

CBS CHRONICLE

NEWS BULLETIN



VOL. III, EDITION IV October-December 2022

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RANKINGS & RECOGNITIONS



“Remember : If you avoid failure, You also avoid success.”

-Dr. Tanvi Jindal



**AT THE
PEAK OF
BRILLIANCE**

BW BUSINESSWORLD



has been ranked

13th

among Top Private Business Schools
in North India

BW BUSINESSWORLD



has been ranked

37th

among Top Private Business Schools
in India

BW BUSINESSWORLD

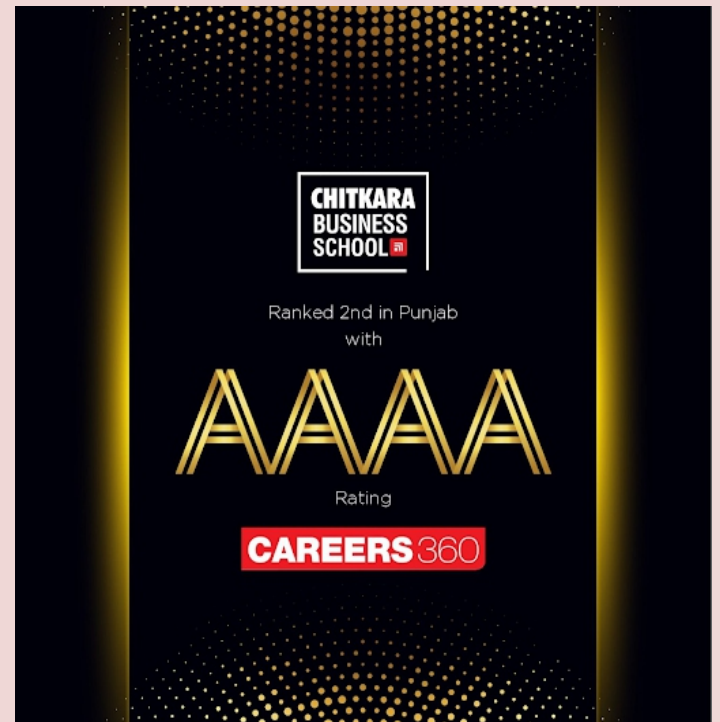


has been ranked

56th

among Top Business Schools in India

BW BUSINESSWORLD



UPWARDS & FORWARD

IN
THE WEEK - HANSA
RESEARCH SURVEY 2022

THEWEEK

6th

in
India's Top Emerging B-Schools
by

THEWEEK

The Week - Hansa Research Survey 2022

8th

in
India's Top Private B-Schools (North Zone)
by

THEWEEK

The Week - Hansa Research Survey 2022

12th

in
India's Top North Zone B-Schools (Govt. & Private)
by

THEWEEK

The Week - Hansa Research Survey 2022



**Ranked
Right
At The Top**

by
Outlook



Ranked
6th in Top
Private MBA Colleges
In North India

by
Outlook



Ranked
9th India's Top
Private University -
Constituent
MBA Colleges

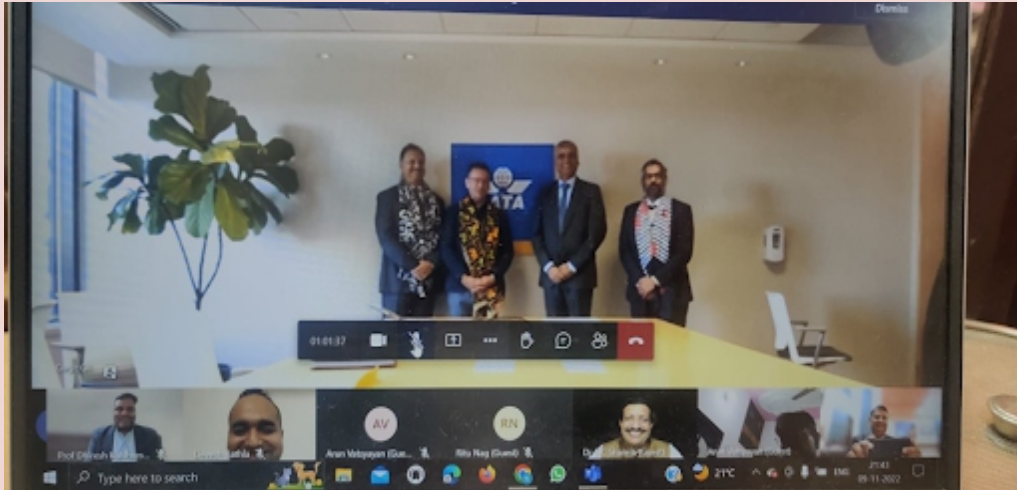
by
Outlook



Ranked
21st in India's
Top Private MBA
Colleges

by
Outlook

MOU



MOU Signed with IATA for Aviation/Cargo/Hospitality/ Customer Service courses for CBS at Montreal Office.



Chitkara Business School, Chitkara University signed a Memorandum of Understanding (MOU) with IndeedSEO, a Digital Marketing firm at IndeedSEO office premises.



Chitkara Business School, Chitkara University, received a certificate of membership AACSB - a global nonprofit association, at a conference held at IIM, Kozhikode.

WELCOME TO THE CBS FAMILY



“For a blissful life, never pay heed to critical argumentative, rude people around, never practice deception, even inadvertently.....cultivate good manners, be humble.”

- Dr. Gurpreet Kaur



Dr. Mohit Jamwal

Dr. Mohit is working as an Assistant Professor at Chitkara Business School, Chitkara University. He has more than five years teaching and research experience. He specializes in the broader domain of marketing, consumer behaviour and digital marketing. His research interests focus on consumer decisions, social media marketing, and brand management and his work has been published in International Journal of emerging Markets, International Journal of Teaching in Travel and Tourism, Foresight among others journals of international repute.

CURRICULAR ASPECTS



“Culture & Values are Heart & Soul of a Corporate Brand Culture reflects Feelings, Values reflect Existence”

- Dr. Prachi Gupta

Value Added Courses

CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**

Value Added Course on
MARTECH

 **Resource Person**
Devtosh Jha
Industry Expert

 17th - 21st October, 2022

 For the Students of 2021 batch with BBA (P)



CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**

A Practical Approach to Implement
Digital Marketing Strategies
for Business Owners

Date : 21st November – 20th December, 2022
Time : 01:15 pm – 04:15 pm
Venue : LH-3, 2nd Floor, CBS

 **Resource Person**
Ajay Aggarwal
Founder
 **Accosoft (India)**
(e-Biz Services & Solutions)

For BBA – Digital Marketing Students

Organised by
Centre for Digital Marketing
Strategy and Analytics
Chitkara Business School



CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**

Data Visualization
Using Tableau

 **Resource Person**
Dr. Anuj Gupta
Founder


 14th - 18th November, 2022
 9:00 am – 4:00 pm
 LH-3, 2nd Floor, CBS

For the Students of BBA – DM batch 2021, B.Com batch 2020

Organised by Centre for Digital Marketing, Strategy and Analytics
Chitkara Business School



CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**

Introduction to
Techno
Functional
Analysis

 **Resource Person**
Manish Agarwal
Corporate Trainer


Date : 22nd November – 2nd December, 2022
Time : 9:15 am – 11:45 am
Venue: LH-3, 2nd Floor, CBS

For BBA – Digital Marketing, B.Com Students

Organised by
Centre for Digital Marketing
Strategy and Analytics
Chitkara Business School





