

CBS Chronicle

NEWS BULLETIN

**CHITKARA
BUSINESS
SCHOOL** 



VOL. III, EDITION III | July - September 2022

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RANKINGS & RECOGNITIONS



“Success requires both hard work and patience. Perform your work to achieve the set goals and just be patient about seeing the results.”

- Dr. Jyoti Verma

CHITKARA
UNIVERSITY



NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK

**RANKED
80TH IN
MANAGEMENT**

**CHITKARA
BUSINESS
SCHOOL**



is Proud to be
a Certified Member of

AACSB

**Business
Education
Alliance**

Member

MOU

1. Esteemed Fraternity, Chitkara University is delighted to sign the memorandum of understanding with Bundelkhand University Jhansi (U.P) a State University of Uttar Pradesh for research and academic contribution in social sciences and science. Prof. Mukesh Pandey Ji Honourable Vice Chancellor Bundelkhand University Jhansi & team and Prof. Archana Mantri Honourable Vice Chancellor Chitkara University Punjab & Prof. Dhiresk Kulshrestha Dean Economics Chitkara University Punjab signed the MoU for betterment of society in the field of academia and Research.



Glimpse of Dignitaries from Chitkara University & Bundelkhand University while signing MOU

2.



Chitkara University signed MoU with Deakin University, Australia. Deakin Hub was inaugurated at Chitkara University in collaboration with Deakin University.

3. Chitkara Business School is elated to share that on September 16, 2022, MOU was renewed between Chitkara University, Punjab and KPMG With the purpose to deliver the Institutional Training Programs in the field of innovations and business analytics to both UG & PG students of various disciplines.

WELCOME TO THE CBS FAMILY



“A better nation results from better education. Feel empowered by knowledge. The result of education is a better world”

- Dr. Shefali Saluja



Col Bikram Ahluwalia

Col Bikram Ahluwalia joined as Senior Director, HCRC, Chitkara Business School in September, 2022. During his two decades in the Indian Army (including stints in Siachen Glacier, IPKF Srilanka) and 15 years with private organizations such as Reliance Industries, MTS (Sistema Russia), Hyatt hotels and Plaksha University, he is known to have displayed dynamic leadership with an ability for timely decision-making. He has made several contributions in all these organizations striving towards Operational Excellence, Facility Management, Logistics and Administration. His mentoring has invigorated processes, reduced risks, heightened productivity & enhanced internal controls. Col. Bikram is an alumni of Saint Xaviers School, Jaipur and SIMS, Pune (Dual Masters in Personal Management and Marketing). An Avid golfer, he loves travelling.



Dr. Prashant Chauhan

Dr. Prashant has done PhD. (TAPMI, Manipal University Jaipur), UGC-NET (Management), MBA (University of Pune). Area of Research: Customer experience management, Machine learning, Omni channel marketing. Artificial intelligence, B2B strategies, social networks and Brand Experience. He has research interest in the domain of Customer Experience Management, Digital marketing and Analytics-“How to Develop and Execute the Most Profitable Customer Experience Strategies” and holds visiting professorship at TAPMI School of Business, Manipal University Jaipur. He is well versed with research and data analytics tools like, IBM SPSS, AMOS, PLS SEM, R, Python, C++, SQL, Tableau and AWS Sage maker. As an ingenious researcher, he has presented research paper in national & international conferences, seminars, workshops and faculty development programs at institutions of repute (e.g., MICA Ahmedabad, FMS BHU, IIT-Bombay and TAPMI). He has published research articles and book chapters in ABDC, Scopus and UGC listed journals.



Dr. Anurodh Khanuja

Dr. AnurodhKhanuja is a PhD in Supply Chain Management from Nirma University, Ahmedabad. He is an MBA & BE in Electrical and having 3+ years of Industry and 6+ years of Academic Experience. He teaches courses related to Operations and Supply Chain area such as Supply Chain, Operations Management, Operations Research, Quality Management, Project Management etc. He has more than 5+ ABDC and SCOPUS publications to his credentials.



Dr. Pashmeen Kaur

Dr. Pashmeen Kaur is presently working in Chitkara Business School having specialization in finance. She has qualified NET (Commerce & Management), HTET, CTET She has Filed 4 Patents. She has published two-book chapters in Springer and Nova Science respectively. She recieved the Best Research Paper Award for the Paper titled “What drives gender inequality? Evidence from G-20 nations” in International E-Conference on Inter-Disciplinary Approaches towards Socio-Economic Inclusiveness for Sustainable Development (ICISISD-2022) organized by University School of Business, Chandigarh University, Mohali (India) during June 3-4, 2022. She has 8.5 years of teaching and research experience.



Dr. Neha

Dr. Neha is a faculty in Chitkara Business School specialized in Finance. She has 5 years of research and 4 years of teaching experience. She has published 7 Research Papers (1 Scopus, 1 Web of Science, 3 UGC Care, 2 Referred), Presented Paper in 5 Conferences (Both National and International, Attended 11 Workshops, Seminars and Webinars).



Dr. Ruhi Sarangal

Dr. Ruhi Sarangal is PhD (Guru Nanak Dev University, Amritsar), JRF and UGC-NET (Management), MBA (Punjabi University, Patiala). She has specialization in Social Media marketing and Consumer Response Behaviour. She has her research interest in the domain of Advertisement and Marketing Including Digital Marketing, Social Media Marketing, Consumer Response Behaviour, Ethics and Privacy issues in Social Media Marketing. She is well versed with research and data analytics tools like, IBM SPSS, AMOS and SEM. As an ingenious researcher, she has presented research papers in various national & international conferences, seminars and attended workshops at institutions of repute. She has published research articles in various UGC listed journals.



Dr. Rajni Bala

Dr. Rajni Bala has done PhD, PGDST, MBA specialization in Marketing. She has qualified NET (Commerce & Management), CTET and having rich experience of 14 years.



Dr. Prachi Gupta

She has been appointed as an Associate Professor, Director - Centre for Digital Marketing, Strategy and Analytics at Chitkara Business School, Chitkara University, Punjab. She carries more than 20 years of work experience in corporate and academics. Her skills lie in extensive analysis of different customer and branding stories and drawing insights from them leading to learning. Her insights and analysis on different sectors and different aspects of marketing have been converted into case studies published in a book on Indian cases by Pearson publications for their title 'Marketing Management 15/e by Kotler'. Second book authored by her is on 'Digital Marketing and Strategy'. She is the Founder of an online learning platform, The Branding Nook, dedicated to insights on Marketing and Branding, through which she focuses on continuous development and sharing of knowledge in this field by way of written articles, podcasts, social media posts and workshops. She has conducted trainings on Marketing and Branding for the senior and middle level managers of organisations in India and other South Asian countries. She has conducted multiple workshops and development programs on Personal Branding strategies, Case writing, Teaching through Case study analysis, news analysis, story-telling, brand-mining for management faculties and students across India. She is content contributor at World Advertising Research Center (WARC). She has been Subject matter expert Faculty, Brand Management with upGrad. She has gained expertise in conducting courses on various business and marketing simulation models developed by MarkStrat. Her research interest and her PhD is in the area of branding, with different research papers in the area published in International and National Journals.

Welcoming Fresh Batch of PG and UG Programs



Staff and faculty Members of Chitkara University welcoming fresh batch of PG and UG students during zero week.



CURRICULAR ASPECTS

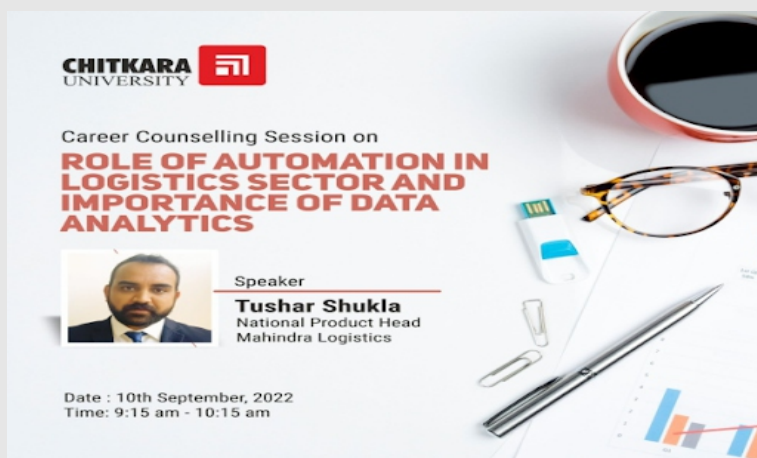
“The more that you read, the more things you will know. The more that you learn, the more places you’ll Go.”

