

# CBS Chronicle

**In The Business World,  
Rearview Mirror Is Always  
Clearer Than Windshield....**

**Warren Buffett**



**VOL. IV, EDITION 1 | JANUARY - MARCH, 2023**

# INSIDE THE ISSUE

**Rankings and  
Recognitions**

**1.**

**3.**

**Welcome to the  
CBS Family**

**Curricular Aspects**

**7.**

**Teaching, Learning  
and Evaluation**

**Research, Innovation  
and Extension**

**14.**

**24.**

**Awards and  
Recognition**

**34.**

**Student Support  
and Progression**

**48.**

**Governance,  
Leadership and  
Management**

**62.**

**Innovations and  
Best Practices**

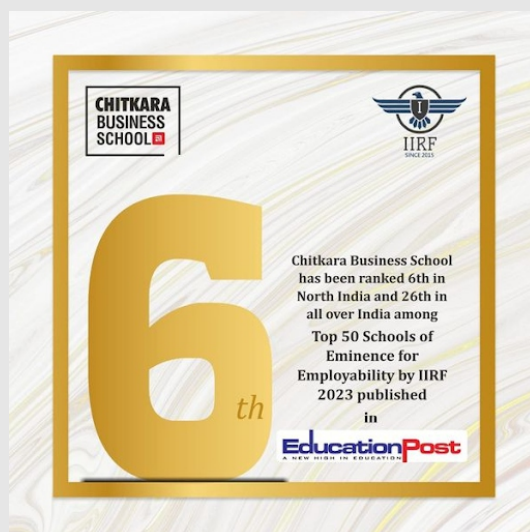
**64.**

# RANKINGS & RECOGNITIONS



“Education is not just about acquiring knowledge, it’s about nurturing the whole person - mind, body and spirit - to become a well-rounded and compassionate human being”.

- Jashan Kheiva





# WELCOME TO THE CBS FAMILY



“Nothing has ever fueled success better than the failure itself”.

- Dr. Neha



### **Ms. Harshita Bhargave (Accounting & Finance)**

Ms. Harshita Bhargave, Assistant Professor joined Chitkara Business School on 10th March 2023. She has been associated with Chitkara University since 8th July 2013. She is a Gold medalist in academics (B. Com and M.B.A. in Finance) and also UGC NET qualified in the Management domain. She has more than 9 years of teaching and research experience. She is pursuing a doctorate in Finance. Ms. Harshita Bhargave was honoured by our honorable Chancellor Dr. Ashok K. Chitkara Sir for her extraordinary contribution to academics in 2014-2015. She keeps on contributing to the University's intellectual capital with Scopus publications, International conferences, filed/published 10+ filed Patents, and has been granted 2 International patents (Australian).



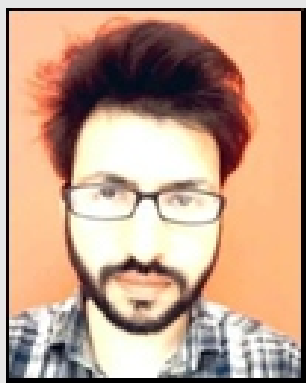
### **Dr. R.K. Renin (Supply Chain Management)**

Dr. R.K. Renin Singh is an assistant professor of supply chain management with a Ph.D. from Sardar Patel University, Anand. He holds an MBA (Marketing) and a B.E. (Electrical) degree. He has qualified NET in Management. He has been associated with several prestigious institutions such as Sardar Patel University MBA Program (SPUMBA) in Anand, the Mudra Institute of Communications, Ahmedabad (MICA), and Shanti Business School, Ahmedabad. He has research publications featured in ABDC and Scopus indexed journals. His areas of research interest include supply chain and marketing analytics, transformative technologies, and social marketing.



### **Dr. Shveta Gupta (Economics)**

Dr. Shveta Gupta has a sound academic background. She is B.A. (Hons.), M.A. Economics, M.Phil. Economics, B.Ed., HTET Qualified and Ph.D in Economics. She is currently working with Chitkara Business School, Chitkara University, Rajpura. She has more than 14 years of teaching experience. She has 1 Indian patent and 2 Copyrights in her name. She has published 3 papers in UGC-CARE listed journals. She has presented Papers in more than 12 International & National Conference. She has actively participated in 09 FDPs (In different areas in Economics), More than 11 ( At International and National Levels) Workshops Attended 37 National and International Conferences/Seminars/Webinars Attended at International and National Levels. Recently actively participated in a Refresher Course on “Advanced Research Methodology Tools and Techniques” and a National Colloquium on Union Budget 2022-23. Appointed and Served as Staff Secretary for three consecutive years. Acted as Stage Coordinator in various events.



### **Dr. Ajay Dogra (Accounting & Finance)**

CA (Dr.) Ajay Dogra is a member of Institute of Chartered Accountants of India (ICAI), a statutory body set up under an Act of Parliament. Currently he is serving as an Assistant Professor at Chitkara Business School, Chitara University, Rajpura, Punjab. He has done his Doctorate (Ph.D) in Commerce with specialization in Human Resource. He is UGC NET Qualified in Commerce. He has done M.Com and B.Com in the first division. He has teaching experience of more than 4.5 years at College and University level. He has published various Research papers in National and International Journals. He has presented various papers in National Seminars conducted by various Government, Semi-Governemtn Colleges, Sponsored by Directorate of Higher Education, Haryana. He has been regular in charge of Value Added Course such a filing Return of Income Tax, Tally ERP & Personality Development etc.



### **Dr. Gagandeep (Marketing)**

Dr. Gagandeep, an accomplished Assistant Professor of Marketing at Chitkara University with over 14 years of teaching and research experience. He earned his M.B.A. in Marketing and Ph.D. in Marketing & International Business from Panjab University Business School. Dr. Gagandeep's passion lies in teaching Marketing Research, Research Methodology, Management Science, Applied Operations Research, Marketing Management, and Strategic Management. His research interests include Empirical Modeling of Marketing Problems, Service Quality, New Product Development, and Emerging Trends and Issues in Marketing, Dr. Gagandeep has presented papers at various National and International conferences and has published over 10 research papers.

# CURRICULAR ASPECTS



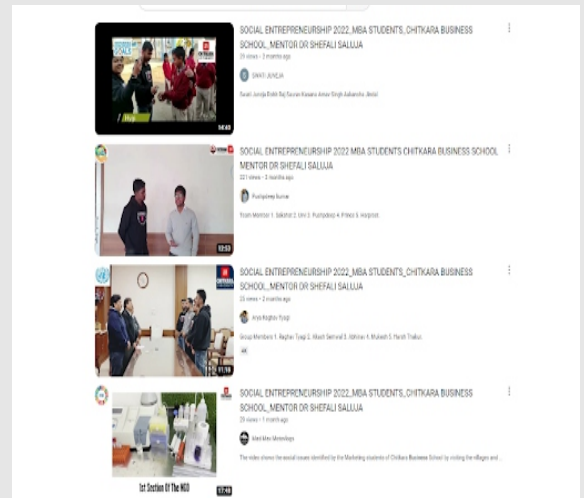
“Your future is created by what you do today,  
not tomorrow”.

- Dr. Prachi Gupta





Dr. Ashok K Chitkara, Honourable Chancellor, Chitkara University, Punjab, India delivered a course on practical aspects of Corporate Governance and Leadership titled “Business Ethics and Values” to MBA students.



Social Entrepreneurship module is the flagship module of Chitkara Business School. Under this module students visited adopted villages of Chitkara University to identify social problems and try to solve these problems with their unique ideas.