CHITKARA UNIVERSITY



CHITKARA BUSINESS SCHOOL

CRITICAL SKILLS FOR A CAREER IN DIGITAL FIELD



Mriganko Chatterjee
Professor
IIDE
THE DIGITAL SCHOOL

2nd December, 2022 1:15 pm - 2:15 pm

LH-11, 4th Floor, Fleming Block

Organised by Centre for Digital Marketing Strategy and Analytics
Chitkara Business School

For the Students of BBA – Digital Marketing





CHITKARA UNIVERSITY



CHITKARA BUSINESS SCHOOL

A Practical Approach to Implement Digital Marketing Strategies for Business Owners

Date : 21st November – 20th December, 2022
Time : 01:15 pm – 04:15 pm
Venue : LH-3, 2nd Floor, CBS

For BBA – Digital Marketing Students

Organised by
Centre for Digital Marketing Strategy and Analytics
Chitkara Business School



Ajay Aggarwal
Founder
Accosoft (India)
(e-Biz Services & Solutions)





CHITKARA UNIVERSITY



CHITKARA BUSINESS SCHOOL

Value Added Course

Workshop on ADVANCED EXCEL


Resource Person

Dr. Ajit Bansal
Professor
Chitkara Business School


5th - 9th December, 2022

For Students of BBA Professional (2021 Batch)





CHITKARA UNIVERSITY



CHITKARA BUSINESS SCHOOL

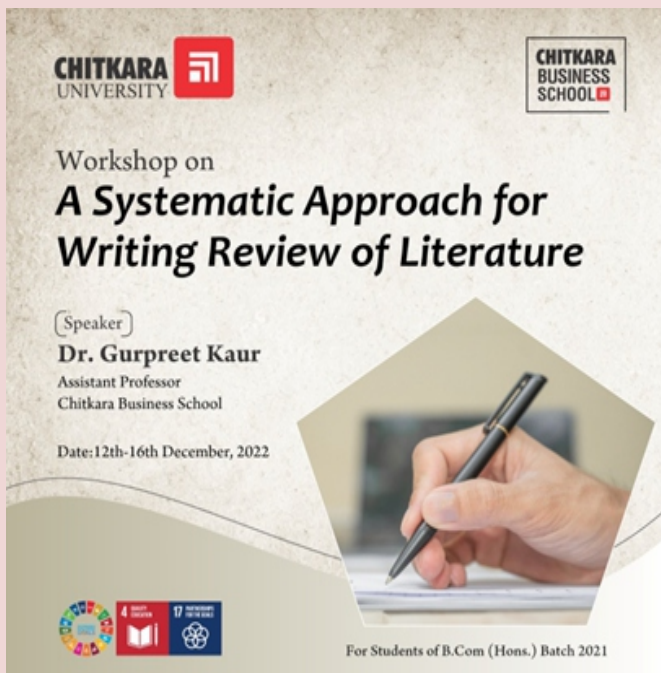
Workshop on A Systematic Approach for Writing Review of Literature

Speaker

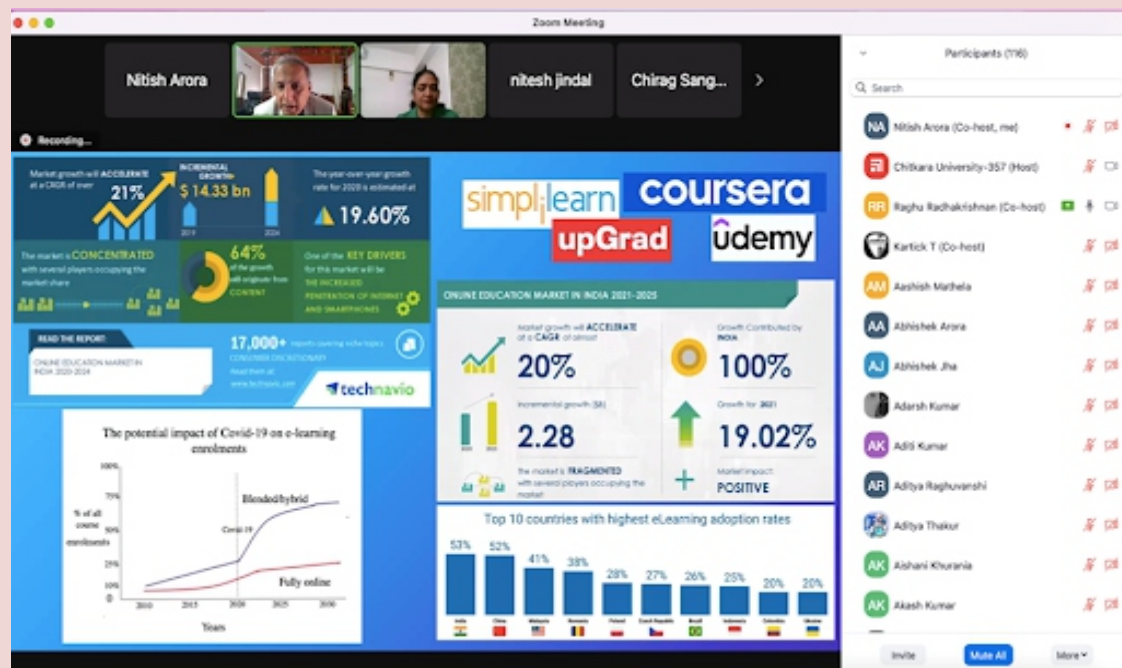
Dr. Gurpreet Kaur
Assistant Professor
Chitkara Business School

Date: 12th-16th December, 2022

For Students of B.Com (Hons.) Batch 2021



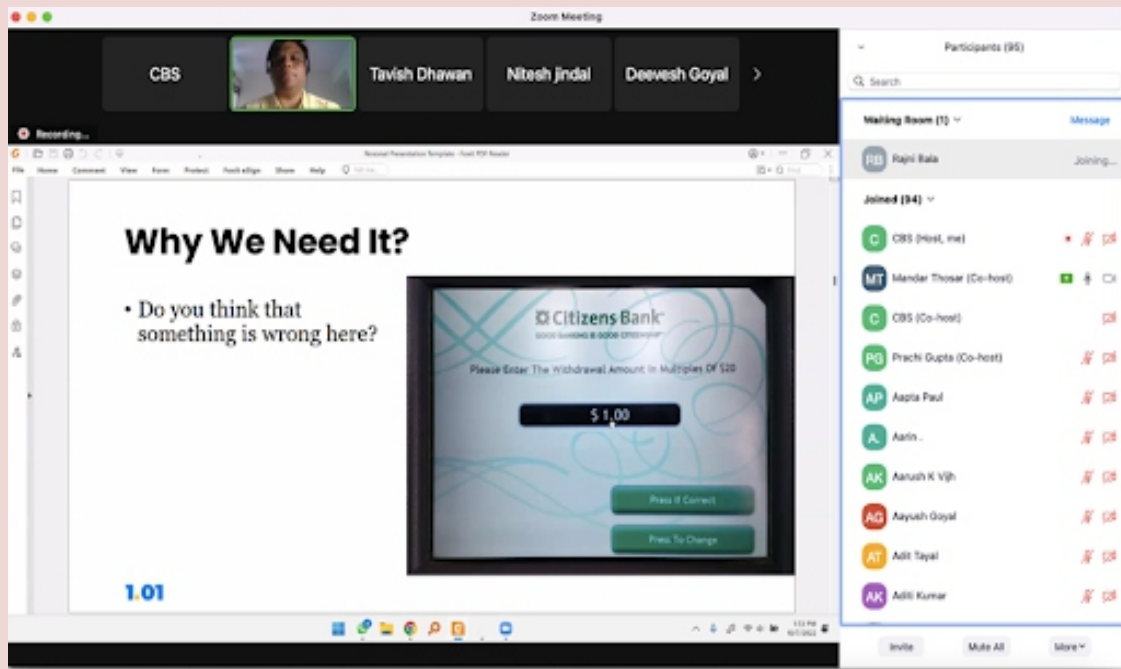
Expert Talks by Eminent Speakers



An Expert Lecture on “Profiability & Sustainability Leveraging IT & Digital Technology” by Mr. Ragu Radhakrishnan CEO & MD-TmaxSoft Technologies Pvt. Ltd. which was held on 19th November, 2022.