- Dr. Tanvi Jindal

Career Counseling Sessions



Dr. Natwar Kadel engaging in conversation with students about the role of data scientists in HR



Mr. Tushar Shukla interacting with students and discussing issues about Automation in Logistics Sector

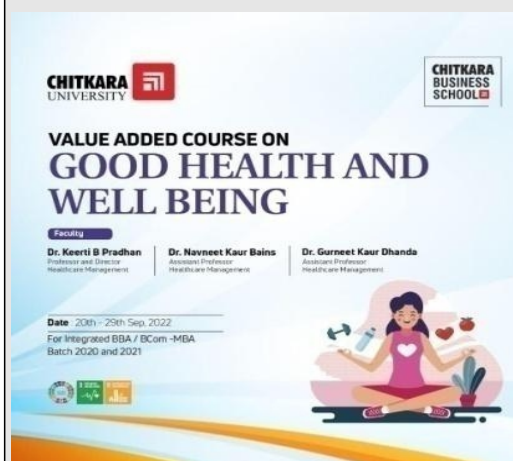


Mr. Emmanuel Gosula interacting with students and discussing issues about Conflict Management

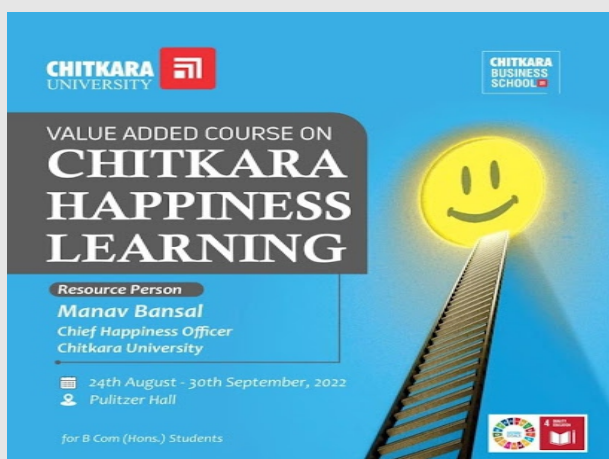


Mr. Anand Singh interacting with students and discussing innovations in FMCG Sector

Value Added Courses



Value-added course on 'Good Health and Well Being' was organized for BBA/B.Com - MBA Batch 2020 and Batch 2021 students from 20th - 29th September, 2022.



Value added course on Career and Life Skills for one month was taken by Chief Happiness Officer Mr. Manav Bansal



Value Added Course on

NEURO MARKETING AND CONSUMER NEUROSCIENCE

SPEAKER

Dr. Monika Gupta

Associate Professor
Marketing & General Management
Chitkara Business School

6th - 15th September, 2022

For BBA Professional (Sales and Retail Management) 2020 Batch



Value added course on Neuro Marketing and Consumer Neuroscience by
Dr. Monika Gupta

**“You can have data without information, but
you cannot have information without data”**

- Dr. Devesh Bathla

TEACHING, LEARNING & EVALUATION



“It doesn’t matter how slowly you go as long as you don’t stop.”

- Dr. Rashmi Aggarwal

Institution's Innovation Council Events **at Chitkara Business School**

Sr. No	Topic	Speaker	Date	Program
1	Sustainable Agribusiness Supply Chain	Kushika Sharma	03-Sep-22	BBA P & S
2	Advertising 2025: Key Emerging Trends & Technologies in Advertising	Mr. Tariq Chandnani	12-Sep-22	BBA Digital
3	Innovation in supply chain of Fruits and Vegetables	Punit Chadha	13-Sep-22	BBA P & S
4	Innovation & Agility Building HR Competencies	Mr. Rajnish Sinha	17-Sept-22	MBA HR
5	Emerging Trends in Derivatives Market in India	Dr. Priyanka Jain	17-Sep-22	B.Com (H)
6	Creating Awareness on intellectual Property Rights (IPR)	Prof Dr Sanjay Kumar Sadana	22-Sep-22	B.Com (H)
7	Emerging trends in virtual reality (VR) and augmented reality (AR) experiences	Ms. Radhika Gupta	23- Sept-22	MBA Marketing & Supply Chain
8	Emerging Trends in Operation Research	Dr Abhik Kumar Mukherjee	26-Sep-22	B.Com (H)
9	Innovation as a tool in the domain of AI and Automation Marketing Trends	Prof. Sandeep Mann	27 Sept-22	MBA Marketing
10	New Technology and Metaverse Application for budding entrepreneurs	Mr. AJS Batra	29 Sept-22	MBA Marketing & HR
11	Emerging trends in skill development for accounting and finance	Prabhanshu Mittal	29-Sep-22	B.Com (H)

Eminent personalities from Industry & Academia for IIC Events at Chitkara Business School



Innovations in supply chain of
FRUITS AND VEGETABLES



Punit Chadha
Senior Manager (Operations)
AAJ Enterprises Pvt. Ltd.

Date : 13th September, 2022
Time : 1:00 pm - 2:00 pm
Mode : Online

Organised by
Chitkara Business School






SUSTAINABLE AGRIBUSINESS SUPPLY CHAIN



Kushika Sharma
Cofounder
Dyo -The Organic Village Resort &
Consultant Agribusiness Supply Chain

Date : 3rd September, 2022
Time : 12:00 pm-1:00 pm
(Online mode)

Organised by : Chitkara Business School






Advertising 2025
Key Emerging Trends & Technologies in Advertising



Tariq Chandnani
Director
Emerging Tech at Mindshare
(Team HUL)

Date : 12th September, 2022
Time : 9:30 am - 12:30 pm
Venue : Pulitzer Hall

Organised by : Chitkara Business School






EMERGING TRENDS IN DERIVATIVES MARKET IN INDIA



Dr. Priyanka Jain
Associate Professor
ICFAI Business School (IBS)
ICFAI University, Jaipur

17th September, 2022
11:00 AM - 12:00 Noon
Mode: Online

For B.Com (Hons.) Students

Organised by:
Chitkara Business School






CREATING AWARENESS ON INTELLECTUAL PROPERTY RIGHTS (IPR)



Prof. Dr. Sanjay Kumar Sadana
Management / Commerce
Professor and Lawyer

Date : 22nd Sept., 2022
Time : 10:30 AM - 12:00 NOON
Mode: Online

For B.Com (Hons.) Students
Organised by: Chitkara Business School



INNOVATION & AGILITY BUILDING HR COMPETENCIES

LECTURE ROOM SESSION

Speaker
Rajnish Sinha
Director – Talent Acquisition Corridor

17 SEPTEMBER 2022
9.00 AM TO 11.00 AM
VENUE – LH3, 3RD FLOOR, CBS

For MBA HR students of
Chitkara Business School



NEW TECHNOLOGY AND METAVERSE APPLICATION FOR BUDDING ENTREPRENEURS

Speaker
AJS Batra
A Management Professional
Management Consultancy and
Career Counselling

Date : 29th September, 2022
Time : 9:30 am - 11:30 am
Venue : LH 4, 3 rd Floor, CBS

For MBA Marketing & HR Students of CBS
Organised by Chitkara Business School



EMERGING TRENDS IN OPERATION RESEARCH

Resource Person



Dr. Abhik Kumar Mukherjee
Assistant Professor
Department of Business Administration
The University of Burdwan, West Bengal

Date: 26th September, 2022
Time: 10:00 AM - 12:00 NOON
Mode: Online

For B.Com (Hons) Students
Organised by Chitkara Business School



EMERGING TRENDS IN VIRTUAL REALITY (VR) & AUGMENTED REALITY (AR) EXPERIENCES

Speaker
Radhika Gupta
Founder and CEO
Crystal Triangle

Date : 23rd September, 2022
Time : 10:00 am - 12:00 noon
Venue : LH 2, 3rd Floor, CBS

For MBA Marketing & Supply Chain Students of CBS
Organised by Chitkara Business School



INNOVATION AS A TOOL IN THE DOMAIN OF AI AND AUTOMATION MARKETING TRENDS

Speaker
Prof Sandeep Mann
A PolyMath with Practices in
Talent Search - Mentoring - StartUps
Academics - Law Firms

Date : 27th September, 2022
Time : 9:30 am - 11:30 am
Venue : LH 3, 3rd Floor, CBS

For MBA Marketing students of CBS
Organised by Chitkara Business School



EMERGING TRENDS IN SKILL DEVELOPMENT FOR ACCOUNTING AND FINANCE

Date : 29th September, 2022
Time : 11:30 AM - 01:00 PM
Mode: Offline

For B.Com(Hons.) Students



Prabhanshu Mittal
Business Relationship Manager ACCA


Organised by
Chitkara Business School



Guest Talks by Eminent Speaker

CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**

Fiscal Policies in Developing Economy for Sustainable Development



Speaker
Prof. Manoj Kumar Mishra
Professor of Economics
College of Business & Economics
Salale University Fitcha, Ethiopia



Date : 24th August, 2022
Time : 10:00 A.M. onwards

CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**

PRESENT GOVERNMENT POLICY FOR SUSTAINABLE DEVELOPMENT



Prof. U.P. Sinha
Ret. Professor and Head
Department of Economics
Former Vice Chancellor
Central University of Haryana

25th August, 2022
01:15 PM. onwards

 **CHITKARA UNIVERSITY** 

Post Covid Career Opportunities in Aviation Sector



Speaker
Mr. Lokesh Matta
Commercial Products & Services | Regional Sales - Asia Pacific | Business Development | Partnership | Commercial | Stakeholder Management | Govt. Relations

Date- 12th September 2022
Time - 9.15 am onwards
Venue - Chitkara Business School

CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL** 

PEDAGOGY FOR TEACHING OF SOCIAL SCIENCES IN THE NEP 2020 FRAMEWORK



Lecture by
S. T. Bagalkoti
Dean Social Science faculty
Professor, Department of Economics
Member, Academic Council (AC)
And Director, IQAC
Karnatak University, DHARWAD,
Karnataka and Member of NEP,
Karnataka State



Date : 27th August, 2022
Time : 9:15 AM onwards

Organized By
Faculty Of Economics, CBS

CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**

Role of Taxation in achieving SUSTAINABLE DEVELOPMENT GOALS



Resource Person
Prof. Atul Bansal
Assistare Professor Accounting
College of Business Administration
University of Bahrain

Date : 23rd August, 2022
Time : 10:00 AM onwards

Interaction of faculty on “Pedagogy for Social Science Teachings,”



Dr. S.T. Bagalkoti, Department of Economics, Kurukshetra University sharing insights of “Pedagogy for Social Science Teachings” in NEP - 2020 Framework.