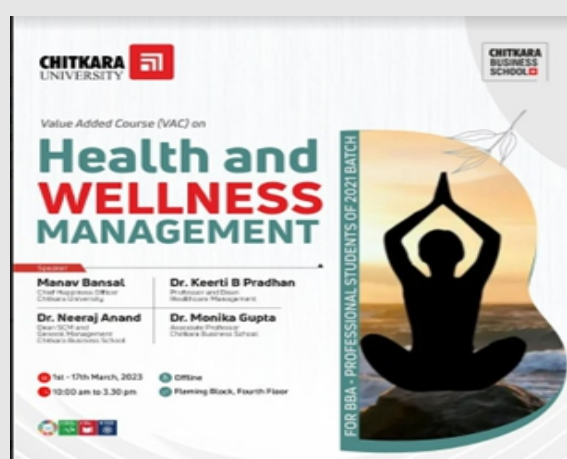
MBA Finance and Banking students of Chitkara Business School, completed a community based project on Digital Financial Literacy as a part of the experiential learning & curriculum under the mentorship of Dr. Renuka Sharma (Professor of Finance) at Chitkara Business School. The aim of the project was to inform the rural community about digital finance.



## Value Added Courses



A Value added course on Catalyst to Well being & Success conducted by Mr. Manav Bansal from 6th to 13th Feb, 2023 for students of BBA Digital Marketing.



A Value Added Course (VAC) on “Health and Wellness and Management” from 1st to 17th March, 2023 conducted by Dr. Monika Gupta for students of BBA (Professional).



A value added course delivered by Professor U.P. Sinha, former Vice-Chancellor of Central University of Haryana on the topic ‘Economics of Well Being’ at Chitkara Business School, Chitkara University.



A Value Added Course (VAC) on “Navigating the Human Side of Fintech: Developing Essential Soft Skills” conducted by Mr. Rajnish Sinha for students of MBA Fintech.



## Expert Talks by Eminent Speakers



Chitkara Business School in association with Chitkara School of Mass Communication organized a 2-day National Colloquium on Approaches to Union Budget 2023 Pre Budget Expectations on January 10th-11th, 2023.

# TEACHING, LEARNING AND EVALUATION



“Just One Way to realize Vision to Mission: Education”.

- Dr. Monika Gupta

## Teaching & Learning



Dr. Monika Gupta successfully completed a course on ‘Basics in Applications of Neuromarketing’ on 22 January, 2023 developed and delivered by UniAthena in partnership with Cambridge International Qualifications, UK.

# Institution's Innovation Council Events at Chitkara Business School

**CHITKARA UNIVERSITY**  **CHITKARA BUSINESS SCHOOL** 

## Trends & Innovations in Digital Business: Past, Present & Beyond

Relating to impact on GTM strategies

**Resource Person**  
**Indranil Mukhopadhyay**  
Digital Marketing Lead-Asia Pacific | IBM

**Date** : 20th January, 2023  
**Time** : 09:00 am - 12:15 pm  
**Mode**: Online

For BBA - Digital Marketing Students

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

**CHITKARA UNIVERSITY**  **CHITKARA BUSINESS SCHOOL** 

## A STEP TOWARDS SUCCESSFUL ENTREPRENEUR IN DIGITALIZED ERA

**Resource Person**  
**Vikas Sofat**  
Head-TPD-Emerging Markets  
DCB Bank Limited

**Date** : 10th February, 2023  
**Time** : 9:30 am - 12:30 pm  
**Mode** : Offline  
**Venue**: Einstein Hall

For BCom (Hons) Students, Batch 2021

Organised by Chitkara Business School

**CHITKARA UNIVERSITY**  **CHITKARA BUSINESS SCHOOL** 

## ISSUES AND CHALLENGES IN SUSTAINABLE SUPPLY CHAIN

**Resource Person**  
**Bhavesh Malik**  
Sr. Consultant, Ernst & Young (EY)  
Bengaluru

**Date** : 28th January, 2023  
**Time** : 10:00 am - 01:00 pm  
**Mode**: Online

For BBA-Professional & LSCM Students



**CHITKARA UNIVERSITY**  **CHITKARA BUSINESS SCHOOL** 

Workshop by **indeed SEO** on

## SKILLING FOR FUTURE: Optimisation Strategies for Improving Search Rankings

**Mr. Pranjal Sharma**  
Chief Marketing Manager  
and Team of SEO experts

**Date**: 20<sup>th</sup> - 24<sup>th</sup> March, 2023  
**Time**: 9:15 am - 12:15 pm  
**Venue**: LH-3, 4th Floor, CBS

Batch: BBA - Digital Marketing

Organized by:  
Centre for Digital Marketing, Strategy and Analytics,  
Chitkara Business School.





**CHITKARA UNIVERSITY**

**CHITKARA BUSINESS SCHOOL**

**G20**

## ENTREPRENEURSHIP CHALLENGES & ADVANTAGES

**Resource Person**  
**Nikhil Kumar Dhyani**  
Managing Partner  
Himalayan Cove, Rishikesh

Date: 24th March, 2023  
Time: 2:00 pm Onwards  
Mode: Online

For the Students of  
BBA - Professional and LSCM

**G20**

**CHITKARA UNIVERSITY**

## Navigating the Future of FOREX MARKET

**SPEAKER**  
**Kameshwar Rao Modekurti**  
Associate Professor,  
IBS Hyderabad

Date: 22.03.2023  
Time: 01:30 pm to 03:00 pm

Mode  
Google Meet

**CHITKARA BUSINESS SCHOOL**

## MASTER CLASS UNCOVERING THE TRUTH: FINANCIAL STATEMENT RED FLAGS AND VALUATION

**SPEAKER**  
**CA MANMEET SINGH MEHTA**  
for MBA Finance & Banking - 2022 Batch

23RD MARCH 2023  
1.30 PM TO 3.30 PM

**CHITKARA BUSINESS SCHOOL**

## MASTER CLASS UNCOVERING THE TRUTH: FINANCIAL STATEMENT RED FLAGS AND VALUATION

**SPEAKER**  
**CA MANMEET SINGH MEHTA**  
for MBA Finance & Banking - 2022 Batch

23RD MARCH 2023  
10 AM TO 12 PM








## Adverse Events in Healthcare

How can you make Healthcare safer?




**Dr. Anup R Warrier**  
Chief of Medical Services at Aster MEDCITY, Kochi.

Date: 18 March, 2023  
Time: 6.30 pm - 7.30 pm  
Mode: Online  
Moderator: Gracee Itana (Student)  
Organised by: Department of Healthcare Management  
Organised for: MBA Healthcare Students

## Developing A Strategic Learning Approach While Pursuing A Master's



**Dr. Saurabh Parmar**  
Regional Team Lead for Western Region, USAID-funded Jhpiego-led RISE

Date: 21<sup>st</sup> March, 2023  
Time: 6.30 pm - 7.30 pm  
Mode: Online  
Organized by: Department of Healthcare Management  
Organized For: MBA Healthcare Students  
Moderator: Shanu Andotra (Student)







## Seminar on OPPORTUNITIES FOR WOMEN IN RBI

23<sup>rd</sup> February, 2023

Organised by  
Office of Student Affairs in collaboration with Chitkara Business School





## TeleHealth For Disaster Response



**Mariana Petru-Ionescu**  
Co-founder at HTWB, Founder at Digital Health Consulting



**Dr. Sachin Shah**  
Director of Global Health at Butterfly Network



**Paul Legaspi**  
Business Development VICE



**Dr. Jarene Lee**  
Associate Professor at National Medical School, Singapore  
respondent in the U.S. Government's National Disaster Medical System (NDMS)  
Co-founder at HTWB



**Dr. Shahan He**  
Emergency Medicine Physician  
Program Director for the Master of Science in Healthcare Data Analytics Program at the Hong Kong Institute of Health Professions  
Honorary Professor of Medicine at Hong Kong Baptist University



**Dr. Anaelisa Pickering MD**  
Pediatric Hospitalist at Stanford Children's Hospital  
Department of Pediatrics, Clinical Instructor at Stanford University School of Medicine  
Board Member of Stanford Children's Hospital



**Dr. Eric Gerzick**  
Associate Professor of Emergency Medicine, Harvard Medical School  
Faculty, Massachusetts General Hospital  
Surgery and Public Health  
Civilian Military Institute, The City of New York  
Stepping Stone Center for Trauma Innovation