An expert talk on “Trading & Investing Skills for Aspiring Entrepreneurs” by Mr. Manish Agarwal was held on 21st November 2022.



An expert talk on “Design Thinking for Aspiring Marketers” by Mr. Mandar Thosar, Founder- 1point 01, was held on 07th October 2022.

Career Counseling Sessions

CHITKARA UNIVERSITY

Career & Growth Opportunities in Mutual Funds Industry

Resource Person
Varun Pal
 Founder at Simplifysors Chandigarh

Date : 12th November, 2022
Time : 9.30 am - 12.30pm

For the Students of MBA Finance & Banking

CHITKARA UNIVERSITY

CHITKARA BUSINESS SCHOOL



Career Counselling Session

Changing Paradigm of Mutual Funds Industry

Speaker
Rahul Raj
 MFD Channel Manager
 WhiteOak Asset Management Company


Date : 12th November, 2022
Time: 09:30 AM - 12:00 Noon

For MBA Finance & Banking students

Career Counselling Session

Growth Path in Hedge Funds



Resource Person

Sandip Jha

National Head
Investment & Wealth
Management Products
Kotak Securities Limited

Date : 18th November, 2022
Time : 1:30 pm - 4:00 pm

For MBA Finance & Banking Students




Career Counselling Session

Emerging Trends in Equity Valuation



Resource Person

Aayush
CPA, US

Date : 16th November, 2022
Time : 1:30 pm - 4:00 pm

For MBA Finance & Banking Students




Career Counselling Session

INTEGRATING LIFE SKILLS INTO ACADEMIC AND CAREER COUNSELLING


Speaker



Dr. Natwar Kadel
Head-Centre of Expertise
Human Resources People Strategy at
Hyundai Motor India Ltd.


Date : 05th November, 2022
Time: 09:30 AM - 12:00 Noon

For MBA Finance & Banking students



Career Counselling Session

Role of Data Scientist in HR



Dr. Natwar Kadel
Head - Centre of Expertise
Human Resources
People Strategy at
Hyundai Motor India Ltd.

Date : 10th September, 2022
Time : 9:00 am - 12:00 noon

For MBA students



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

- Dr. Priya Jindal

TEACHING, LEARNING & EVALUATION



“The truly rich are those who enjoy PRESENT. Instead of worrying about PAST, shift your energy to what you can create in PRESENT to make your FUTURE bright.”

- Dr. Jyoti Verma

Institution's Innovation Council Events at Chitkara Business School

S.N o	Topic	Speaker	Date	Program
1	Design Thinking for Aspiring Marketers	Mandar Thosar	07-Oct-22	BBA Digital Marketing 2021 & BBA Analytics 2021 Batch
2	Role of Innovation in making business successful	Anu Garg	18-Oct-22	BBA (P & S) Batch 2021
3	“Design ‘O’ Hub – Explore your imagination: By Centre of Excellence for Sustainable Supply Chain (COE-SSC) CBS”	Dr Ajit Nigam, Dr Rajat Aggarwal, Divam Wadhwa, Dr Prateek Srivastava, Dr Adarsh Aggarwal, Prof Manpal Setia	1-Nov-22 to 2-Nov 22	BBA (P & S)
4	Innovations in 21st century Data Management	Kanwal Sharma	10-Nov-22	BBA BA
5	Innovative trends in Business Analytics	Dr Minakshi Garg	10-Nov-22	BBA BA
6	Innovations in Data Modelling Techniques	Shishir Dhangar	10-Nov-22	BBA BA
7	Emerging Trends and Innovations in Analytics	Vaibhav Pratap Singh	10-Nov-22	BBA BA
8	Emerging trends and innovations in Data	Kanwal Sharma	11-Nov-22	BBA BA
9	Career skills for Sustainable Design Thinking	Dr Minakshi Garg	11-Nov-22	BBA BA
10	Emerging trends & Innovations in forecasting	Shishir Dhangar	11-Nov-22	BBA BA

11	Innovations in Data Interpretation	Vaibhav Pratap Singh	11-Nov-22	BBA BA
12	Current and Innovative practices in Supply Chain Management	Seekify Trainers	9 to 11 Nov 22	BBA S
13	Lateral thinking - A tool to build individual creativity and entrepreneurship	Sumeet Khosla	11-Nov-22	B.Com (H)
14	Introduction to High Frequency Trading & its Problems	Purv Shah	18-Nov-22	BBA (Fintech)
15	Business Application of Blockchain	Venkat Giridhar	18-Nov-22	BBA (Fintech)
16	Emerging Trends in Telemedicine	Haleema Yezdani	15-Oct-22	MBA Healthcare
17	Sustainability in the future of Supply Chain	Anuj Modgil	15-Oct-22	BBA
18	My Story	Dr. Rishu Bhardwaj, Dr. Rashmi Aggarwal, Dr. Priya Jindal, Dr. Shefali Saluja	14- Nov-22	B.Com

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

CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL** 

Design Thinking for Aspiring Marketers

Resource Person



Mandar Thosar
Founder, 1point01

Date : 7th October, 2022
Time : 1:30 pm - 2:30 pm
Mode : Online

Organised by
Chitkara Business School

CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL** 

ROLE OF INNOVATION IN MAKING BUSINESS SUCCESSFUL

Speaker



Anu Garg
International Educator
Cuelearn Private Limited

Date : 18th October, 2022
Time : 10:30 am - 11:30 am
Mode : Online

CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL**  **CHITKARA INNOVATION FOUNDATION** 

Design'O'hub - Explore Your Imagination CENTRE OF EXCELLENCE FOR SUSTAINABLE SUPPLY CHAIN (COE-SSC)

Competition 1:
1. Showcase of Best out of Waste Products

Competition 2:
1. Submission of Patent Idea (Online/Offline)

1st, 2nd & 10th November, 2022 **10:00 AM** **Plato Hall**

Registration fee for attending this workshop - ₹200/- Per Participant (External only)

Guest Speakers

 Dr. Ajit Nigam Chief Executive Officer NIFT Foundation for Design Innovation, Delhi	 Dr. Rajat Aggarwal Professor Indian Institute of Technology, Bombay	 Divam Wadhwa Founder at Chai Nagri TEDx Speaker
 Dr. Prateek Shrivastava Associate Professor & Incharge for Design Patents, Chitkara University Research and Innovation Network (COURIN)	 Dr. Adarsh Aggarwal Vice President, Chitkara Innovation Incubator Foundation (CIFI) Chitkara University, Punjab	 Prof. Manpat Setia Dean, Chitkara Design School Chitkara University, Punjab

Organising Chairman
Dr. Neeraj Anand
Professor and Dean
SCM & Logistics & BBA (Professional)
Chitkara Business School