Workshops by Eminent Speakers

CHITKARA
UNIVERSITY



CHITKARA
BUSINESS
SCHOOL

WORKSHOP ON
ECONOMETRIC

01st- 02nd September, 2022

Resource Person



Prof. Suparn Sharma
Dean, Faculty of Management
Shri Mata Vaishno Devi University
Katra, (J & K)



Organised by Faculty of Economics
Chitkara Business School, Chitkara University, Punjab

CHITKARA
UNIVERSITY



CHITKARA
BUSINESS
SCHOOL

WORKSHOP ON
ECONOMETRIC

07th- 09th September, 2022

Resource Person



Prof. Dinesh Kumar
Director
Manyawar Kanshi Ram Research Centre
IEA (EC) Member, Chennai
Chaudhary Charan Singh University
Meerut (U.P.)



Organised by Faculty of Economics
Chitkara Business School, Chitkara University, Punjab

CHITKARA
UNIVERSITY



CHITKARA
BUSINESS
SCHOOL

WORKSHOP ON
ECONOMETRIC

05th- 06th September, 2022

Resource Person

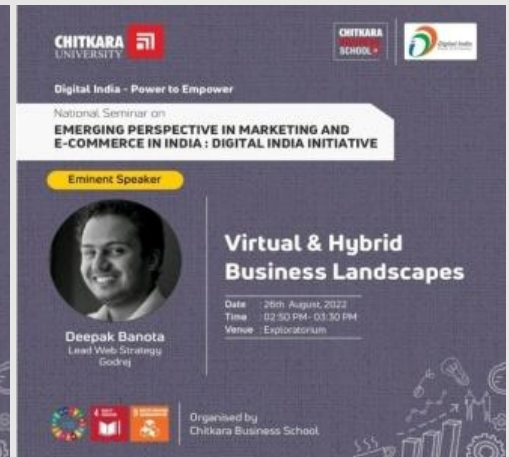


Prof. Ashok Mittal
Former Vice-Chancellor
Dr. B. R. Ambedkar University, Agra
Former Head, Department of Economics
Aligarh Muslim University, U.P.
Adjunct Professor, NLU, Bhopal



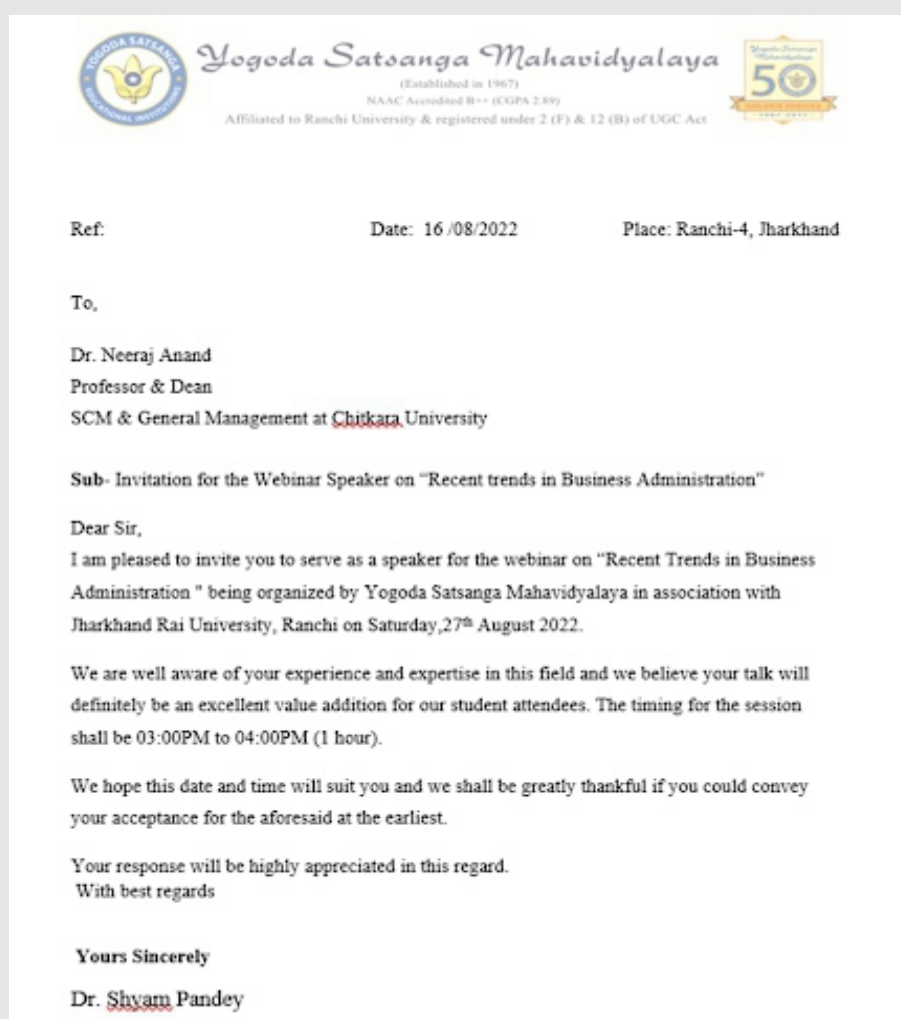
Organised by Faculty of Economics
Chitkara Business School, Chitkara University, Punjab

National Seminar by distinguished Guests from Industry



Eminent speakers at National Seminar on Emerging Perspective in Marketing and E-Commerce in India: Digital India Initiative. Scheduled on 26th & 27th August, 2022

Lectures Delivered by CBS Faculty as a Resource Person



Dr. Neeraj Anand as Guest Speaker during a webinar on "Recent trends in Business Administration" being organized by Yogoda Satsanga Mahavidyalaya in association with Jharkhand Rai University, Ranchi on Saturday, 27th August 2022.

CHITKARA UNIVERSITY  **CHITKARA HAPPINESS CENTRE** 



A Session On
Happiness
In Student Life

 3rd August, 2022
 4:40PM to 5:40PM
 Pulitzer Hall, Picasso Block




DR. RASHMI AGGARWAL
Assistant Dean
Chitkara Business School


HH Dalai Lama Centre For Happiness

CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL** 

Academic Consulting Assignment
(Teaching & Research)
on
"Consumer Marketing"
with

 **LIVERPOOL JOHN MOORES UNIVERSITY** | **LIVERPOOL BUSINESS SCHOOL**

Principal Consultant
Dr. Amandeep Singh
Professor
Marketing & Consumer Science
Aug-Dec, 2022



 **GUJRANWALA GURU NANAK KHALSA COLLEGE** **Webinar No. 255**
Civil Lines, Ludhiana
Ph: 0161-5211980 Website : www.ggnkcl.com Email: ggnkcl@rediffmail.com

Post Graduate Department of Commerce
organises
NATIONAL WEBINAR
On
FINANCIAL PLANNING FOR ENTREPRENEURIAL VENTURES

Date: 30 JULY, 2022 **Time: 11:30 AM** **Platform: Zoom**
 <https://facebook.com/ggnmedia>

ZOOM MEETING ID: 892 8367 2104 **PASSCODE: 463285**

Resource Person **Resource Person** **Resource Person**

DR. JYOTI VERMA
ASSISTANT PROFESSOR
CHITKARA UNIVERSITY
PANJAB

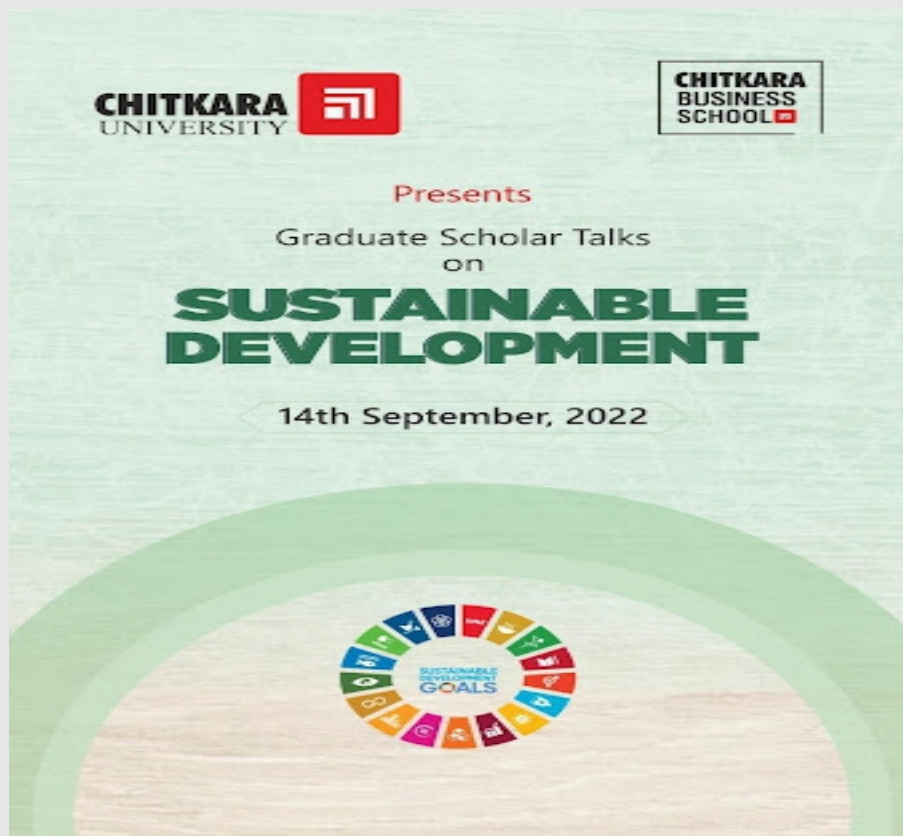
DR. ANMOL SHARMA
ASSISTANT PROFESSOR
CHANDIGARH UNIVERSITY

DR. ASHISH SAINJPAL
ASSISTANT PROFESSOR
UBS, REGIONAL CENTRE
LUDHIANA

Dr. S. P. Singh **S. Arvinder Singh** **Dr Deepak Walla** **Prof. Sarabjeet Kaur** **Dr. Arvinder Singh**
President Hon. Gen. Secy. Director Organising Secretary Principal
Gujranwala Khalsa Educational Council M: 9501600929 M: 9877090114

“Business Analytics is all about asking interesting questions based on the data you have-or often the data you don’t have.”