**Eva Sklar-Rogel**  
MD, MSc, M. Sc. in Health, Communication  
Clinical Consultant  
Consultation Services  
Massachusetts General Hospital, Clinical Director of HTWB



**Olga Gerasimova**  
Lecturer at Vrije University of Amsterdam  
Researcher and PhD Candidate at Vrije University, Vrije Health and Nursing Education Programs  
Director at HTWB

Date: 10th February - 4th March 2023  
Time: 6.30 pm - 7.30 pm  
Mode: Online  
Organised by: Department of Healthcare Management and Health Tech Without Borders  
Organised for: MBA Healthcare Students

**CHITKARA UNIVERSITY**

## REDEFINING SERVICE EXCELLENCE IN HEALTHCARE



**SPEAKER**  
**Netra Tandon**  
 Zonal Head Service Delivery and Patient Experience  
 Marengo Asia Hospitals

Moderator: Muskan, Student  
 Organised For: MBA Healthcare Students  
 Organised by: Dept. of Healthcare Management

**18<sup>th</sup> March, 2023**  
 6:30 PM-7:30 PM  
 Mode: Online

**CHITKARA UNIVERSITY**

Welcomes


**Dr. (Major) Prashant KS Chauhan**  
 Founder  
 Purple Squirrel Strategists  
 (Healthcare Consulting Firm)

For Workshop on  
**PATIENT EXPERIENCE MANAGEMENT**  
 18th March, 2023

**PURPLE SQUIRREL STRATEGISTS**  
 Healthcare 2.0

**CHITKARA UNIVERSITY**

## Role of IT in HEALTHCARE



**SPEAKER**  
**Amarjeet Singh Cheema**  
 Associate Director, C-DAC Noida

**20<sup>th</sup> March, 2023**  
 6:30 PM-7:30 PM  
 Mode: Online

Moderator: Nandini Sharma, Student  
 For MBA Healthcare Students  
 Organised by Department of Healthcare Management

**CHITKARA UNIVERSITY**

**CHITKARA SCHOOL**

## MULTI-SECTORAL PARTNERSHIPS IN HEALTH



**DR. ANDREAS J F BLUETHNER**  
 Independent Consultant Researcher & Speaker  
 Former Director Nutrition (Food & Nutrition Security)  
 Bill & Melinda Gates Foundation

\*For MBA Healthcare Students\*

**23<sup>rd</sup> March, 2023 | 7.30 -8.30 pm**  
 Mode: Online

Moderator: Ananya Kanwar ( Student )  
 Organised by: Department of Healthcare Management  
 Chitkara Business School,  
 Chitkara University, Punjab

Innovating for Better Health:

## EXAMINING INDIA'S HEALTHCARE LANDSCAPE

**Dr. K Madan Gopal**  
Senior Consultant for Health at NITI Aayog

Mode: Online  
Time: 6.30 -7.30 pm  
Date: 25<sup>th</sup> March, 2023

Organised by:  
Department of Healthcare Management,  
Chitkara business School,  
Chitkara University, Punjab

Moderator: Mehakpreet Kaur ( Student)  
"for MBA Healthcare & Masters of Public Health Students"

## TRANSFORMING & REIMAGINING HR CAPITAL MANAGEMENT FOR THE METAVERSE

Resource Person  
**Manisha Chopra**  
Educational Consultant and Nestor

Date : 22nd January, 2023  
Time : 115 pm - 415 pm  
Mode : Online

Organised by  
MBA HR Department  
Chitkara Business School

For the Students of MBA - HR

Value Added Course on

## Data Driven Organisational Agility

Duration  
30 Hours

Resource Person  
**Kanwal Sharma**  
Digital Account Manager  
PERENNIAL DIGITAL SOLUTIONS PVT.LTD

Date : 30th Jan – 3rd Feb, 2023

For BBA Business Analytics students of Batch 2022-25



## **Lectures Delivered by CBS Faculty as Resource Person**



Dr. Babita Singla delivered an expert lecture at Telkom University to PG International Students on “Corporate Finance” on 30th March 2023.



Dr. Shefali Saluja, Assistant Professor, Chitkara Business School, Chitkara University, Punjab, India also delivered an offline session to the students of Telkom University, Indonesia on the programmes and opportunities of Chitkara University.



Dr. Babita Singla trained almost 100 MSMEs in Food, Culinary, and Beverage Industries for International Community Project 2023 under Capacity Improvement through Digital Business Development for MSME Cirebon City, Indonesia in collaboration with Chitkara University, Punjab, India and Telkom University, Indonesia.



Dr. Shefali Saluja trained almost 100 MSMEs on the Fashion trends in India for International Community Project 2023 under Capacity Improvement through Digital Business Development for MSME Cirebon City, Indonesia in collaboration with Chitkara University, Punjab, India and Telkom University, Indonesia.





गोविन्द बल्लभ पन्त सामाजिक विज्ञान संस्थान  
**Govind Ballabh Pant Social Science Institute**  
(A constituent Institute of the University of Allahabad)

Date: 16.01.2023

*Certificate of Appreciation*

This is to certify that Dr. Reena Malik, Chitkara University, Punjab delivered an invited lecture on 'All About Plagiarism' in the online one-week certificate course in International Winter School on 'Building Academic Writing Skills' on 11.01.2023 organized by G. B Pant Social Science Institute, Prayagraj (A constituent Institute of University of Allahabad).

  
Dr. Anshu Sharma  
Assistant Professor  
Coordinator

  
Dr. Pujk Pal  
Assistant Professor  
Coordinator

  
Prof. Badri Narayan  
Director

Office : Jhusi, Prayagraj-211019 India. Phones: (0532) 2567615, 2569098, 2567602 Fax : 2569014, URL : [www.gbpsi.in](http://www.gbpsi.in)

Dr. Reena Malik delivered an expert lecture on “All About Plagiarism” on 11th January, 2023 organized by G.B Pant Social Science Institute, Prayagraj, Allahabad.

# RESEARCH, INNOVATION AND EXTENSION



“The least that a student can give to a teacher is respect. Although dedicated teachers do not expect anything in return for their never-ending investment in igniting in the student a desire for knowledge and in enabling him to construct an identity of his own”.

- Dr. Navreet Kaur

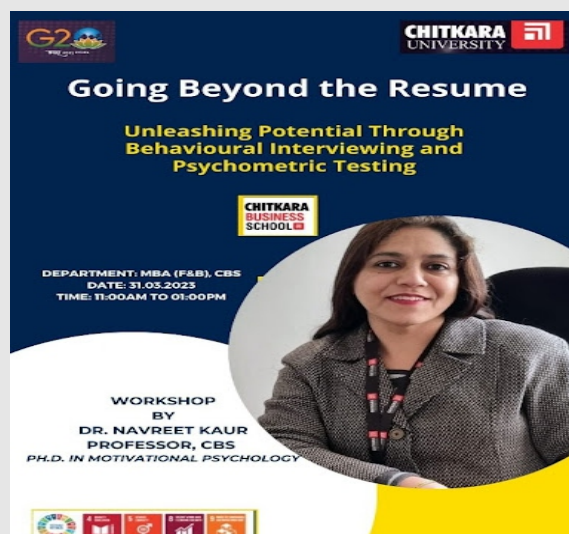
## Workshops/Seminars/Conferences/FDP/MDP Delivered/Conducted



Dr. Babita Singla conducted a Webinar on 'Market Segmentation' for 523 students, executives and faculty of Telkom University, Indonesia on 16th March, 2023.



Dr. Shefali Saluja, Assistant Professor, Chitkara Business School, Chitkara University, Punjab, India delivered an online session to the students of Telkom University, Indonesia on 17th March 2023 on "Awareness of Digital Frauds".



Dr. Navreet Kaur delivered a Workshop on the theme: Unleashing Potential Through Behavioural Interviewing and Psychometric Testing on 31st March, 2023.



