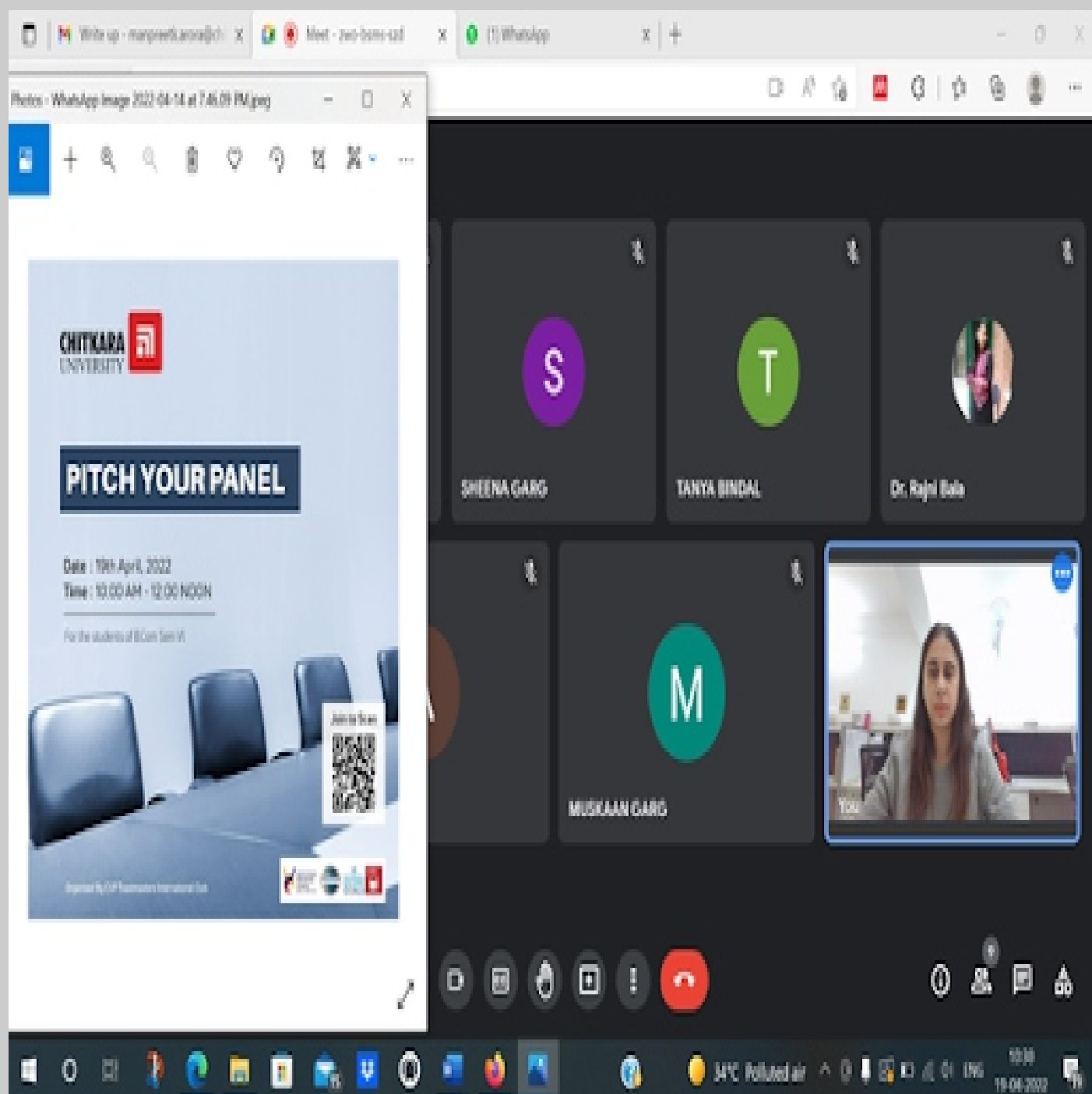
Shivank Bhardwaj and Gourav Narang successfully completed the 3rd National Online Quiz 2022 on the Insolvency and Bankruptcy Code, 2016.