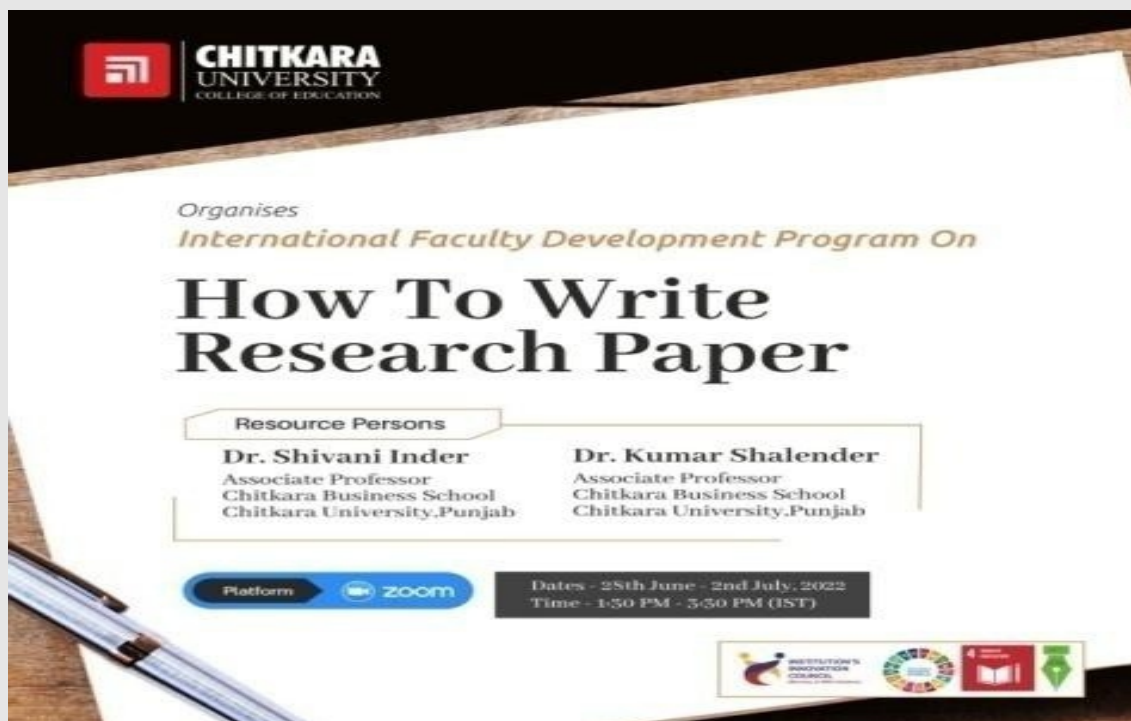
- Dr. Devesh Bathla



Dr. Rashmi Aggarwal Organised Graduate Scholar Talk-II ON SUSTAINABLE DEVELOPMENT with Ms. Tanvi, Dr. Gurpreet and Ms. Baljinder Kaur



Dr. Dhiresh Kulshrestha, Dean Economics, CBS was invited as Master Trainer for Community Based Participatory Research in Kurukshetra University, Kurukshetra sponsored by University Grant Commission under Unnat Bharat Abhiyan. Shared the “Socio-Economic dimensions of the Rural transformation for Agrarian Economy: Challenges and Remedies ”

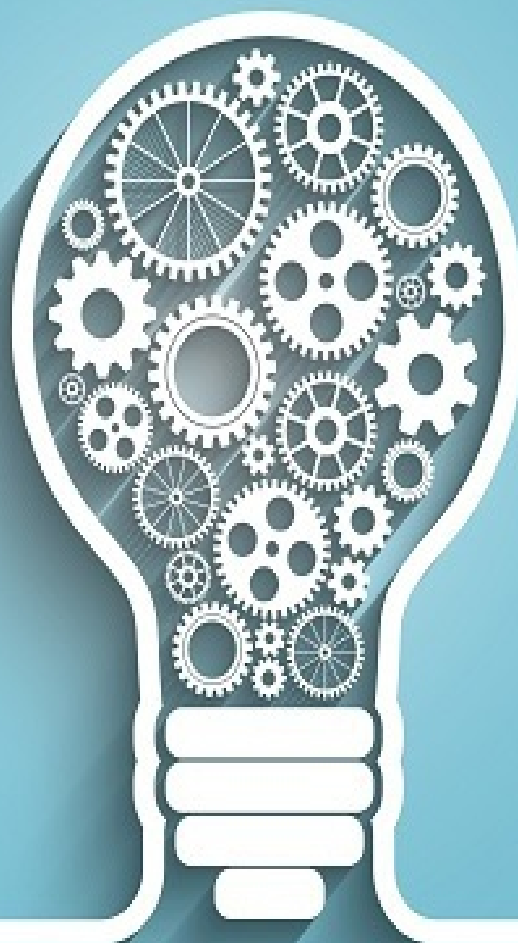


Dr. Shivani Inder and Dr. Kumar Shalinder delivered an International FDP on “How to Write Research Paper”



Dr. Shilpi delivered an Expert Talk to Alpha Teachers, Chitkara School of Education on Organizational Behaviour on September 27-30, 2022.

RESEARCH, CONSULTANCY AND EXTENSION



“Don’t give up as effort never dies”

- Dr. Sandeep Singh

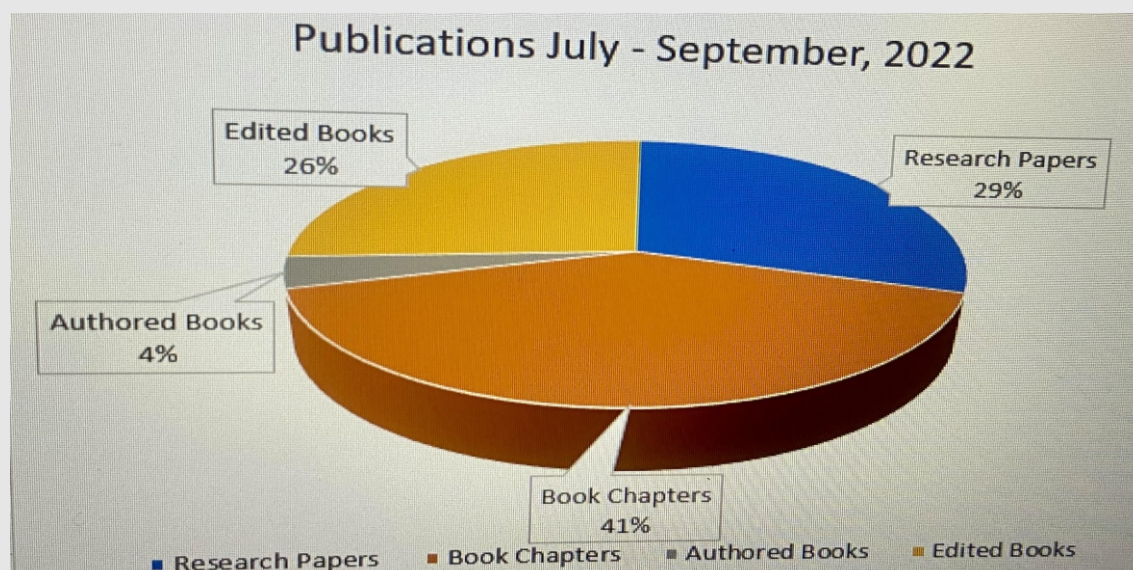
Research Publications

Name of the Faculty	Title of the Journal	Title of Research Paper published
Dr. Sandhir Sharma	Journal of Nuts	How did Globalization boost the Nuts Production in Indonesia
Dr. Sandhir Sharma	Critical Reviews in Analytical Chemistry	Smartphone based Techniques using Carbon Dot Nano Materials For Food Safety Analysis
Dr. Navreet Kaur	Neuroquantology	Hybrid Model of Work and Employee Attitudes: Challenges to HR Leadership in the Context of Indian Organizations
Dr. Reena Malik	International Journal of Health Sciences	Investigating role of community college and student responses towards awareness on electric vehicles as a solution to environmental problems.
Dr. Shilpi Gupta	Global Business and Economics Review	Effect of consumers' perceived risk on relationship marketing for m-shopping in India: the moderated mediation role of demonetisation.
Dr. Jyoti Verma	International Journal of Socio technology and Knowledge Department	Do Entrepreneurship Educational Programmes Build Start-up Skills Among Indian Women?: A Government Initiative.
Dr. Jyoti Verma	Indian Management Studies Journal	"Alternatives to Cash: Analyzing Customer's Loyalty Towards E-Service Quality Offerings",
Dr. Rashmi Aggarwal	UGC Care listed Journal Shodha Prabha	"The Mediating Role of Workplace Gossip on the Relationship between Organisational Justice and Organisational Virtuousness"