Department of MBA(F&B), Chitkara University organized a Symposia titled 'Decoding The Stock Market Scams' 16th-17th March 2023 coordinated by Dr. Renuka Sharma, Dr. Shivani Inder and Dr. Archana Goel.





Chitkara Business School hosted the highly coveted 'CEO Conclave' on the theme of 'Future of Work, Skilling and Mobility' for UG students on 24th March, 2023.



Dr. Sovia R J Singh, Dean, Chitkara University Language Center, Chitkara University, Punjab, organized a workshop on ‘Personal Effectiveness at Workplace’ for MBA-HR students of Batch 2022 on 2nd February, 2023.



Department of MBA (HR), Chitkara University organized a HR Conclave titled ‘The Future of Work, Skilling and Mobility’ on 25th February, 2023. The theme was in line with Chitkara University being nominated as part of B20 Task Force. The Conclave had distinguished industry leaders from Deloitte India and Hyundai India.





Dept. of Healthcare Management hosted a week-long training session of Strathmore University Kenya with health management students from 6th to 11th March, 2023 in which various industry partners participated.



## Workshops/Seminars/Conferences/FDP/MDP Participated



Dr. Jashandeep Singh, Associate Professor, CBS, attended an online Faculty Development Program on equal Participation from 8th to 14th March, 2023 conducted by Suresh Gyan Vihar University, Rajasthan.



Dr. Priya Jindal, Associate Professor participated in an online quiz on 'Cyber Hygiene Practices' organized by C-DAC Hyderabad.



Dr. Monika Gupta attended the AICTE sponsored short term Course on Curriculum Design for Developing Job Related Competencies from 9th-13th January, 2023 at NITTTR, Chandigarh.



Dr. Monika Gupta attended the AICTE sponsored Short Term Course on Planning, Execution and Evalutaion of Project Work from 20th-24th February, 2023 at NITTTR, Chandigarh.



Dr. Monika Gupta attended Two Days National Colloquium on Approach to Union Budget 2023 (Pre Budget Expectations) held on 9th and 10th January 2023, organized by Faculty of Economics, Chitkara Business School, Chitkara University.



Dr. Monika Gupta successfully completed a one month National Level Workshop on SPSS - Statistical Package for Social Sciences from 27th Jan - 26th Feb organized by Essgee Digiskills.

# AWARDS AND RECOGNITION



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

- Dr. Tanvi Jindal





Dr. Sandhir Sharma, Pro-Vice Chancellor, Chitkara Business School represented Chitkara University in the B20 Taskforce meeting at New Delhi from 13th to 15th March, 2023.



Dr. Sandhir Sharma, Pro-Vice Chancellor of Chitkara Business School, represented Chitkara University in a Roundtable Discussion hosted by the University of Bradford, England, on 13th March, 2023.



Dr. Rashmi Aggarwal, Dean UG Commerce, represented Chitkara Business School and attended the summit organized by ICAI on “National Education Summit on Commerce & Accountancy (NES-CA)” from 6th-7th Jan, 2023 at New Delhi.

Phone : (020992) 220807

**Sardar Patel University**  
P.B. No. 10  
Vallabh Vidyanagar-388120  
Anand (Gujarat)

**Confidential**

No. D/E/Ph.D./G/22

Dr. Neeraj Anand  
Professor,  
Chitkara University,  
Rajpura Campus, Patiala,  
Chandigarh-141401

Date: 15/01/2022

Dr. Manish V. Sidhpuria  
Professor, Dept. Of Business & Industrial  
Management,  
Veer Narmad South Gujarat University,  
Udhana Marghalla Road,  
Surat-395007

Subject: Appointment of Referees of examine Thesis for the award of Ph.D. Degree

Sir/Madam,

I am to invite you to act as the external referee to examine the thesis entitled, "Transforming Management Education Through Online Education-Issues, Challenges and Way Ahead" submitted by Pawaskar Shailendra Suresh for the Ph.D. degree in Management.

Dr. Jayanti Ravi  
C/o. G. H. Patel Postgraduate Inst. Of  
Business Management (M.B.A. Programme),  
Sardar Patel University,  
Vallabh Vidyanagar

who guided the candidate is the internal referee. I shall be thankful if you will communicate your acceptance of this appointment by return post or e-mail on [phd\\_exam@spuvvn.edu](mailto:phd_exam@spuvvn.edu) in order to send the said thesis to you when received by this office from the candidate.

The honorarium payable to you for examining the thesis will be Rs.2000/- In case you are invited to conduct the Viva-voce of the candidate, you will be paid an honorarium of Rs.1000/- over and above T.A. and D. A. for coming to Vallabh Vidyanagar for Viva-voce.

Yours faithfully,

Deputy Registrar

Copy forwarded with compliments to Dr. Jayanti Ravi, C/o. G. H. Patel Postgraduate Inst. Of Business Management (M.B.A. Programme), Sardar Patel University, Vallabh Vidyanagar (Internal Referee) for information.

Dr. Neeraj Anand, Dean L&SCM and General Management was invited as Ph.D Referee (Observer) SP University, Vallabh Vidhyanagar, Gujrat.



Dr. Reena Malik was invited as Ph. D Reviewer Vishwakarma University, Maharashtra, India.

**ADVISORY COMMITTEE**

**Dr. Datta Varghese**  
Principal, Academic Development Officer  
University of Madras, Karaikal, Karaikal, India

**Prof. Vikram Pareek**  
Dean, School of Engineering, JNU, JNU, India

**Dr. Shakti N. Mishra**  
Regional Director, IIT, IIT, India

**Dr. Karan Singh**  
Professor, Department of Agriculture  
North East India, IIT, IIT, India

**Prof. Nandini Dandekar**  
Vice-Chancellor, JNU, JNU, India

**Prof. Sanjay (Shant)**  
Chairman, Centre for South Asian Studies, IIT, IIT, India

**Prof. S.S.K. Patil**  
Principal, JNU, JNU, India

**Prof. Nagesh Khan**  
JNU, JNU, India

**Dr. Mahesh Khadgawat, I.A.S.**  
JNU, JNU, India

**Dr. Anand Chandra Desai**  
JNU, JNU, India

**Dr. Jyoti Malik**  
JNU, JNU, India

**Prof. Ramesh K. Arora (Retd.)**  
JNU, JNU, India

**Prof. S.C. Bhatia (Retd.)**  
JNU, JNU, India

**Prof. Anil Mishra**  
JNU, JNU, India

**Prof. Kishan Agarwal (Retd.)**  
JNU, JNU, India

**Prof. T. Khan (Retd.)**  
JNU, JNU, India

**Prof. A.K. Vashistha (Retd.)**  
JNU, JNU, India

**Prof. R.D. Agarwal (Retd.)**  
JNU, JNU, India

**Prof. Vijay Patel (Retd.)**  
JNU, JNU, India

**Prof. Manta Jain**  
JNU, JNU, India

**Prof. Ashay Upadhyay**  
JNU, JNU, India

**Prof. Pradeep Sharma**  
JNU, JNU, India

**Prof. M.L. Sharma**  
JNU, JNU, India

**Prof. Anurag Sharma**  
JNU, JNU, India

**Prof. H.C. Malik**  
JNU, JNU, India

**Dr. Shiva Sharma**  
JNU, JNU, India

**Dr. Zameeruddin Kadi**  
JNU, JNU, India

**Dr. Renu Verma**  
JNU, JNU, India

**Dr. Yashu Sharma**  
JNU, JNU, India

**PATRON**  
Shri N.R. Kothari  
President

**CO - PATRON**  
Mrs. Verna Jambh  
College Convener

**CONVENOR**  
Dr. Susan Sam  
HOD, Home Science

**ORGANIZING SECRETARY**  
Dr. Vandana Sharma  
Assistant Professor,  
Dept. of Commerce

**TREASURER**  
Ms. Renu Bala Sharma  
HOD, I.A.S.

**Shri S.S. Bhatia**  
Secretary

**Shri Vinod Lodha**  
Joint Secretary

**CHAIRPERSON**  
Dr. Rita Jain  
Principal

**CO-CONVENOR**  
Dr. Anita Sharma  
HOD, Hindi Literature

**JOINT SECRETARY**  
Mrs. Ruchi Jain  
HOD, Mathematics

**FOR MORE DETAILS CONTACT :**

Science & Technology : Dr. Suresh Saxena - 9414523713  
Commerce : Dr. Anshu Sharma - 7738848276  
Management : Dr. Neelima Gidhwa - 9414818884  
Humanities & Social Science : Dr. Kavita Tek - 9414204771