Convener
Dr. Jyoti Verma
Assistant Professor
CBS

Student Coordinators:
Jashanpreet Singh: 8699210071
Ishant Dhillon: 9812254794
Gaurav Singh: 9812254794
Shishu Wadhwa: 9812254794

Email: designohub@chitkara.edu.in
Last Date to Register - 22nd October, 2022

CHITKARA UNIVERSITY  **CHITKARA BUSINESS SCHOOL** 

Innovations in 21ST CENTURY DATA MANAGEMENT

Speaker



Kanwal Sharma
Career Consultant & Trainer
Data Science

Date : 10th November, 2022
Time : 11:00 AM - 12:00 Noon
Venue : LH - 8, 4th Floor, CBS

Organised by
Centre for Analytics and Data Excellence
Chitkara Business School

For BBA Business Analytics Students




Innovative Trends in Business Analytics



Speaker
Dr. Minakshi Garg
Founder Director
The Research Beacon

Date : 10th November, 2022
Time : 11:00 AM - 12:00 Noon
Venue : LH-9, 3rd Floor, CBS

For BBA Business Analytics Students

Organised by
Centre for Analytics and Data Excellence
Chitkara Business School








Innovations in Data Modelling Techniques



Speaker
Shishir Dhangar
Ernst & Young

Date : 10th November, 2022
Time : 11:00 AM - 12:00 Noon
Venue : LH-5, 3rd Floor, CBS

For BBA Business Analytics Students

Organised by
Centre for Analytics & Data Excellence
Chitkara Business School








Emerging Trends and Innovations in Analytics



Speaker
Vaibhav Pratap Singh
Ernst & Young Trainer

Date: 11th November, 2022
Time: 11:00 AM-12:00 Noon
Venue: LH – 6, 3rd Floor, CBS

For BBA Business Analytics Students

Organised by Centre for Analytics and Data Excellence, Chitkara Business School








Emerging Trends & Innovations in Data



Speaker
Kanwal Sharma
Career Consultant & Trainer
Data Science

Date : 11th November, 2022
Time : 11:00 AM - 12:00 Noon
Venue : LH – 8, 4th Floor, CBS

For BBA Business Analytics Students

Organised by
Centre for Analytics and Data Excellence
Chitkara Business School








Career Skills for Sustainable Design Thinking



Speaker
Dr. Minakshi Garg
Founder Director
The Research Beacon



Date : 11th November, 2022
Time : 11:00 AM - 12:00 Noon
Venue : LH-9, 3rd Floor, CBS

For BBA Business Analytics Students

Organised by
Centre for Analytics and Data Excellence
Chitkara Business School








EMERGING TRENDS & INNOVATIONS IN FORECASTING



Speaker
Shishir Dhangar
Ernst & Young

Date : 11th November, 2022
Time : 11:00 AM - 12:00 Noon
Venue : LH-5, 3rd Floor, CBS

For BBA Business Analytics Students





Organised by
Centre for Analytics and Data Excellence
Chitkara Business School




INNOVATIONS IN DATA INTERPRETATION



Speaker
Vaibhav Pratap Singh
Ernst & Young Trainer

Date: 10th November, 2022
Time: 11:00 AM-12:00 Noon
Venue: LH – 6, 3rd Floor, CBS

For BBA Business Analytics Students

Organised by Centre for Analytics and Data Excellence, Chitkara Business School








3 DAYS OFFLINE WORKSHOP ON CURRENT AND INNOVATIVE PRACTICES IN SUPPLY CHAIN MANAGEMENT



SPEAKERS
Seekify Trainers
SEEKHO

Date: 9th, 10th & 11th November, 2022
Time: 9:15 AM - 12:15 PM & 1:45 PM - 3:45 PM
VENUE: Fleming Block

For BBA(LSCM) second year students of CBS








Lateral Thinking A Tool To Build Individual Creativity And Entrepreneurship



Speaker
Sumeet Khosla
Founder of Talent Shoots

Date : 11th November, 2022
Time : 10:00 am -12:00 noon
Mode : Offline

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







Introduction to High Frequency Trading and its Problems



Speaker
PURV SHAH
Freelance Financial Market Trainer & Consultant

Date : 18th November, 2022
Time : 10:00 AM - 12:00 Noon
Mode : Offline

Organised by
Chitkara Business School

For BBA - Fintech Students






BUSINESS APPLICATION OF BLOCK CHAIN



Speaker
Venkat Giridhar
Senior Manager
3.0 Verse

Date : 18th November, 2022
Time : 10:00 AM - 12:00 Noon
Mode : Offline

For BBA - Fintech Students

Organised by
Chitkara Business School







EMERGING TRENDS IN TELEMEDICINE



Speaker
Dr. Haleema Yezdani
Senior Manager and
Physician Telemedicine
Connect & Heal

Time : 6:30 pm - 7:30 pm
Date : 1st October, 2022

Mode: online
Moderator : Soumya Maurya (Student)
for MBA Healthcare Students
Organised by Department of Healthcare Management






Lectures Delivered by CBS Faculty as a Resource Person





SARDAR PATEL UNIVERSITY, Vallabh Vidyanagar
Union Bank of India Chair in Management
Expert Talk (online)
"Globalisation and Supply Chain Management"
 (Under the auspices of Union Bank of India Chair in Management)

LIVE

Speaker :
Dr. Neeraj Anand
 Dean, Chitkara University Punjab campus

<https://meet.google.com/zyt-npkg-ste>
Date: 1st December 2022
Time: 3:30 PM

Shree Niraj Singh
 Deputy General Manager
 Regional Head, Anand

Dr. NIRANJAN P. PATEL
Vice Chancellor (Offg.), SPU

Dr. BHAILALBHAI P. PATEL
Registrar SPU

Dr. P. K. Priyan,
Director, PG Department of
Business Management

Dr. Yogesh C. Joshi Chairperson,
Union Bank Chair in Management,
Former Director, Professor

Prof. (Dr.) Neeraj Anand delivered expert talk on “Globalisation and Supply Chain Management” organised by Sadar Patel University, Vallabh Vidyanagar.

RESEARCH, CONSULTANCY AND EXTENSIONS



“Be Good, Do Good!!”

- Dr. Monika Gupta

Paper Presented by CBS Faculty



Dr. Archana Goel presented a paper titled “A Research on Economic Policy Uncertainty: A Bibliometric Analysis” at an International Conference on Contemporary Issues in Emerging Markets conducted on October 28-29, 2022 at IIM Bodhgaya, India.



Dr. Archana Goel presented a paper titled “Mediating role of technology on innovation performance on International SMEs in India ” in a conference Applied Data Science and Smart Systems (ADSSS-2022) held at Chitkara University on 4-5th November, 2022.



Dr. Jyoti Verma presented a paper titled “Does Metaverse a Technological Revolution in Artificial Intelligence? A Bibliometric Analysis” in Seventh International Conference on Parallel, Distributed and Grid Computing (PDGC) on 26th Nov, 2022.



Dr. Jyoti Verma presented a paper titled on “Past, Present and Future of Computational Intelligence: A Bibliometric Analysis” in First International Conference Applied Data Science and Smart Systems, AIP Conference Proceedings on 4-5th Nov, 2022.



Dr. Renuka Sharma presented a paper titled on “A Fuzzy AHP approach to rank factors used in evaluation of B2C E-commerce websites” in First International Conference Applied Data Science and Smart Systems, AIP Conference Proceedings on 4-5th Nov, 2022.



Dr. Renuka Sharma presented a paper titled on “Mediating role of technology on innovation performance of international SMEs in India” in First International Conference Applied Data Science and Smart Systems, AIP Conference Proceedings on 4-5th Nov, 2022.