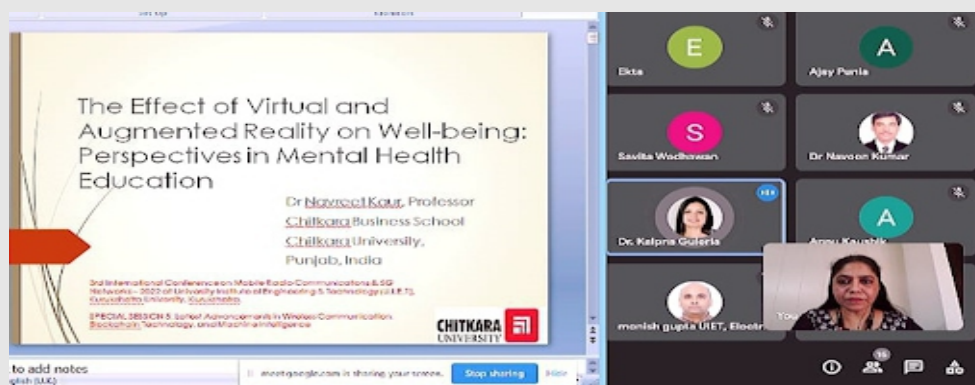
Books Authored/Edited and Chapters Contributed by Faculty

Title of Book	Type of Book	Author/ Editor	Chapter Title by Faculty
Interactive and Direct Marketing Management: Integration of Sales Promotion	Authored	Dr. Reena Malik	-----
Recent Trends in Finance and Accounting	Edited	Dr. Rajni Bansal and Dr. Monica Gupta	-----
Big Data Analytics in the Insurance Market	Edited	Dr Kiran Sood	<ul style="list-style-type: none"> • Comparative Predictive Performance of BPNN and SVM for Indian Insurance Companies - Dr. Payal Bassi, Dr. Jasleen Kaur. • Predictive Performance of Indian Insurance Industry Using Artificial Neural Network (ANN) and Support Vector Machine (SVM): A Comparative Study - Dr .Payal Bassi, Dr. Jasleen Kaur.
Handbook of Research on Stock Market Investment Practices and Portfolio Management	Edited	Dr. Renuka Sharma and Dr. Kiran Mehta	<ul style="list-style-type: none"> • Corporate Governance and Firm Performance: A Systematic Literature Review and Future Research Directions - Dr. Archana Goel.
Applying Metalytics to Metaverse Customer Experience in the Metaverse	Edited	Dr. Devesh Bathla and Dr. Amandeep Singh	<ul style="list-style-type: none"> • Into the Metaverse: Marketing to Gen Z Consumers- Dr. Reena Malik • Systematic Literature Review of Supply Chain Finance Network Analysis- Dr. Cheenu Goel and Dr. Jasleen Kaur

Developing Relationships, Personalization, and Data Herald in Marketing 5.0	Edited	Dr. Jasmine Kaur, Dr. Priya Jindal and Dr. Amandeep Singh	<ul style="list-style-type: none"> Marketing in a Pandemic-Dr. Priya Jindal An Experimental Investigation of Customer engagement in Indian Retail Banking- Dr. Ajit Bansal Role of Data Visualization in Advertising Lead Purchase Across social media- Dr Devesh and Dr. Shraddha Blockchain technology: How will it impact the marketing domain? -Dr. Jyoti Verma
Blockchain Technology and Applications for Digital Marketing	Edited	Dr. Amandeep Singh	<ul style="list-style-type: none"> Analytical Impact of Technology on the Covid-19 Pandemic- Dr. Devesh and Dr. Shraddha
In Institutions, Resilience, and Dynamic Capabilities of Entrepreneurial Ecosystem in Emerging Economies	Edited	Dr. Shivani Inder, Dr. Amandeep Singh and Dr. Sandhir Sharma	<ul style="list-style-type: none"> SMART Technologies: New Normal Manufacturing Industry 2020- Dr. Archana Goel



Papers Presented by Faculty



Dr. Navreet Kaur presented a research paper entitled: “The effect of Virtual and Augmented Reality on Well-being: Perspectives in Mental Health Education” in 3rd International Conferences on Mobile Radio Communications & 5G Networks - 2022 at University Institute of Engineering & Technology (U.I.E.T.), Kurukshetra University, Kurukshetra.

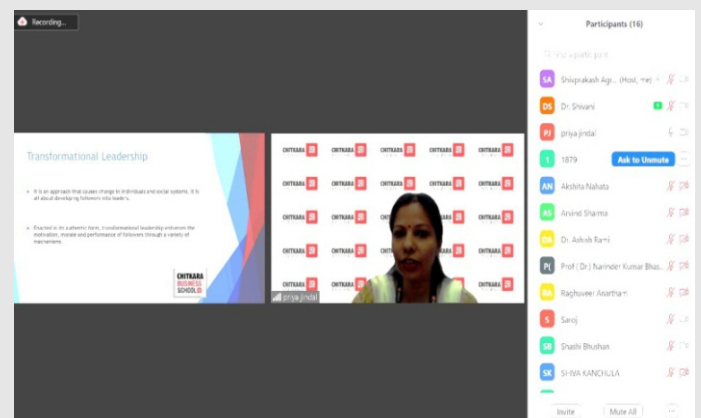


Dr. Sumit Sakhuja presented a paper “Adoption Framework in the context of Artificial Intelligence” at International Conference on Management and Information Systems.



Attended and contributed a paper in National Seminar on Quality Assurance in Higher Education (QAHE-2022), sponsored by National Assessment and Accreditation Council (NAAC), India and Tata Tele Business Services, organised by Accreditation and Quality Assurance Cell, Chitkara University, Punjab on September 2-3, 2022.

Paper Presentation - ICMIS





1/1

Dr. Navreet Kaur presented a paper on the theme: ‘Dialectics of Metaverse and Mental Health’ at 3rd International Conference on Mobile Radio Communications & 5G Networks- 2022 from 5th-6th August, 2022 at University Institute of Engineering & Technology (U.I.E.T.), Kurukshetra University, Kurukshetra.

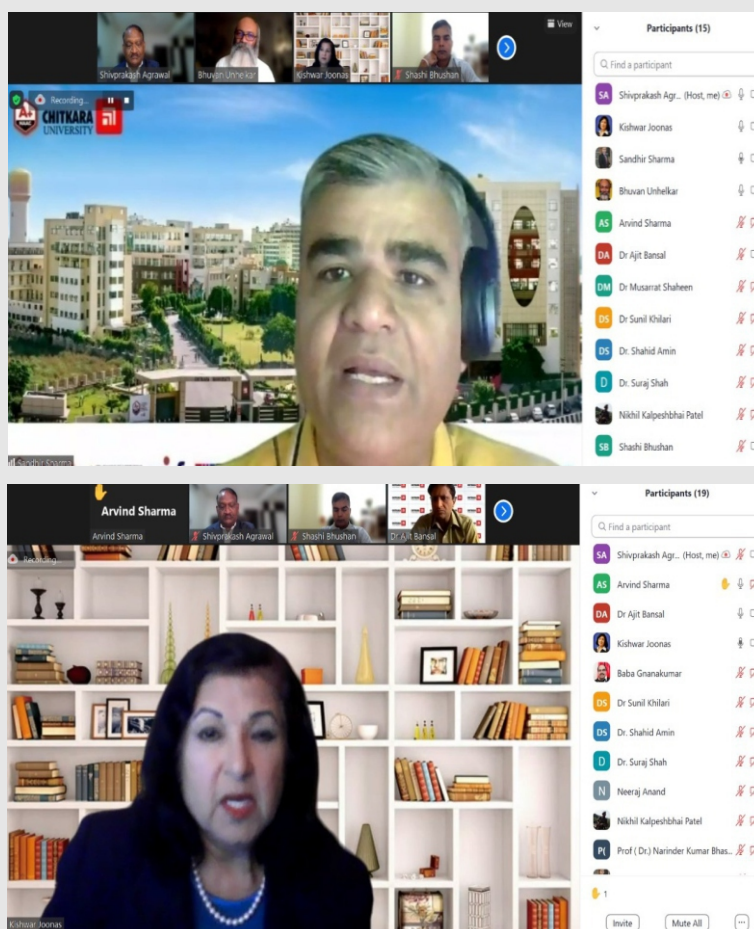


Dr. Jashandeep Singh presented a paper titled “Unravelling a new age of during the travel in blockchain-based metaverse” 3rd International Conference on “Mobile Radio Communications & 5G Networks, (MRCN-2022)” from 5th-6th August 2022.

FDP/Workshops/Conferences/Symposiums



Chitkara University and International Forum of Management Scholars (INFOMS) have collaborated to organize the International Conference on Management and Information Systems (ICMIS-22) on September 25th and 26th, 2022 in Bangkok, Thailand.