**S.S. Jain Subodh Girls P.G. College**  
(Affiliated to University of Rajasthan)

Atapori Road, Badiwadi, Sanganer, Jaipur

Phone : (0141) 2791594, 2791595

Email : [sudhagirlscollege@gmail.com](mailto:sudhagirlscollege@gmail.com)

Website : [sudhagirlscollege.ac.in](http://sudhagirlscollege.ac.in)

**NATIONAL SEMINAR**

**Sustainable India @75:**  
**Application of Artificial Intelligence in**  
**Multidisciplinary Field**

• Science & Information Technology  
• Commerce & Management  
• Humanities & Social Science

**10<sup>th</sup> - 11<sup>th</sup> FEBRUARY 2023**

**SPONSORED BY**

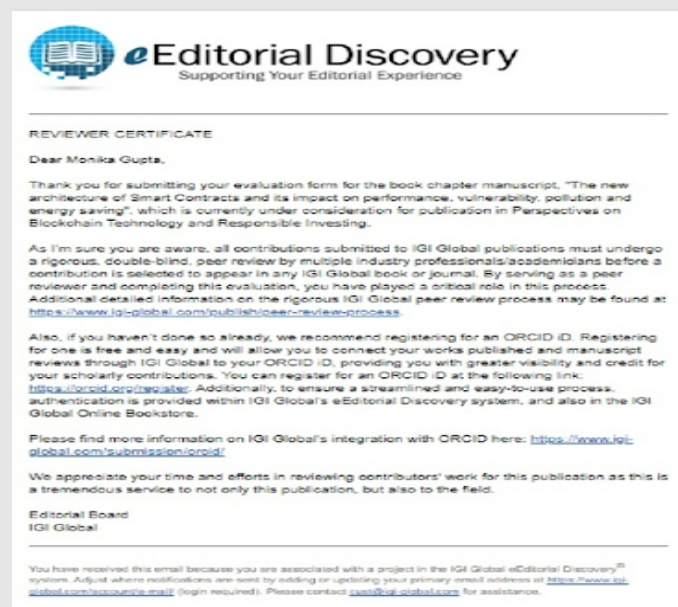
**ORGANIZED BY**  
**S.S. Jain Subodh Girls P.G. College**  
Sanganer, Jaipur  
(Affiliated to University of Rajasthan)

[sudhagirlscollege.ac.in](http://sudhagirlscollege.ac.in)

Dr. Neeraj Anand, Dean L&SCM and General Management was invited as keynote speaker in the National Seminar organized by S.S Jain Subodh Girls P.G, College, Jaipur.



Dr. Reena Malik, was invited as Session Chair of the Annual National Conference organized by Gateway Institute of Engineering & Technology, Sonipat.



Dr. Monika Gupta received certificate from IGI Global, an international Publisher on February 2nd, 2023.





Dr. Shefali Saluja received reviewer certificate from IGI Global, an International Publisher on February 12th, 2023.



Dr. Shefali Saluja achieved certificates of appreciation from Telkom University, Indonesia for contributing to the community service in Indonesia, training 100 MSMEs on the Fashion Industry and Potential Market for those MSMEs and also giving offline and online lectures to the international students of Telkom University, Indonesia.



Dr. Monika Gupta was honored during Excellency Awards held at Chitkara University on 4th February, 2023 for receiving an Incentive for Consultancy Assignments from Mondragon University, Spain.



Dr. Rashmi Aggarwal, Dean UG Commerce was honored during Excellence Awards held at Chitkara University on 4th February, 2023 for filing the highest patents.

# RESEARCH, CONSULTANCY AND EXTENSION



## Papers Published

### **The Effect of Virtual and Augmented Reality on Well-Being: Perspectives in Mental Health Education**



Navreet Kaur

**Abstract** The paper is an analysis of the impact of metareality on the human mind and its adverse and therapeutic effects on psychological well-being thereof. Metaverse is marked by a blurring of boundaries between the actual physical world and the virtual digital world—a metareality reflected in a three-dimensional, multisensory experience. Based on research evidence, the paper discusses how applications within virtual and augmented reality, such as, the gaming platforms present potential risks and significant safety challenges. There are ethical risks in the metaverse that are related to identity crisis, uninhibited behaviour, and unleashing of sexual and aggressive impulses. At the macro level, the real-time robust mechanisms of this simulated parallel universe impact various societal domains, such as, home, family, religion, and spirituality. The literature review presented highlights the need for digital safety and the prevention of online abuse by launching safe zones and safety tools. However, studies highlight that there are dialectical mechanisms inbuilt in metaverse and these are manifest in its innate therapeutic capacity. Researchers have reported that the imaginal, embodied, and connectivity aspects of this digital reality form the basis for treatment of psychological ailments. The conceptual framework developed will serve as a foundation for researchers interested in studying the link between augmented reality and its effect on the psyche of the human user. The paper has implications for mental health awareness and education which include debunking of associated myths, inculcating of active interest in designing interventions for patient recovery, and for individual growth at the societal level in a digitally transformed world.




**Keywords** Mental health education • Psychotherapy • Virtual reality • Avatar • E-health • Behaviourally based treatments

Kaur, N. (February, 2023). The Effect of Virtual and Augmented Reality on Well-Being: Perspectives in Mental Health Education, in: Marriwala, N., Tripathi, C., Jain, S., Kumar, D. (eds) Mobile Radio Communications and 5G Networks. Lecture Notes in Networks and Systems, vol 588 Springer, Singapore.



## Unraveling a New Age of Travel in Blockchain Based Metaverse



Shivinder Nijjer , Jashandeep Singh , Pankaj Sharma, Meenakshi Malhotra , and Rajit Verma

**Abstract** Recently, there is an upsurge in tourism and hospitality sector using the VR technology with major players like Airbnb and Hilton using it as an instrument of advertisement. Blockchain based networks have opened newer avenues for electronic business and authentication and identity modeling. The article attempts to elucidate how blockchain and metaverse will transform the travel and tourism—and enlist the facilitators and inhibitors of this paradigm change. The article will also shed light on supporting technologies in metaverse and how it will extend the space of virtual tourism.

**Keywords** Metaverse · Tourism · Virtual reality · Augmented reality · Blockchain · NFT · 5G

### 1 Introduction

A post-reality universe, called Metaverse, is a multiuser environment merging 'physical-reality' and 'digital-virtuality'. The basis of metaverse is the convergence of various technologies enabling multisensory interactions with digital objects, virtual environments, and people. It may be called as a combination of virtual reality and augmented reality. Therefore, metaverse is an interconnected web of social network immersive environments in persistent multiuser platforms [1].

Virtual reality (VR) and augmented reality (AR) is an interactive and simulation-based environment which uses the three-dimensional technology. Individual can interact in this environment with others, hence having a real-life experience in the 3D

S. Nijjer · J. Singh (✉) · R. Verma  
Chitkara Business School, Chitkara University, Panjab, India  
e-mail: jashan.kheira@gmail.com

P. Sharma  
Department of Hotel Management, Sant Baba Bhag Singh University, Panjab, India

M. Malhotra  
Dr. V.N. Bodekar Institute of Management Studies, Thane, Maharashtra, India

© The Author(s), under exclusive license to Springer Nature Singapore Pte Ltd. 2023  
N. Marriwala et al. (eds.), *Mobile Radio Communications and 5G Networks*,  
Lecture Notes in Networks and Systems 588,  
[https://doi.org/10.1007/978-981-19-7982-8\\_47](https://doi.org/10.1007/978-981-19-7982-8_47)

555

Nijjer, S., J., Sharma, P., Malhotra, M., & Verma, R. (2023). Unraveling a New Age of Travel in Blockchain Based Metaverse. In *Mobile Radio Communications and 5G Networks: Proceedings of Third MRCN 2022* (pp. 555-570). Singapore: Springer Nature Singapore.