Dr. Kiran Mehta presented a paper titled on “A Fuzzy AHP approach to rank factors used in evaluation on B2C E-commerce websites” in First International Conference Applied Data Science Systems, AIP Conference Proceedings on 4-5th Nov, 2022.



Dr. Kiran Mehta presented a paper titled on “Mediating role of technology on innovation performance of international SMEs in India” in First International Conference Applied Data Science and Smart Systems, AIP Conference Proceedings on 4-5th Nov, 2022.

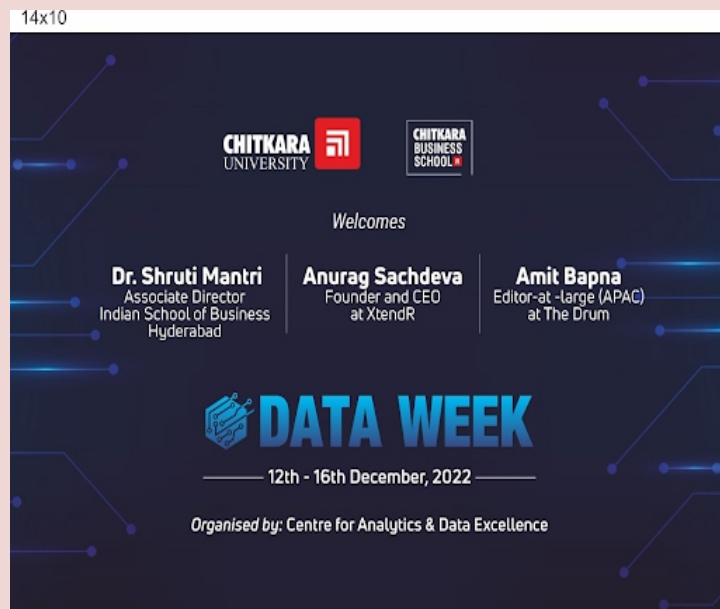


Certificate of presentation awarded to Dr. Renuka Sharma, Vishal Vyas and Dr. Kiran Mehta in 6th International Conferences on Advances in Business & Law (ICABL) held at University of Dubar on 26-27 Nov, 2022.

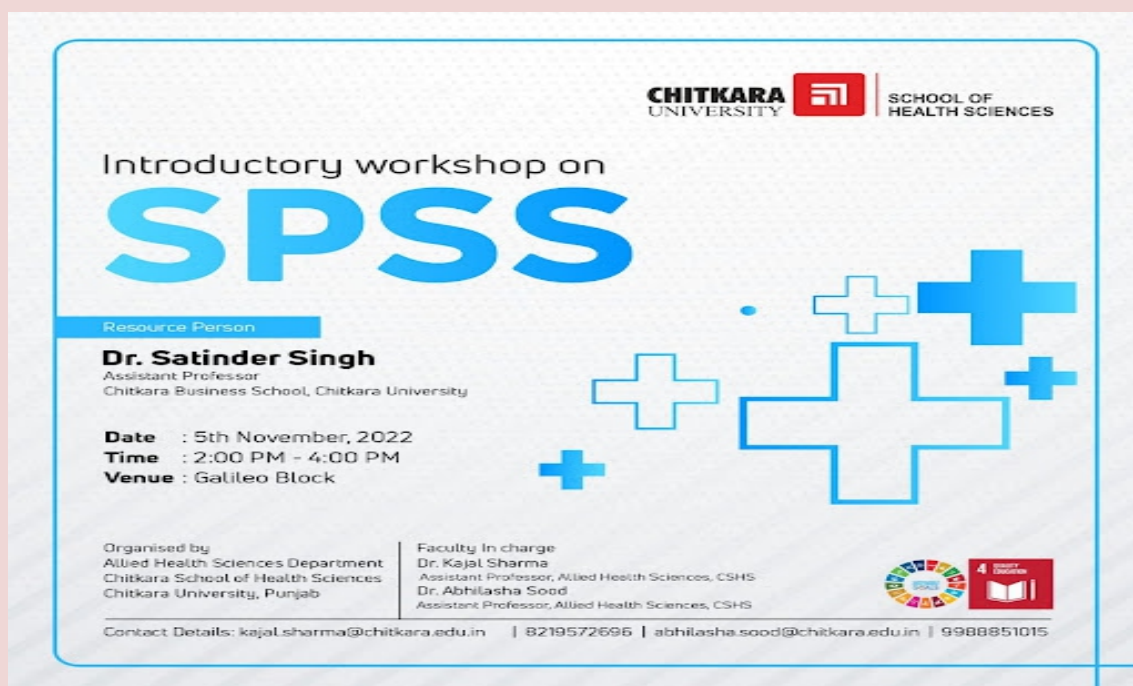


Certificate of presentation awarded to Dr. Kiran Mehta, Dr. Renuka Sharma and Vishal Vyas in 6th International Conferences on Advcances in Business & Law (ICABL) held at University of Dubar on 26-27th Nov, 2022.

Workshops/Seminars/Conference/FDP/MDP Delivered/Participated/Conducted



Centre for Analytics and Data Excellence at Chitkara Business School, Chitkara University, hosted Data Week, the first in the region, from 12-16th Dec, 2022.



Dr. Satinder Singh acted as a resource person in the workshop titled “An Introductory Workshop on SPSS” on 5th Nov, 2022.



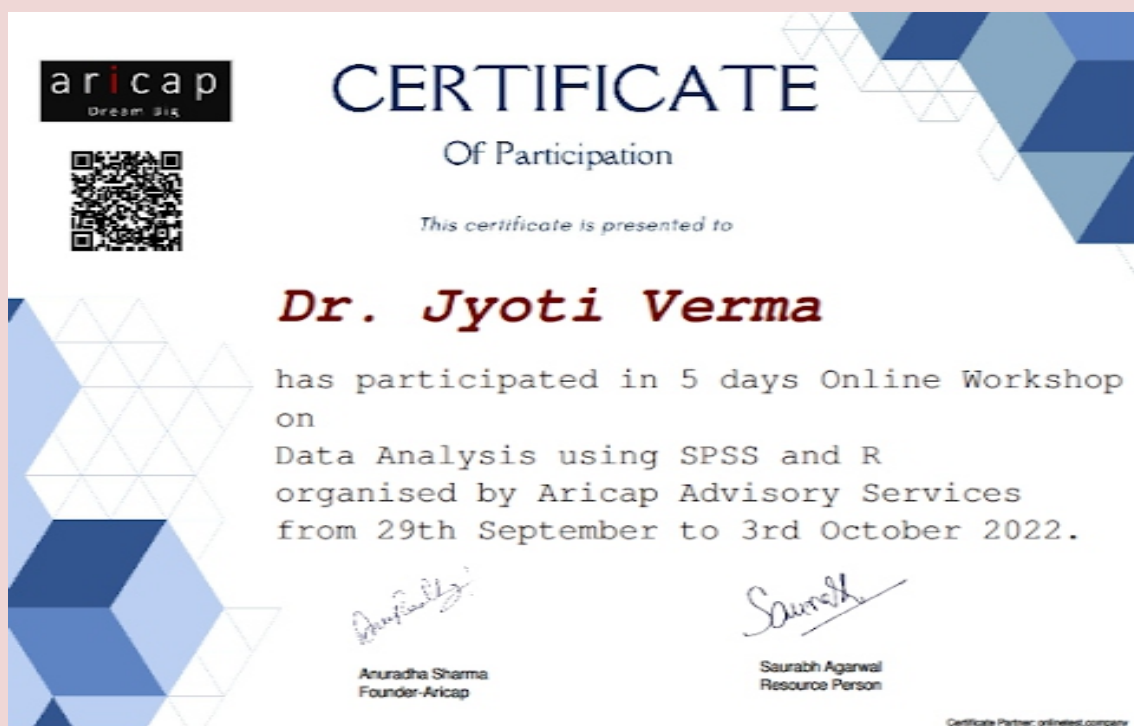
FDP on “Wealth Creation through Stock Market Investing” by Mr. Manish Agarwal on 29th Nov, 2022 for Chitkara Business School faculty members.