Apurva and Pranya of BBA Fintech X Section (Batch 2020) participated in i2c event and pitched up a startup idea and won 1st position with cash prize.



Students of Chitkara University win medals in the 83rd Senior National Level Table Tennis Championship held in Shillong. Wesley, a student of BBA, bagged the gold and bronze medal. Diya Chitale of BA first year a bronze and silver medal in the women doubles category.



‘Pitch your Panel’ was organised by Chitkara University Punjab Toastmasters International Club for the Students of B.Com Sem 6th. The students got an opportunity to be a part of the dynamic discussion on a wide array of thought-provoking topics as panellists developed their critical thinking, confidence, and communication skills.

INNOVATIONS AND BEST PRACTICES



Dream Bigger. "If you can dream it, You can do it."
- Dr. Rashmi Aggrawal

Patents Granted

ORIGINAL
No. 109819

भारत सरकार
GOVERNMENT OF INDIA
पेटेंट कार्यालय
THE PATENT OFFICE

CERTIFICATE OF REGISTRATION OF DESIGN

Design No. 346929-001
Date 29/07/2021 12:34:09
Reciprocity Date*
Country

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 09-01 in respect of the application of such design to CHAIR CUM DETACHABLE WALKING AID FOR DIFFERENTLY ABLED PERSONS in the name of LCHITKARA INNOVATION INCUBATOR FOUNDATION, SCO: 160-161, SECTOR -9C, MADHYA MARG, CHANDIGARH- 160009, INDIA. 1. PRIYA JINDAL, CHITKARA BUSINESS SCHOOL, HOUSE NO. 41-A, KABIR NAGAR, NEAR SHIV MANDIR, AMBALA CANTT, PUNJAB, PIN CODE 133001, INDIA. 3. JASMINE KAUR, CHITKARA BUSINESS SCHOOL, HOUSE NO 12 MS ENCLAVE, DHAKOLI, ZIRAKPUR, DIST. SAS NAGAR, PIN CODE- 140603, INDIA. 4. SANDHIR SHARMA, CHITKARA BUSINESS SCHOOL, HOUSE NO. 25 B, SHIMLA HOMES DESOMAJRA, KHARAR-140301 GREATER MOHALLI, PUNJAB, INDIA, ET AL.

In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

Controller General of Patents, Designs and Trade Marks

*The reciprocity date (if any) which has been allowed and the name of the country. Copyright in the design will subsist for ten years from the date of Registration, and may under the terms of the Act and Rules, be extended for a further period of five years. This Certificate is not for use in legal proceedings or for obtaining registration abroad.

TARUN KHURANA, KHURANA & KHURANA, ADVOCATES AND IP ATTORNEYS, E-13, UPSIDC, SITE-IV (BEHIND GRAND VENICE) KASNA ROAD, GREATER NOIDA 201310, NATIONAL CAPITAL REGION, INDIA

Date of Issue 04/07/2021 16:18:18

ORIGINAL
No. 112369

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GOVERNMENT OF INDIA
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THE PATENT OFFICE

CERTIFICATE OF REGISTRATION OF DESIGN

Design No. 346574-001
Date 22/07/2021
Reciprocity Date*
Country

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 09-05 in respect of the application of such design to MATCHSTICK BOX in the name of LCHITKARA INNOVATION INCUBATOR FOUNDATION, SCO: 160-161, SECTOR -9C, MADHYA MARG, CHANDIGARH- 160009, INDIA. 2. PRIYA JINDAL, CHITKARA BUSINESS SCHOOL, HOUSE NO. 41-A, KABIR NAGAR, NEAR SHIV MANDIR, AMBALA CANTT, PIN CODE 133001, 3. JASMINE KAUR, CHITKARA BUSINESS SCHOOL, HOUSE NO 12 MS ENCLAVE, DHAKOLI, ZIRAKPUR, DIST. SAS NAGAR, PIN CODE- 140603, 4. SANDHIR SHARMA, CHITKARA BUSINESS SCHOOL, HOUSE NO. 25 B, SHIMLA HOMES DESOMAJRA, KHARAR-140301, INDIA, ET AL.