# Data mining-based stock price prediction using hybridization of technical and fundamental analysis

Hybridization  
for stock price  
prediction

Jasleen Kaur<sup>✉</sup>  
*Chitkara Business School, Chitkara University, Punjab, India, and*  
 Khushdeep Dharni<sup>✉</sup>  
*School of Business Studies, Punjab Agricultural University, Ludhiana, India*

Received 5 April 2022  
 Revised 21 October 2022  
 5 December 2022  
 16 January 2023  
 Accepted 6 February 2023

## Abstract

**Purpose** – The stock market generates massive databases of various financial companies that are highly volatile and complex. To forecast daily stock values of these companies, investors frequently use technical analysis or fundamental analysis. Data mining techniques coupled with fundamental and technical analysis types have the potential to give satisfactory results for stock market prediction. In the current paper, an effort is made to investigate the accuracy of stock market predictions by using the combined approach of variables from technical and fundamental analysis for the creation of a data mining predictive model.

**Design/methodology/approach** – We chose 363 companies from the National Stock Exchange of India's CNX 500 index and conducted a two-stage data analysis. The first stage is identifying key fundamental variables and constructing a portfolio based on that study. Artificial neural network (ANN), support vector machines (SVM) and decision tree J48 were used to build the models. The second stage entails applying technical analysis to forecast price movements in the companies included in the portfolio. ANN and SVM techniques were used to create predictive models for all companies in the portfolio. We also estimated returns using trading decisions based on the model's output and then compared them to buy-and-hold returns and the return of the NIFTY 50 index, which served as a benchmark.

**Findings** – The results show that the returns of both the portfolios are higher than the benchmark buy-and-hold strategy return. It can be concluded that data mining techniques give better results, irrespective of the type of stock, and have the ability to make up for poor stocks. The comparison of returns of portfolio with the return of NIFTY as a benchmark also indicates that both the portfolios are generating higher returns as compared to the return generated by NIFTY.

**Originality/value** – As stock prices are influenced by both technical and fundamental indicators, the current paper explored the combined effect of technical analysis and fundamental analysis variables for Indian stock market prediction. Further, the results obtained by individual analysis have also been compared. The proposed method under study can also be utilized to determine whether to hold stocks for the long or short term using trend-based research.

**Keywords** Data mining techniques, Artificial neural networks, Support vector machines, Decision tree J48, National Stock Exchange, Stock market prediction, Technical analysis, Fundamental analysis

**Paper type** Research paper

## 1. Introduction

Stock markets generate massive datasets from a variety of financial companies. Investors are looking for a quick and easy way to obtain relevant stock information. Furthermore, with easy access to stock data, these investors are anticipating stocks in order to maximize their gains. Due to their efficiency in extracting information from non-linear stock market data, data mining techniques have risen to prominence in the field of stock market prediction. These techniques have grown in importance as a study field (Aggarwal *et al.*, 2019; Fayyad *et al.*, 1996; Weiss and Indurkha, 1998; Chen *et al.*, 2006). The stock

**Funding** The authors acknowledge the support of Indian Council of Social Science Research (ICSSR) grant number IFT/2016-17/GEN/MGT064 for carrying out this study.

**Conflict of interest statement** We have no conflicts of interest to disclose.



Data Technologies and  
Applications  
© Emerald Publishing Limited  
2023  
DOI: 10.1108/DTA-01-2023-0001



Access and purchase options

Modelling the adoption of agro-advisory mobile applications: a theoretical extension and analysis using result demonstrability, trust, self-efficacy and mobile usage proficiency

Vishal Soodan, Mohit Jamwal, Nripendra P. Rana, Deeksha Sharma, Supernova Chakraborty

Journal of Agribusiness in Developing and Emerging Economies

ISSN: 2044-0839

Article publication date: 25 January 2023

Permissions

DOWNLOADS

ALTERNATES

226

1

Soodan, V., Jamwal, M., N. P., Sharma, D., & Chakraborty, S. (2023). Modelling the Agro-Advisory Mobile Applications: a theoretical extension and analysis using result demonstrability, trust, self-efficacy and mobile usage proficiency. Journal of Agribusiness in Developing and Emerging Economies.

## Impact of institute closures and learning practices on education in COVID-19 Pandemic: Omnichannel in Education

Babita Singla  
Chikara Business School  
Chikara University  
Punjab, India  
babita.singla@chikara.edu.in

Maria Sugiat  
Economics and Business Department  
Telkom University  
Bandung, Indonesia  
marisugiat@telkomuniversity.ac.id

Kumar Shalender  
Chikara Business School  
Chikara University  
Punjab, India  
kumar.shalender@chikara.edu.in

Sandhar Sharma  
Chikara Business School  
Chikara University  
Punjab, India  
sandhar@chikara.edu.in

Deden Witarasyah  
Information System Department  
Telkom University  
Bandung, Indonesia  
dedenw@telkomuniversity.ac.id

Ti Widarmanti  
Economics and Business Department  
Telkom University  
Bandung, Indonesia  
tiwidarmanti@telkomuniversity.ac.id

**Abstract**—Community mitigation is crucial and is part of the preparedness plan of public health planning. Education institutions' closures are a non-pharmaceutical intervention often suggested for mitigating pandemics. Education institute closures could play a major role in the delay of community transmission. An audit is led by past examinations that distinguish the variability of school transmission and social removal techniques during a pandemic. The closure was first executed across China and Hong Kong. Data from the SARS pandemic conclude school closure was not an effective method, but trends of influenza show it may be the right precautionary measure. This article not only debates the need for this precautionary measure but also tells the various available platforms, resources, and solutions to continue the learning and growing process for everyone, regardless of their age group. It also highlights the psychological and mental side effects of the closure and social distancing, concluding with its adverse effects on the economy and welfare of the country.

**Keywords**—E-Learning, Information System, Education, Institution, COVID-19, Omnichannel

### 1. INTRODUCTION

WHO was informed about pneumonia cases on December 31, 2019, with unknown causes in the city of Wuhan, China. A week later, a novel Coronavirus was identified and a temporary name of 2019-nCoV was given to it. Coronavirus is not new; they are a group of infectious that cause the regular cold to dangerous ailments [1]. More than 1.2 billion students, or over 75 percent of the global learner population, have been affected by the temporary closure of schools and other educational institutions by the majority of governments throughout the world in an effort to slow the spread of the COVID-19 virus (United Nations Sustainable Development Group, 2020). The largest group likely to be affected indirectly by the epidemic is students, a few academics and organisations (e.g., Burgess & Sivertsen, 2020; Education Endowment Foundation [EEF], 2020; Eckfeldt et al., 2020) have projected that school closures during the pandemic could have detrimental effects on learning gains and social disparities in learning. To the best of our knowledge, there is no empirical evidence yet on the school closure effect's actual direction and size. There is mainly more or less substantiated speculation, as educational researchers, like many other stakeholders, were unprepared for and overwhelmed by the situation. Few expected the pace

and scope of the pandemic's development in spring 2020. Novel Coronavirus traces were new to the human body which led to a world pandemic. School closures can have both positive as well as negative impacts. It can either reduce death and number of cases by a reduction in transmission or reduce the available healthcare workforce for the ones in need. Study models have shown that school closures lead to greater peak reductions rather than cumulative reductions and are found to be more effective when the disease has low transmissibility and the children are more adversely affected than adults. It is still unclear whether these school closure methods are the most effective way to curb the outbreak of COVID-19. These steps helped during influenza, but there are several reasons why they may not be the most appropriate action during the outbreak of COVID-19 [2]. Children were found to be larger carriers and more prone to transmit influenza than adults, which is not the case with coronavirus. So far children are a minority in this transmission war, even though proof of this is blended and some information shows kids can be as liable to be influenced as the grown-ups and the remainder of the populace yet stay asymptomatic or not have a constant type of this infection [3]. Influenza or pandemics has proven the effectiveness of school closure as a suitable precaution although, on account of COVID, proof of transmission through kid youngster contact or instructure organisations isn't accessible. Everything seems to still be under research and no proven conclusion is reached on the most ideal action towards precaution. A few examinations have indicated that the main social contact during school occasions are around a large portion of that during day-by-day school days [7]. The system must be arranged as public, provincial, nearby, or receptive conclusion of schools separately as a reaction to student disease rates.