Dr. Monika Gupta attended Two Days Faculty Development Program on Theme - “Adoption of NEP modules in Academic Curriculum” being hosted by Department of Computer Science & Engineering, CUIET, Chitkara University, Punjab on 30th Nov, 2022 to 1st Dec, 2022.



Dr. Monika Gupta attended the “Session on Women Safety Awareness Training by Dr. Reddy’s Laboratories (DRL)” on 22nd Nov, 2022 in association with ICC, Chitkara University.



Dr. Jyoti Verma participated in 5-Days Online Workshop on “Data Analysis using SPSS and R”, organized by Aricap Advisory Services from 29th Sept to 3rd Oct, 2022.



Dr. Monica Gupta participated in five days online FDP on “Art of Writing of Quality Research Paper” from 19th to 23rd Dec, 2022.

“Do not give away kindness. It always comes back”

- Dr. Neha

AWARDS AND RECOGNITIONS



“Learning is a continuous process it should continue for life.”

- Dr. Shefali Saluja



Dr. Sandhir Sharma, Pro Vice Chancellor, Chitkara Business School, Chitkara University was bestowed with Best Researcher Award 2022 by the International Research Awards Committee in Science, Technology and Management.



Mr. Manav Bansal, Dr. Shivani Inder and Dr. Sandhir Sharma contributed a white paper titled “Chitkara Happiness Course: A University Intervention towards enhancing Student’s Happiness” The white paper aimed to measure the impact of Chitkara Happiness Course and found amazing results that it has increased the grit, hope, resilience and academic tenacity of students.



Dr. Devesh Bathla, Professor and Director, Centre for Analytics and Data Science, Chitkara Business School, was conferred with the Young Management Teacher Award by AIMS during the 20th AIMS International Conference on Management held at IIM Kozhikode campus.



Prof. (Dr.) Kiran Sood, Chitkara Business School, Chitkara University, Punjab, was invited by the Faculty of Applied Sciences Department of Finance & Banking, USAK University, Turkey, to deliver a talk on “Economic and Social Life in India” on Nov 8th, 2022. Dr. Sood presented her insights on social security, globalization, climate change, and Sustainable Development Goals.



Prof. (Dr.) Rashmi Aggarwal expressed her views at a round table Discussion on “Driving sustainable growth and partnerships - A focus on employability” organised by our learning partner ACCA.

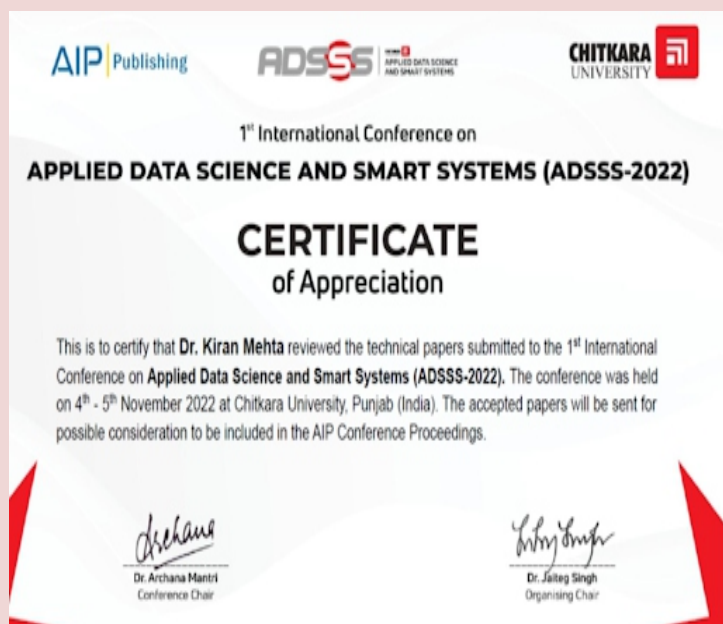
Certificate of Appreciation & Recognition



Prof. (Dr.) Neeraj Anand received the Best Paper Award titled “Exploring Role of Mindfulness to Reduce Bias in Visual Inspection Technology” in 1st International Conference on Applied Data Science and smart Systems held on 4th-5th Nov, 2022.

“Education is the best Investment”

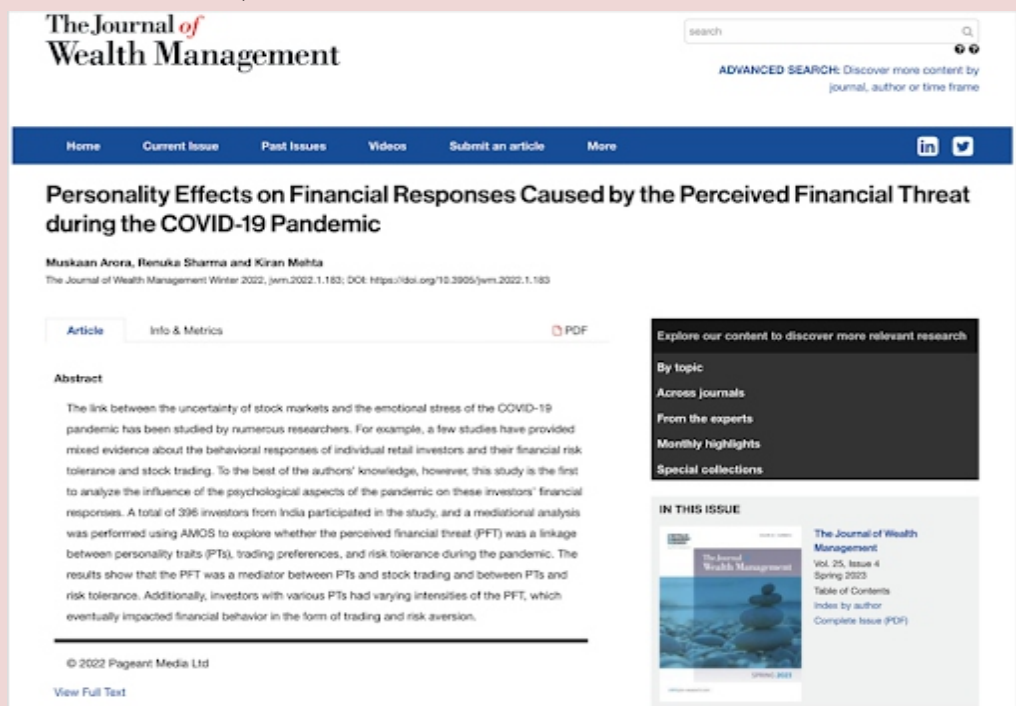
- Dr. Reena Malik



Paper/Case Study Published



Dr. Kiran Mehta and Dr. Renuka Sharma published a paper titled “The nexus between toxic-air pollution, health, expenditure, and economic growth: An empirical study using ARDL” in *International Review of Economics & Finance*, H index 59.