In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

Controller General of Patents, Designs and Trade Marks

*The reciprocity date (if any) which has been allowed and the name of the country. Copyright in the design will subsist for ten years from the date of Registration, and may under the terms of the Act and Rules, be extended for a further period of five years. This Certificate is not for use in legal proceedings or for obtaining registration abroad.

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Date of Issue 25/04/2022 14:42:04

ORIGINAL
No. 113079

भारत सरकार
GOVERNMENT OF INDIA
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THE PATENT OFFICE

CERTIFICATE OF REGISTRATION OF DESIGN

Design No. 345366-001
Date 26/06/2021 18:22:32
Reciprocity Date*
Country

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 09-01 in respect of the application of such design to WATER BOTTLE WITH MEDICINE CONTAINERS in the name of LCHITKARA INNOVATION INCUBATOR FOUNDATION, SCO: 160-161, SECTOR -9C, MADHYA MARG, CHANDIGARH- 160009, INDIA. 2. INDERBIR SINGH, CHITKARA COLLEGE OF PHARMACY, CHITKARA UNIVERSITY, PUNJAB, INDIA- 140401, INDIA. 3. RASHMI AGGARWAL, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, PUNJAB, INDIA- 140401, INDIA. 4. VISHAL VERMA, CHITKARA COLLEGE OF HOSPITALITY MANAGEMENT, CHITKARA UNIVERSITY, PUNJAB, 140401, INDIA, ET AL.

In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

Controller General of Patents, Designs and Trade Marks

*The reciprocity date (if any) which has been allowed and the name of the country. Copyright in the design will subsist for ten years from the date of Registration, and may under the terms of the Act and Rules, be extended for a further period of five years. This Certificate is not for use in legal proceedings or for obtaining registration abroad.

TARUN KHURANA, (INPA-1325), KHURANA & KHURANA, ADVOCATES AND IP ATTORNEYS, E-13, UPSIDC, SITE-IV (BEHIND GRAND VENICE) KASNA ROAD, GREATER NOIDA 201310, NATIONAL CAPITAL REGION, INDIA

Date of Issue 03/05/2022 11:33:29

ORIGINAL
No. 110992

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GOVERNMENT OF INDIA
पेटेंट कार्यालय
THE PATENT OFFICE

CERTIFICATE OF REGISTRATION OF DESIGN

Design No. 343652-001
Date 21/05/2021 12:55:33
Reciprocity Date*
Country

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 09-01 in respect of the application of such design to SQUEEZER CUM FEEDER BOTTLE WITH SPOON FOR KIDS in the name of LCHITKARA INNOVATION INCUBATOR FOUNDATION, SCO: 160-161, SECTOR -9C, MADHYA MARG, CHANDIGARH- 160009, INDIA. 2. INDERBIR SINGH, CHITKARA COLLEGE OF PHARMACY, CHITKARA UNIVERSITY, PUNJAB, INDIA. 3. RASHMI AGGARWAL, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, PUNJAB, INDIA. 4. VISHAL VERMA, CHITKARA COLLEGE OF HOSPITALITY MANAGEMENT, CHITKARA UNIVERSITY, PUNJAB, INDIA.

In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

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*The reciprocity date (if any) which has been allowed and the name of the country. Copyright in the design will subsist for ten years from the date of Registration, and may under the terms of the Act and Rules, be extended for a further period of five years. This Certificate is not for use in legal proceedings or for obtaining registration abroad.

TARUN KHURANA, KHURANA & KHURANA, ADVOCATES AND IP ATTORNEYS E-13, UPSIDC, SITE-IV (BEHIND GRAND VENICE) KASNA ROAD, GREATER NOIDA 201310, NATIONAL CAPITAL REGION, INDIA.