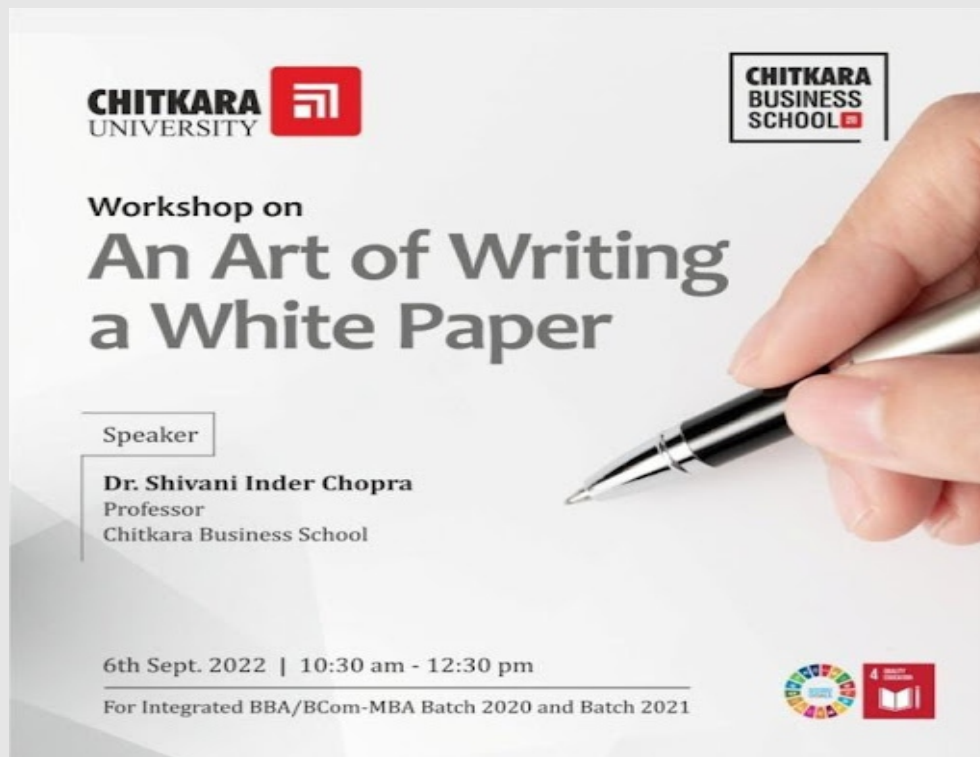




Faculty of Economics, Chitkara Business School, Chitkara University, Punjab, organized a two-week long workshop on Econometrics. Prof. Ashok Mittal, Former Vice-Chancellor of Dr.B.R. Ambedkar University, Agra, was the keynote speaker on the 6th day of the workshop.



Dr. Payal Bassi & Dr. Cheenu Goel successfully completed Online One Week Faculty Development Programme on “E-Content Development”



Dr. Shivani Inder Chopra conducted a Workshop on “An Art of Writing a White Paper”



Dr. Reena Malik completed a short course on IPR and Patents organized by HRDC, Mizoram Center held from 23rd - 29th September, 2022.



Dr. Cheenu Goel completed a 5 Days Online Workshops on “The Art of writing a Quality Research Paper” organized by AriCap Advisory Services held from 4th July - 8th July, 2022.



Dr. Jashandeep Singh attended FDP on Universal Human Values (Level 2) sponsored by AICTE at IKG Punjab Technical University, Jalandhar from 16th August to 20th August 2022.



Dr. Madhu Chitkara, Hon'ble Pro - Chancellor, Chitkara University launched White Paper titled “Chitkara Happiness course; A University Intervention towards enhancing students' happiness” authored by Dr. Manav Bansal, Chief Happiness Officer Dr. Shivani Inder and Dr. Sandhir Sharma.



Glimpse of the faculty attending HR Conclave conducted by PHD House, Chandigarh on 15th July, 2022.

Session Chaired - ICMIS



“The aim of education is not knowledge but action”

- Dr. Monika Gupta



Dr. Payal Bassi & Dr. Cheenu Goel got registered with International Association of Academic Plus Corporate as a member.



Dr. Priya Jindal Contributed as peer Reviewer in the 16th Gian Jyoti International Conference 2022 on the theme “Challenge of Changing Patterns in a Borderless World” held on July 29, 2022.

AWARDS AND RECOGNITIONS





Dr. Devesh Bathla while receiving Certificate of Recognition for his Contribution towards “Most Prominent Analytics & Data Science academics in India 2022”.



Dr. Devesh Bathla was accorded ‘President Award’ for his academic contribution and student mentoring in the field of Analytics.



Dr. Payal Bassi was given Best Paper Award for her research work “Systematic Review of Tourism & Hospitality Industry”, in the International Conference on “Innovation and Management: The way Ahead”, held on 29th & 30th September, 2022 at Kirloskor Institute of Advanced Management Studies, Harihar (Bangalore).



Dr. Cheenu Goel was given Best Paper Award for her research work “Systematic Review of Tourism & Hospitality Industry”, in the International Conference on “Innovation and Management: The way Ahead”, held on 29th & 30th September, 2022 at Kirloskor Institute of Advanced Management Studies, Harihar (Bangalore).



Certificate of Appreciation received by Dr. Rashmi Aggarwal.



Prof. Dhiresh Kulshreshta, Dean Economics, CBS receiving the certificate from Prof. B.K. Kuthiala Ji- Chairman - Haryana Higher Education, Prof. V.K Vijay - National Coordinator Unnat Bharat Abhiyan 2.0 and Professor IIT Delhi, Dr. Rajesh Tondon - UGC Subject Expert, Vice Chancellor Prof. Somnath Sachdeva-Kurukshetra University, Kurukshetra.



Dr. Neeraj Anand, Organizing Secretary, National Seminar on Emerging Perspective in Marketing and E Commerce in India: Digital India Initiative 26th and 27th August, 2022.



Dr. Sheefali Saluja received Certificate of Merit for her meritorious performance in the 3rd National Online Quiz on the insolvency and Bankruptcy Code, 2016 conducted by Insolvency Board of India.



Dr. Neeraj Anand acted as Resource Person for the Value-Added Course (VAC) on Neuromarketing and Consumer Neuroscience on 9th September, 2022.



Dr. Rashmi Aggarwal, Organizing Secretary, National Seminar on Emerging Perspective in Marketing and E Commerce in India: Digital India Initiative 26th and 27th August, 2022.

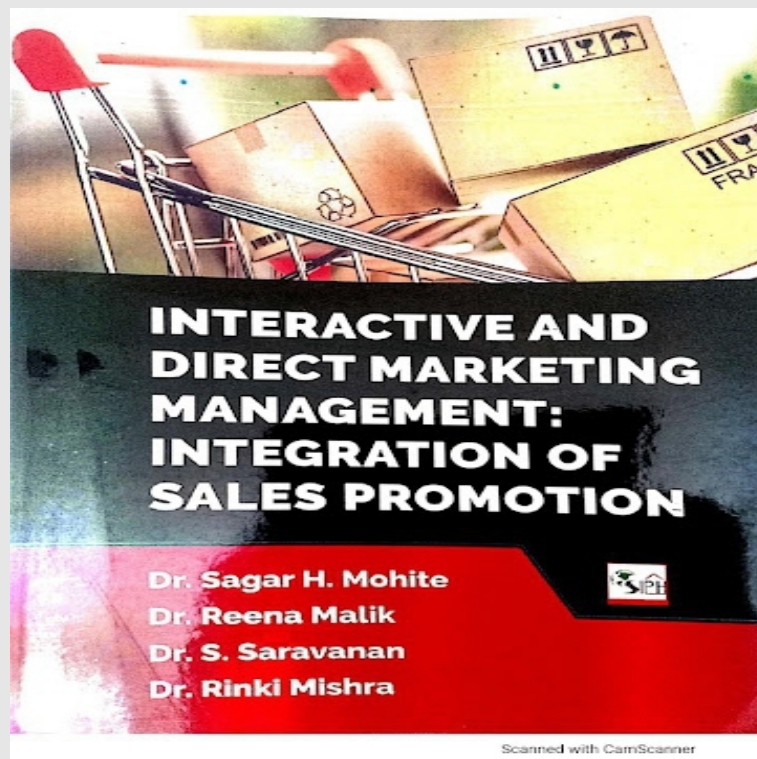


Coordinator of 2 days National Seminar on Emerging Perspective in Marketing and E Commerce in India: Digital India Initiative (26th & 27th August, 2022)



Dr. Monika Gupta delivered a Value-added course on Neuromarketing and Consumer Science for Integrated BBA (P) with SRM Specialization, Batch 2020 from Sep 6 to Sep 15, 2022 at CBS, Chitkara University, Punjab.

Books Published



Dr. Reena Malik has published a book titled Interactive and Direct Marketing Management: Integration of Sales Promotion by SIPH Publications



Dr. Rajni Bansal, Monica Gupta and Aradhana Sharma published a book titled Recent Trends in Finance & Accounting by Weser Publications.

INFRASTRUCTURE AND LEARNING RESOURCES



“Even sky should not be the limit.”