Fig. 1. School Closure Timeline

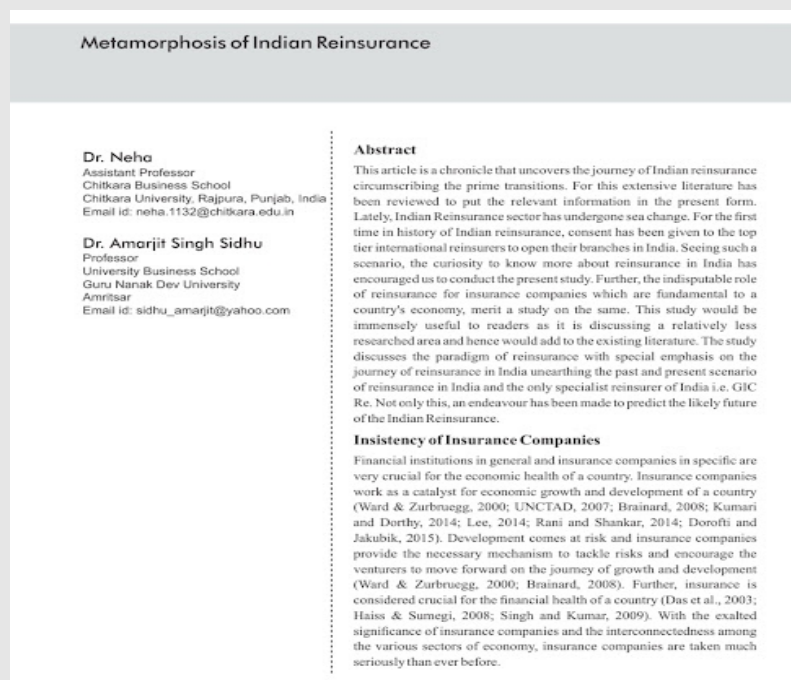
978-1-6654-6387-4/22/\$31.00 ©2022 IEEE

Authorized licensed use limited to: Technische Universität München. Downloaded on April 11, 2023 at 08:18:28 UTC from IEEE Xplore. Restrictions apply.

Singla, B., Sugiat, M., Shalender, K., Witarasyah, D., Widarmanti, T. (2022). Impact of Institute Closures and Learning Practices on Education on COVID-19 Pandemic: Omnichannel in Education, International Conference Advancement in Data Science, E-Learning and Information Systems, ICADEIS 2022.



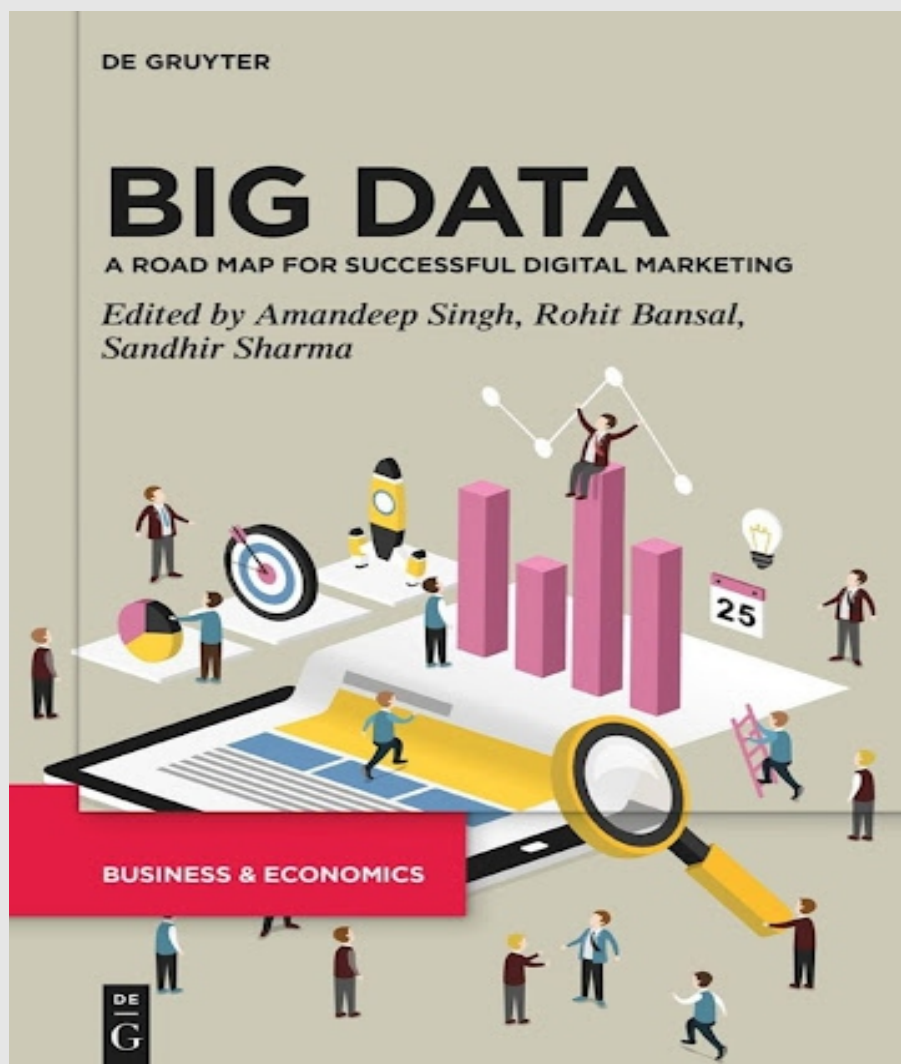
Bhargave, H., & Tandon, D. (2023). How Does Tobin's Q Respond to Merger and Acquisition Announcements: Evidence of Listed Indian Firms. *International Journal of Professional Business Review*, 8(2).



Neha & Sidhu, A. (2023) Metamorphosis of Indian Reinsurance. *Pacific Business Review International*, 15 (8), 72-79.