Dr. Renuka Sharma and Dr. Kiran Mehta published a paper titled “Personality Effects on Financial Responses Caused by the Perceived Financial Threat during the COVID-19 Pandemic” in *Journal of Wealth Management*, H index 13.

Published: 17 November 2022

Non-linear relationship between board size and performance of Indian companies

Renuka Sharma, Kiran Mehta & Archana Goel *Journal of Management and Governance* (2022) | [Cite this article](#)78 Accesses | [Metrics](#)

Abstract

Several authors have stated that the board of directors serve as the most crucial internal mechanism for improving a company's performance. On the other hand, prior studies argue that the board did not serve its purpose of safeguarding the stakeholders' interests equally and improving the performance of companies. It has piqued the interest of regulatory organisations all around the world, including in India. However, out of the several reforms introduced in India, board size is one of the most significant. As a result, the present study scrutinises the non-linear influence of board size on the performance of 213 Indian companies for 2001–2019. Tobin's Q and Return on Equity (ROE) are the study's performance metrics. The fixed effect panel regression findings depict that board size has an inverted U-shaped non-linear impact, i.e., initially, the performance improves, but after board size reaches a particular point, it diminishes. Thus, this study supports the recent changes made by the regulatory bodies about board size.

Dr. Renuka Sharma, Dr. Kiran Mehta and Dr. Archana Goel published a paper titled “Non-Linear Relationship between Board Size and Performance of Indian Companies” in *Journal of Management and Governance*, H index 53.

ISSN 2412-8872

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Original Paper

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Exploring Tax Decision Factors: A Perspective from North Indian Tax Practitioners

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ABSTRACT

Taxation policy constitutes a very important position in Government's focus on macro-economic management and development of the state. The lack of adequate financial resources has made economies especially developing ones to focus upon tax performance more vigorously. Compliance is not everything about enforcement for tax collections alone; it carries attempts of modern day states to build an obedient and self-policing society. In this context, tax practitioners play a crucial role in creating the same. Tax practitioners act as fundamental allies of taxpayers while they also carry a legal obligation to obey tax laws when professionally advising their clients. The present study attempts to explore the underlying factors behind tax professionals' ethics based decision making process. For the purpose of statistical analysis, a structured questionnaire was employed building upon a four-dimensional framework of tax ethics. The survey data has been collected from a sample of 316 individual tax practitioners from three major provinces of North India – Punjab, Haryana & Himachal Pradesh using non-probability snowball sampling technique during July-Dec. 2021. The statistical results revealed tax practitioners' ethics is indeed reflected by the postulated framework. Three of the postulated hypothesis namely stakeholder view, Machiavellian scale & compliance costs were found as significantly influencing tax ethics thereby signifying a relationship between practitioners ethics and these dimensions. The survey findings carry important managerial implications for improving the responsiveness of tax revenue performance under dynamic economic settings.

KEYWORDS

public finance, tax ethics, fiscal policy, tax compliance, tax morale, income tax, tax

Dr. Renuka Sharma published a paper titled “Exploring Tax Decision Factors: A Perspective from North Indian Tax Practitioners” in *Journal of Tax Reforms*, H index 0.

Assessing efficacy of association rules for predicting global stock indices

Jasleen Kaur  · Khushdeep Dharni 

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Abstract Present study explores the efficacy/performance of association rules for prediction of global stock indices. Global stock indices data for the last 12 years are used to develop the prediction models. The data consists of several technical indicators. Technical indicators were converted to categorical variables and rules were extracted using association rules. The performance of mined rules was tested for global stock indices considered in this study. Based on the findings of the study, it can be concluded that association rules have potential to provide profitable returns with a fair degree of model parsimony. The outcome of the study indicate that Stochastic Oscillator %KSD, relative strength index (RSI), Disparity 5 Days and Disparity 10 Days are the common market signal sources across all stock indices. Along with these, investors can make decisions using additional indications from rate of change (ROC), commodity channel index (CCI) and Momentum. Association rules can be used for profitable decision making with limited number of technical indicators. Limited number of technical indicators

are easy to handle even for smaller retail investors. Trading decisions made on the basis of mined association rule were able to comprehensively beat buy-and-hold return for the selected indices included in the study.

Keywords Stock index prediction · Association rules · Predictive performance

JEL Classification C88 · G17 · N2 · M10

Introduction

Predictive modelling has fundamental importance for investment in stock markets. Modelling is basically a repetitive process. A variety of unsupervised learning techniques, such as Clustering and association rules “which are left on their own to extract and present interesting information of the data”, are available. Association rule method is popular among researchers for uncovering interesting relationship between variables of large databases (Piatetsky-Shapiro et al. 1992; Walechaware 2014). Association rules discover interesting association patterns among data items by considering the attribute conditions that frequently occur together i.e. people that buy X item also tend to buy Y items. The process of association rules is divided into two major steps i.e. computation of all frequent large itemsets with minimum support and generation

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 Springer

Dr. Jasleen Kaur published a paper titled “Assessing efficacy of association rules for predicting global stock indices” in Decision, H index 18.

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REVIEW ARTICLE

Application and performance of data mining techniques in stock market: A review

Jasleen Kaur , Khushdeep Dharni

First published: 31 August 2022
<https://doi.org/10.1002/isaf.1518>
Citations: 1

Funding information: ICSSR (Indian Council of Social Sciences and Research).

Dr. Jasleen Kaur published a paper titled “Assessing and performance of data mining techniques in stock market: A review ” in Intelligent Systems in Accounting, Finance and Management, H index 14.



Dr. Jyoti Verma published a case study titled ‘Brave Browser’ in the book titled ‘Mini Cases in Management, Commerce & Accounting’ published by Lovely Professional University.

Book Chapters Published

Entrepreneurial Opportunities in Metaverse
 Shivani Inder (Chikara Business School, Chikara University, India)
 Source Title: Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing
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 DOI: 10.4018/978-1-6684-5897-6.ch006

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Abstract

The Metaverse offers an evolving landscape for extending the virtual, augmented, and extended reality on one hand, and overlapping such technologies with the real world on the other hand. Metaverse brings an immersive internet space at the tipping point of transforming the internet and influences the interaction of virtual and real worlds. This transformative impact will be exhibited across different dimensions of business and offer a wide range of entrepreneurial opportunities for entrepreneurs. This chapter discusses the entrepreneurial opportunities offered by metaverse across different sectors like digital marketing, advertisements, games, education, tourism, etc., which would reduce social inequalities and transform business.

Dr. Shivani Inder published a book chapter titled “Entrepreneurial Opportunities in Metaverse” in book titled “Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing.”



Linkages Among Cryptocurrencies: A Network Analysis Approach

Shivani Inder (Chitkara Business School, Chitkara University, India)

Source Title: Handbook of Research on Stock Market Investment Practices and Portfolio Management

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DOI: 10.4018/978-1-6684-5528-9.ch021

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Abstract

This chapter investigates the linkages and connections between different cryptocurrencies. Johansen cointegration and network analysis is employed to examine top eight cryptocurrencies (i.e., Bitcoin, Dogecoin, Stellar, Cardano, Tether, XRP, Ethereum Classic, and Chainlink). The study documents evidence to support cointegration among different cryptocurrencies. The study finds that cryptocurrencies Ethereum Classic, Chainlink, Dogecoin, and Bitcoin are connected as one group, and XRP, Stellar, and Cardano are connected as another group whereas Tether does not fall under any group and indicates no connection with other cryptocurrencies considered.

Dr. Shivani Inder published a book chapter titled ‘Linkages among cryptocurrencies: A Network Analysis Approach’ published in book titled ‘Handbook of Research on Stock Market on Investment Practices and Portfolio Management.’