- Dr. Neeraj Anand

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

Sr.No.	Item Name	Item No.
1	Books	14989
2	Titles	3076
3	E-books K – Hub	4472
4	E-books DELNET	346
5	Journals Print – National	26
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

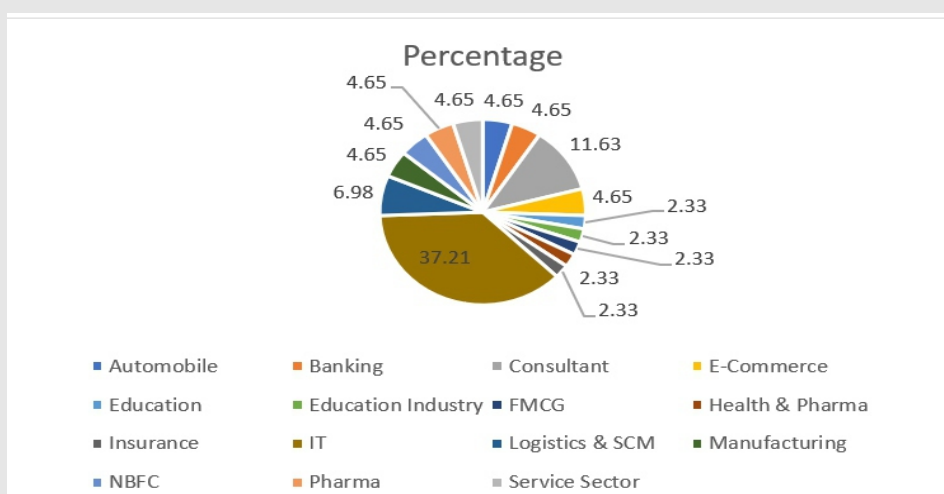
STUDENT SUPPORT & PROGRESSION



“Being Soft doesn’t mean Being Weak!!”

- Dr. Monika Gupta

Placement Data



Our Top Recruiters for Post Graduate Students

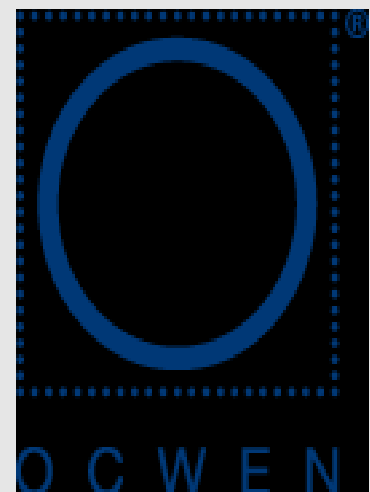
Placement Company	Total No. of Students
WNS	42
Evalueserve	28
HDFC	28
eClerx	22
Piaggio	13
Vienna IT solutions	11
Flipkart	8
ICICI	8
OCWEN	6
OPsMx	6
Searce	5
Deloitte	3
Xpressbees	2
WIPRO	2
Course5i	2
HOPP	2
Lenskart	1
Protiviti	1
Sage IT	1
Fitelo	1

Deloitte.

eClerx



WNS



Stream-wise Toppers of MBA MBA 2021 Batch

Roll no.	Name	CGPA	Stream	
2120981538	TANYA RAWAL	9.67	HR	
2120982020	Kamaldeep Kaur	9.12	Marketing	
2120982516	Aneesh Mittal	9.78	Finance & Banking	
2120982570	Luv Katyal	9.94	IB	
2120983543	Surinder Kumar	9.65	SCM	
2120984009	Sukriti Gupta	9.33	Business Analytics	

MBA 2020 Batch

Roll no.	Name	CGPA	Stream	Placed in
2020982533	Isha Khullar	9.65	Finance & Banking	Deloitte
2020982570	Pranshu Sharma	9.88	Finance & Banking With Super Specialization In Investment Banking	Thermofisher Scientific
2020982025	Manbir Singh	9.82	Marketing	ICICI Bank
2020981526	Varalika Prashere	9.61	Human Resources	Completed internship in Infineon
2020984009	Deepak Goswami	9.66	Business Analytics	WNS Global
2020983516	Balwinder Singh	9.83	SCM	Flipkart

Toppers of BBA & B.Com Batch 2019



Akshit Soni BBA
CGPA 9.70



Aditi Vig B.Com
CGPA 9.97

Student Progression

Sr. No.	Full Name	Course Undertaken at Undergraduate Level at Chitkara University	Graduation Roll No	Your Current MBA Stream
1	Lakshay Chhikara	B.E. CSE	1610991476	BA
2	Manisha Mehra	BCA	1910992609	BA
3	Mohit Grover	BCA	1910992615	BA
4	Navneet kaur	BCA	1910992625	BA
5	Nitika	BBA	1920991139	BA
6	Sahil	BCA	1910992667	BA
7	Sahil Choudhary	B.E in CSE	1411981195	BA
8	Chaitanya Tiwari	B Com	1720991527	Finance
9	Divya	Sales and Retail	1920991067	Finance
10	Janvi	BBA	1920991089	Finance
11	Jatin saggar	BBA	1920991093	Finance
12	Kapil Kashyap	BBA - Digital Marketing	1920991098	Finance
13	Kartik Tegowal	B Com	1920991544	Finance
14	Khushi	BBA-Digital Marketing	1920991101	Finance
15	Lovepreet Kaur	B Com (Hons.)	1920991552	Finance
16	Muskaan Garg	B Com	1920991558	Finance
17	Neha Prashar	BBA	1920991138	Finance

18	Palak singla	B Com Hons	1920991565	Finance
19	Parteek bansal	B Com	1920992016	Finance
20	Prince Jindal	B Com Hons	1920991568	Finance
21	Rajat Chopra	B Com	1620991284	Finance
22	Ridhima Gupta	BBA	1920991167	Finance
23	Rishabh Jain	Btech	1710995016	Finance
24	ROHIT kumar	B Com	1920991576	Finance
25	Shivam banyal	Civil Engineer	1855991226	Finance
26	Vishnu Priya	B Com (Hons)	1920991605	Finance
27	Yugesh dhiman	B Com	1720991667	Finance
28	Anureet kaur	B. Pharmacy	1850991012	HR
29	Ishika bera	BBA	1920991087	HR
30	Pranjal	B Com	1920991611	HR
31	Akit Dhanjal	BBA Retail Operations	1915981006	Marketing
32	Bishampreet Kaur	BBA Professional	1920991238	Marketing
33	Hardik Sharma	BBA Professional	1920991074	Marketing
34	Harshit single	B. Com (Hons.)	1920991534	Marketing
35	Jasdeep Singh Hanspal	BE - Mechanical Engineering	1510992293	Marketing
36	Manpreet kaur	BBA Professional	1920991119	Marketing
37	Rajul Tomar	BBA	1920991163	Marketing
38	Ankit	Mechanical Engineering	1510992235	SCM
39	Chirag	B.Com Hons.	1920991517	SCM
40	Harshil Bansal	B.Sc. in Hospitality and Hotel Administration (NCHMCT)	H191034	SCM
41	Hemant Sethi	BBA	1920991083	SCM
42	Rahul Sharma	BBA	1920991158	SCM

International Summer Internship Programme



A group of 32 students from different programs of Chitkara University participated in this exciting summer school program at the University of Nottingham Malaysia for 2 weeks from 4th July - 19th July 2022. The students from universities worldwide came together to learn new things.

“Let your passion be your Profession!”

- Dr. Ruhi Sehgal

Student Achievement



Our students continued to make us proud as recently graduated alumni of MBA (Business Analytics) Aridaman Singh Sethi received the 'AI & Analytics Rising Star Award' while two of our students Rishabh Kumar and Rakshit Jadon bagged 'Student of the year award' for their exceptional work in the field of AI & Analytics. Congratulations to the winners.



Md. Faiz coordinated two days National Seminar on Emerging Perspective in Marketing and E-Commerce in India: Digital India Initiative 26th



Students of B.Com, Sem III, Chitkara Business School, took part in Discussion Tree, an event organised by the Toastmasters International Club to help them enhance their communications skills. Raghav Aggarwal and Ishika received awards for being the best and second-best speakers respectively while Saksham received praise for serving as the event anchor.



Students of B.Com participating in Graduate Scholar Talk (GST Series) on Sustainable Development.