Date of Issue 31/03/2022 11:42:01

Patents filed by Faculty

April-June 2022

1. Title of the Patent: Digital Notepad with Foldable Screen

Application: DSGN/IN/1695

Name of Inventor: SHARMA, RENUKA", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

"MEHTA, KIRAN", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

2. Title of the Patent: Laptop Overlay

Application: DSGN/IN/1725

Name of Inventor: SHARMA, RENUKA", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

"MEHTA, KIRAN", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

3. Title of the Patent: Customized Lamp With Charging System

Application: DSGN/IN/1738

Name of Inventor: SHARMA, RENUKA", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

"MEHTA, KIRAN", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

4. Title of the Patent: Bottle

Application: DSGN/IN/1739

Name of Inventor: SHARMA, RENUKA", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

"MEHTA, KIRAN", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

5. Title of the Patent: Trolley Foragricultural Use

Application: DSGN/IN/1751

Name of Inventor: SHARMA, RENUKA", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

"MEHTA, KIRAN", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

6. Title of the Patent: Anti-Skid Pen Stand With Bottle Holder

Application: DSGN/IN/1793

Name of Inventor: SHARMA, RENUKA", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

"MEHTA, KIRAN", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA

7. Title of the Patent: Anti foldable Work Space

Application: DSGN/IN/1698

Name of Inventor: "MEHTA, KIRAN", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA

SHARMA, RENUKA", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

8. Title of the Patent: Pain Reliever

Application: DSGN/IN/1728

Name of Inventor: "MEHTA, KIRAN", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA

SHARMA, RENUKA", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

9. Title of the Patent: Table

Application: DSGN/IN/1737

Name of Inventor: "MEHTA, KIRAN", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA

SHARMA, RENUKA", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

10. Title of the Patent: Napkin Holder With Sanitizer

Application: DSGN/IN/1737

Name of Inventor: "MEHTA, KIRAN", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA

SHARMA, RENUKA", having Nationality of India of the address PROFESSOR, CHITKARA BUSINESS SCHOOL, CHITKARA UNIVERSITY, CHANDIGARH PATIALA NATIONAL HIGHWAY, VILLAGE JHANSLA, RAJPURA, PUNJAB -140401, INDIA.

11. Title of the Patent: Laptop Sleeve Bag Containing Inbuilt Ports

Application no. 366149-001

Names of Inventors: Chitkara University (Punjab), Chitkara Innovation Incubator Foundation, Ajit Bansal, Avtar Singh, Sumit Agarwal, Aparna Sharma, Sonia Bajwa, Anu Bansal, Sandhir Sharma, Neeraj Aanand, Dhiresk Kulshrestha, Monica Gupta, And Abhishek Anand

12. Title of the Patent: Reverse Osmosis (RO) With Waste Water Management System

Application no. 365404-001

Inventors-Jyoti Verma, Hitesh Arora, Mandeep Kumar, Bhavya Soni, Shekhar Verma, Monica Gupta

13. Title of the Patent: 'PORTABLE HAND DRYER-cum- SANITIZER'

Application No. 366871-001

Inventors- Gupta Monika, Shubhi Bansal, Prateek Srivastava, Shefali Saluja, Kanika, Swayam Prakash

S.N o	Name	Co-applicants	Copyright Title	Nature of Copyright Filed
1	Dr.Shuchi Dawra		Model Of 4ms-Defining Characteristics Of Hipo Employees Of An Organisation	Literary
2	Dr. Payal Bassi	Dr. Manvinder Tandon	Model of Service Quality for Telecom Sector	Literary
3	Dr Ajit Bansal		The change in consumer buying process in the digital era	Literary/Dr amatic
4	Dr. Gurpreet Kaur		Liquidity Risk assessment and management in banks	Literary/Dr amatic
5	Dr Rashmi Aggarwal		Model of 7C's for understanding needs of Today's Senior Corporate Leaders.	Literary
6	Dr Babita Singla		Course Plan of Entrepreneurship	Literary/ Dramatic
7	Dr. Priya Jindal		Model Of 7c's Of Service Marketing Mix For Banking 4.0	Literary/ Dramatic
8	Dr. Kiran Sood		Smart Detection Of Insurance Product Based On Heuristic Search Genetic Algorithm	Literary/ Dramatic
9	Dr. Rashmi Aggarwal		A Machine Learning Based Smart Claim Settlement Approach Using Non-Fungible Tokens	Literary/ Dramatic
10	Dr Pallavi Sood	Dr Rashmi Aggarwal, Dr Sandhir Sharma	Program Project Report	Literary

Our Upcoming Events



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UNIVERSITY



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WEEK



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October 10 -15, 2022

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www.chitkara.edu.in/global-week/



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