Books Published



Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing

Monika Gupta (Chitkara Business School, Chitkara University, India), Priya Jindal (Chitkara Business School, Chitkara University, India) and Shubhi Bansal (Indian Institute of Technology, Indore, India)

Release Date: December, 2022 | Copyright: © 2023 | Pages: 298

DOI: 10.4018/978-1-6684-5897-6

ISBN13: 9781668458976 | ISBN10: 1668458977 | EISBN13: 9781668458990 | ISBN13 Softcover: 9781668458983

Free Preview

Dr. Monika Gupta has published an edited book entitled ‘Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing’ published by International publisher IGI Global.



Dr. Amandeep Singh and Dr. Sandhir Sharma has published an edited book entitled “Big Data: A Road Map for Successful Digital Marketing” published by International Publisher De Gruyter.

STUDENT SUPPORT AND PROGRESSION



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

- Dr. Rishu Bhardwaj



Miss Khyati Singh, a student of BBA (Digital Marketing) was designated as “Happiness Ambassador” of BBA Department by Dr. Manav Bansal (Chief Happiness Officer) of HH Dalai Lama Happiness Centre, Chitkara University, Rajpura, Punjab.



Students of MBA (Logistics & Supply Chain Management) participated in the quiz competition to enhance the knowledge in the respective domain.



SIMPRO- 2022 (A Retail Simulation Activity) was conducted for BBA Professional and L&SCM Students on 5th Dec, 2022.



Academic Writing Competition was conducted for BBA Professional and L&SCM Students on 1st Dec, 2022.



Ad Mad Show was organised for the students of MBA (HR), Chitkara Business School, by the Toastmasters International Club. Students participated in teams to persuade the audience to buy their products through their uniquely designed advertisements.

Case Championship Certificates





Industrial Visits



Glimpse of National and International Sports Events



Bipasha, a student of BBA, Chitkara University, won a silver medal in the Senior Women Wrestling Championship (76 kg Category) held at Rajiv Gandhi Port Indoor Stadium, Visakhapatnam, Andhra Pradesh, from Dec 21st to 23rd, 2022.



Suhana Saini, from BBA, First Year, Chitkara Business School has won a Bronze Medal in Under - 19 Girls Doubles for India at the ITTF World Youth Championships hosted at Tunis.



Payas Jain, BBA student, Chitkara University, won a silver medal in WTT Star Contender Villa Nova de Gaia held in Portugal in the category of Youth boys doubles U -19, while being paired with Naved Shams of Iran.



Payas Jain, BBA Student, won a gold medal in the Under -19 Youth Boys Singles category in the World Table Tennis Youth Contender held in Lignano, Italy.

INNOVATIONS AND BEST PRACTICES

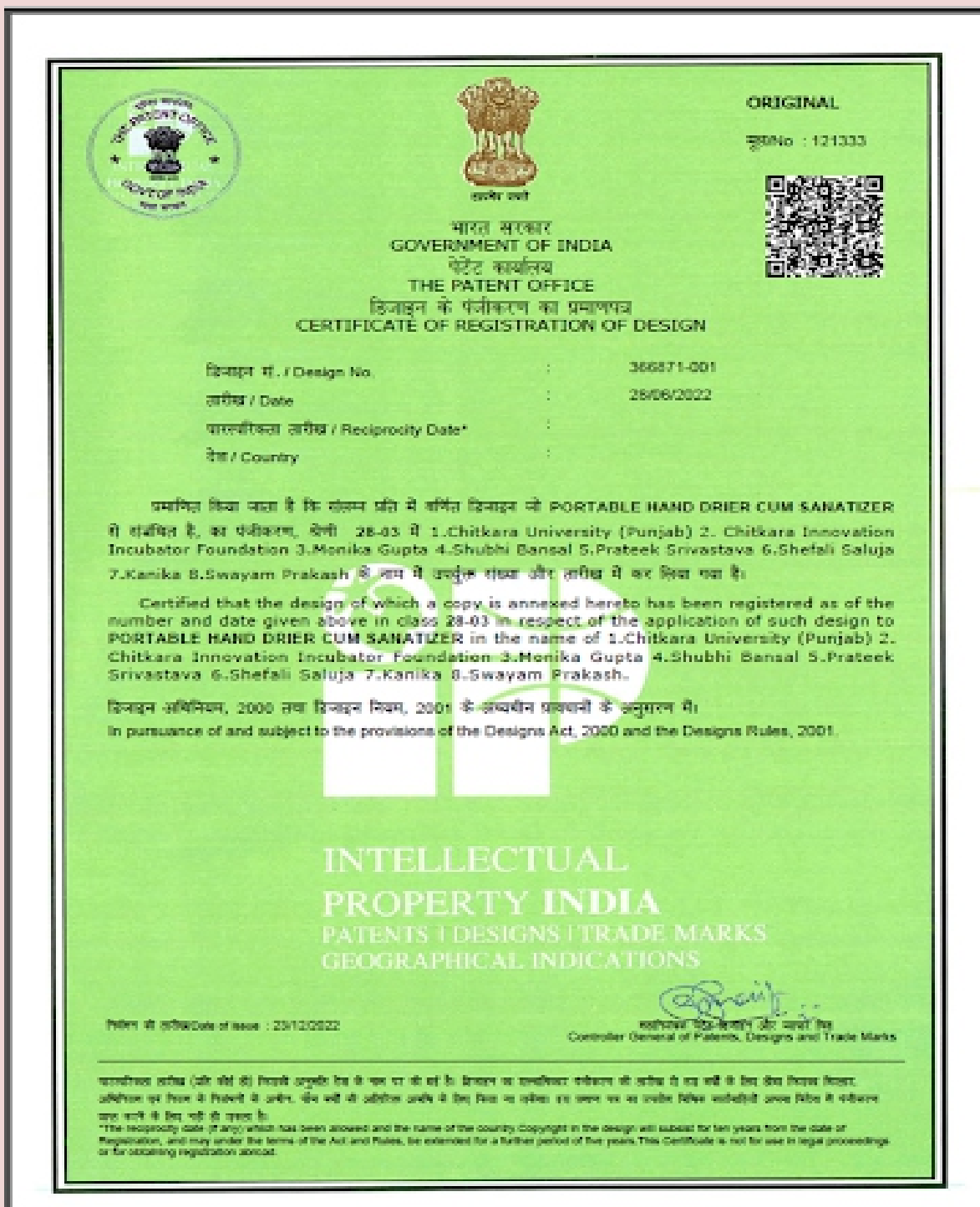


“Education’s purpose is to replace an empty mind with an open one.”

- Dr. Monica Gupta



Patent Granted



Dr. Monika received Certificate of Registration of Design vide Design No. 366871-001 dated 28-06-2022 for her design patent titled Portable Hand Dryer-cum- Sanitizer on 23rd Dec, 2022.

Patent Filed by CBS Faculty

Sr. No	Name of Inventors	Title of Invention	Status
1.	Dr. Rashmi Aggarwal	A Western Commode with an Adjustable Height Mechanism	Filed
2.	Dr. Rashmi Aggarwal	Liquid Supply Monitoring System	Filed
3.	Dr. Renuka Sharma, Dr. Kiran Mehta and Dr. Sandhir Sharma	A Microwave-Assisted Synthesis of Spiroketal Compounds	Published
4.	Dr. Kiran Mehta, Dr. Renuka Sharma and Dr. Sandhir Sharma	An Anti-Microbial Mannich Base Compound and Method of Synthesis there of	Published

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