National and International Sports Events

Sr. No.	Name of Student	Sports Category/Event	Position	Date
1.	Nitish (Mr. Muscle Flix) MBA	Muscle Flix	Winner	13 th September, 2022
2.	Krisham (Mr. Dapper) B.Com(H)	Muscle Flix	Runner Up	13 th September, 2022
3.	Manik Sharma MBA Retail	Intramural Badminton Tournament for Men	Winner	20 th September, 2022
4.	Team CBS Army	National Sports Day Celebration Cricket Match	2nd Position	29 th August 2022
5.	Shivam	National Sports Day Chess Competition	2nd Position	21 st September, 2022
6.	Payas Jain BBA	LBS Bossard 3rd Table Tennis Tournament (Single)	Gold Medal	13-17 th August, 2022
7.	Yashansh Malik BBA	LBS Bossard 3rd Table Tennis Tournament (Single)	Bronze Medal	13-17 th August, 2022
8.	Suhana Saini BBA	WTT Youth Contender U-17 and U-19 at Sweden (TT Single) Bronze	Bronze Medal	8-14 th August, 2022
9.	Yashansh Malik BBA	Delhi State Ranking TT (Men Single) Tournament, Delhi	Gold Medal	27-31 st July, 2022
10.	Lakshita Narang BBA	Delhi State Ranking TT (Women Single) Tournament, Delhi	Bronze Medal	27-31 st July, 2022

11.	Suhana Saini BBA	WTT Youth Contender U-17 held at Totoracocha, Cuenca	Gold Medal	19-31 st August, 2022
12.	Payas Jain	WTT Youth Contender U-19 held at Amman, Jordan	Gold Medal	22 nd -28 th August, 2022
13.	Payas Jain	26th Asian Junior & Cadet TT Championship held at Vientiana Laos, U-19 (Mixed Doubles)	Gold Medal	1-6 th September, 2022
14.	Payas Jain and Yashansh Malik	26th Asian Junior & Cadet TT Team held at Vientiana Laos, U-19	Bronze	1-6 th September, 2022
15.	Nikhil Saini MBA	3rd Punjab State Ranking TT Tournament, Barnala (Single)	Bronze	24 th - 26 th September, 2022
16.	Tanvi Sonkar	Chandigarh State Shooting Championship, Patiala Ki rao (Single)	Silver	20 th -22 nd September, 2022
17.	Wesley do Rosario	Punjab Khel Mela, Patiala (TT)	Participated	16 th -20nd September, 2022
18.	Yash	Hands on experience session on fitness and bodybuilding	Participated	21 st July, 2022
19.	Diya Parag Chitale	CommonWealth Games held at Birmingham, England (TT Doubles & Team)	Participated	28 th July- 08 August, 2022
20.	Wesley do Rosario	1st Haryana State Ranking TT Championship, Panchkula	Participated	04 th -07 th August, 2022
21.	Diya Parag Chitale	WTT Contender Muscat, Oman (Single and Double)	Participated	5 th -10 th September, 2022

Glimpse Of Sports Events





CONVOCATION



“Intelligence and Energy in a person lose their relevance sans Integrity.”

- Dr. Neha





Glimpses of 17th Convocation held for MBA students of Chitkara Business School



PhD degree was awarded to Sanjiv Sharma under the supervision of Dr. Jashandeep Singh

INNOVATIONS AND BEST PRACTICES



“The first step in teaching students to innovate is making sure that educators have opportunities to innovate themselves.”

- Dr. Payal Bassi

Patents filed by Faculty July-September, 2022

S.No.	Name of Faculty	Status	Name of the Patent	Application No.	Nature of the Patent
1	Dr. Ajit Bansal	Applied	Laptop Sleeve Bag containing Inbuilt Ports	366149-001	Design
2	Dr. Jyoti Verma	Applied	Reverse Osmosis With Waste Water Management System	365404-001	Design
3	Dr. Neeraj Anand	Applied	A Herbal Antacid Composition And A Method For Preparing the same	202211040682	Utility
4	Dr. Rashmi Aggarwal	Applied	Automated energy saving exhausted fan assembly	20211042287	Utility
5	Dr. Pashmeen Kaur	Applied	UV Sanitization Cum Charger	370749-001	Design
6	Dr. Monika Gupta	Applied	Portable Hand Dryer cum Sanitizer	366871-001	Design
7	Dr. Priya Jindal	Applied	System and Method for Recommending Academic Institutions	202211045505	Utility
8	Dr. Cheenu Goel	Applied	Phone Cover with Stand	366983-001.	Design
9	Dr. Cheenu Goel	Applied	Smart Key	369311-001	Design

10	Dr.Sandeep Singh	Applied	3-in -1 pen stand charger	365077-001	Design
11	Dr. Priya Jindal	Applied	Table with Laptop Cooling Pad	370376-001	Design
12	Dr. Rashmi Aggarwal	Applied	Device for Development of Cognitive Skills	202211055066	Utility
13	Ms. Baljinder Kaur	Applied	Smart Wheel Chair for Specially Abled persons	DSGN/IN/1866	Design
14	Ms. Baljinder Kaur	Applied	Handy Cleansing Kit Box	369307-001	Design

Patents Granted



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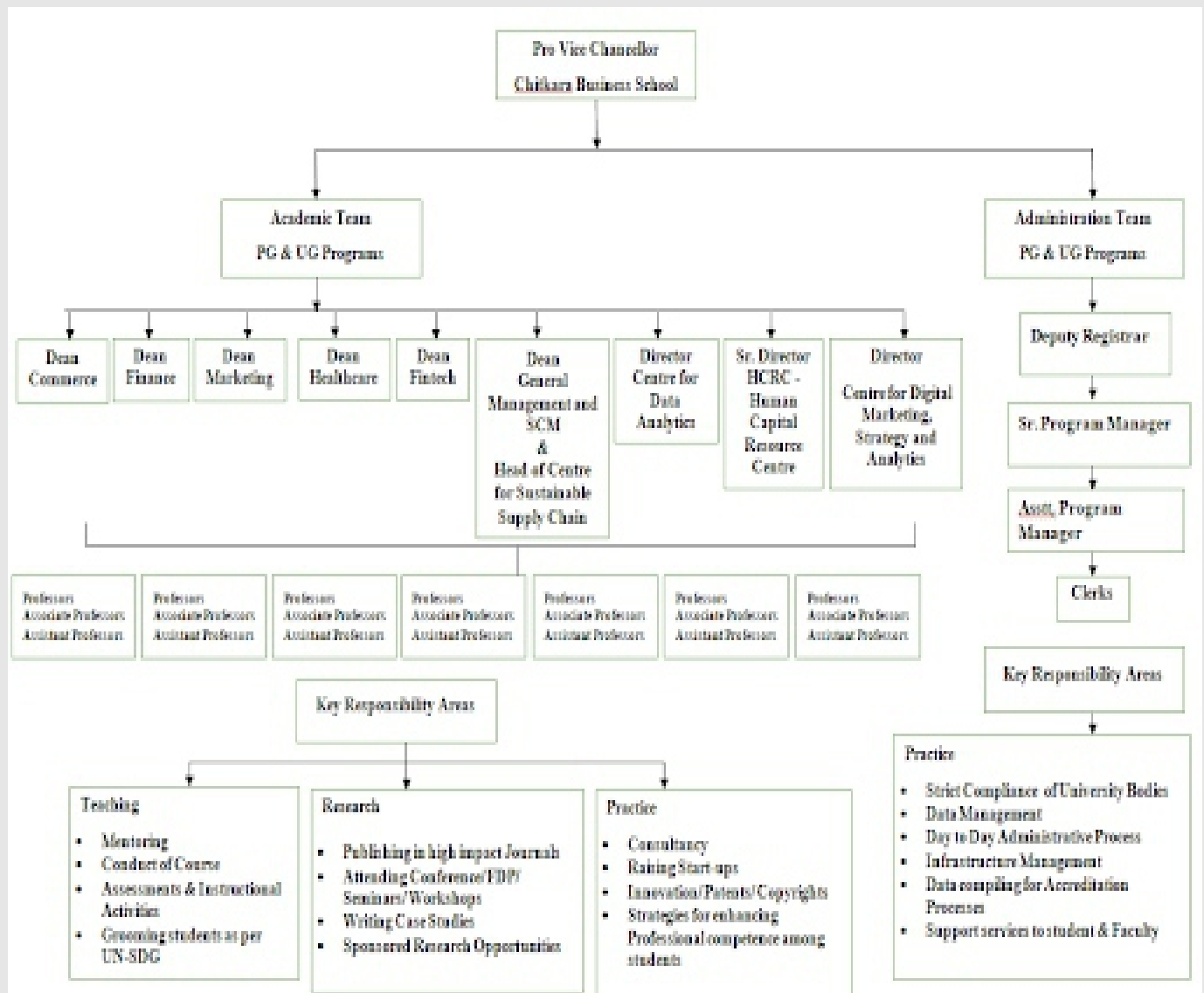
GOVERNANCE, LEADERSHIP AND MANAGEMENT



“If you have enough nerve, anything is possible.”

- Dr. Cheenu Goel

Responsibility Framework at Chitkara Business School



Our Upcoming Events

S. No.	Event	Date
1	12 th Global week	October 10 – 15 th , 2022



The poster for Chitkara University's 12th Global Week 2022 features a large image of the university campus. At the top left is the Chitkara University logo with an 'A+' accreditation. At the top right is a circular logo for 'GLOBAL WEEK'. The main text in the center reads 'We are Back !!' in white on a red curved background, followed by '12th Global Week - 2022' and 'October 10 -15, 2022'. Below this, a list of participating fields is shown: Architecture | Art & Design | Allied Health Sciences | Business | Engineering | Education | Hospitality & Tourism | Mass Communication & Journalism | Pharmacy | Entrepreneurship | Marine Sciences | Psychology. At the bottom, there is a row of various national flags. The footer includes the text 'for more info' and the website 'www.chitkara.edu.in/global-week/' on the left, and the university's name and location 'Chitkara University Punjab & Himachal Pradesh' with a location pin icon on the right.

CHITKARA UNIVERSITY

GLOBAL WEEK

We are Back !!

12th Global Week - 2022
October 10 -15, 2022

Architecture | Art & Design | Allied Health Sciences | Business | Engineering | Education |
Hospitality & Tourism | Mass Communication & Journalism | Pharmacy | Entrepreneurship |
Marine Sciences | Psychology

for more info
www.chitkara.edu.in/global-week/

Chitkara University
Punjab & Himachal Pradesh

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Dr. Payal Bassi
Co-Editor



Dr. Cheenu Goel
Co-Editor



Dr. Reena Malik
Co-Editor



Dr. Priya Jindal
Co-Editor



Jagvir Singh
Student Editor