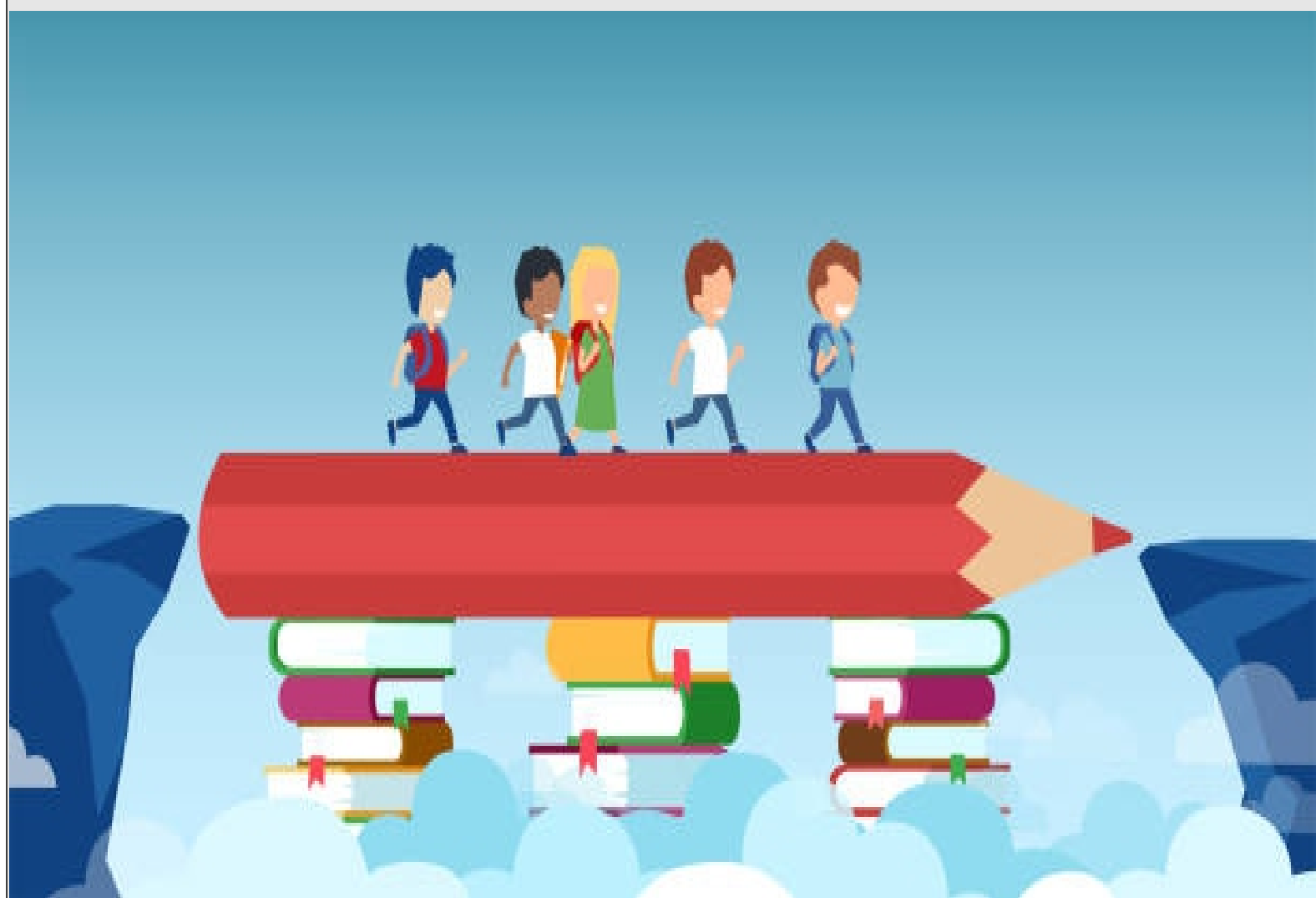


## Book Published



Dr. Amandeep Singh published a book titled, 'Big Data- A Road Map for Successful Digital Marketing' which got indexed in Scopus on Feb, 2023.

# STUDENT SUPPORT AND PROGRESSION



“Education is the best Investment”.

- Dr. Reena Malik

## Under - Graduate Internship cum Placement Data

List of Internship cum Placement - Under Graduate Batch 2020		
S.No	Name of the Stream	Students Doing Internship Cum placement
1	BBA-Professional	187
2	BBA-Fintech	107
3	BBA-Analytics	65
4	B.Com (Hons)	101
	Total	460

Students from UG department, Chitkara Business School have placed or doing internship in eminent companies like Growth Natives Private Limited, Concentrix, Geetanjali, Accosoft, The Future University, So Grow, AG Wealth Clinic, Omega, Nisvan Pvt. Ltd., Reliance Securities, Zone Media, etc.

## Post - Graduate Internship cum Placement Data

Number of students placed (MBA Batch 2021-23)	376
Number of students selected for Internship as on 31st March, 2023 (MBA Batch 2022-24)	165

## Our Top Recruiters

**Deloitte.**

eClerx

 **ICICI Bank**

 leadSquared

**WNS**

 Informatica

 **Netcracker**  
An NEC Company



**TRANSFORMCO**

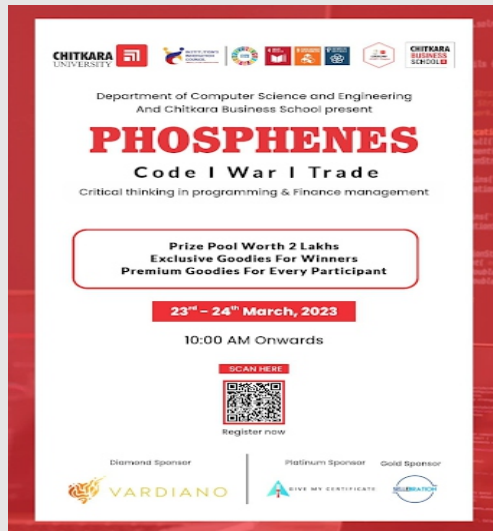


hartman  
GROUP 





## Activities conducted for students



Phosphenes, Code I War I Trade was organized on 23rd-24th March, 2023 by the students of CodeChef CUIET Student Chapter, Chitkara Business School and Department of Computer Science Engineering



Chitkara Business School hosted an exciting event on Entrepreneurship titled 'Pitchtycoon@2023 - A Business Plan Competition' from 1st-17th March, 2023 for UG Students.



A student's competition event 'Dil se Digital' was launched on Feb 20th, 2023 to promote different campaigns initiated by Government of India, through various digital platforms. The competition span over a period of one month.



HH Dalai Lama Center for Happiness organized an introductory program on happiness for Economics students.





A hands-on session was organized for students of BBA Analytics by Dr. Sovia RJ Singh, Dean Chitkara University Language Centre. The session underscored the role of interpersonal skills and its relevance in decision making and negotiation.



World Poetry Day was celebrated by Chitkara Business School on 24th March, 2023.



Chitkara Business School conducted an event ‘The intelligent investor club meet - Learning the investment style of stock market gurus’ for MBA (F&B) students on 31 March, 2023.



Chitkara Business School conducted an event ‘Empowering a Sustainable Future: Energy Companies Role in India’s Clean Energy Mission’ for MBA students on 31 March, 2023.





Chitkara Business School celebrated the flavour and fragrance of Union Budget 2023 through 'FinBuzz 2023', a departmental fest for Finance and Banking students of MBA.

## Industrial Visits



The Chitkara Business School offered students an enriching market exposure and industry connect at Mumbai from 25<sup>th</sup> February to 7<sup>th</sup> March, 2023 to establish a connection with corporate Gurus, and paying visits to India's premier institutions such as the Reserve Bank of India, Security Exchange of India, National Stock Exchange of India, Indian Institute of Banking & Finance, Indian Banks' Association, and Multi Commodity Exchange of India.



# Glimpses of Sports Events

## National and International Sports Events













## Sport Events Detail

Sr. No	Student Name	Detail	Event Date
1.	Diya Parag Chitale, Anannya Basak, Lakshita Narang, Samridhi, and Manpreet	Won the final match against SRM University, Chennai, in the All India University Table Tennis Championship (Women)	2nd- 4th January, 2023
2.	Kavya Singla, a BBA first-year	Gold Medal at the Khelo India Youth Games held in Indore, Madhya Pradesh	31st January-4th February, 2023.
3.	Abhinav Thakur	Silver medal in badminton at the 'Khelo India Youth Games' held in Gwalior	31st January-3rd February, 2023.
4.	Sandeep BBA	Gold medal in the 86 kg weight category at the All India Inter University Wrestling Men's competition held at Shivaji University in Kolhapur.	20th January, 2023.
5.	Akash BBA	Bronze medal in the 97 kg weight category at the All India Inter University Wrestling Men's competition held at Shivaji University in Kolhapur.	20th January, 2023.
6.	Suhana Saini	Gold Medals in both the U-17 Girls' Singles and U-19 Girls' Singles categories at the UTT National Ranking Table Tennis Championships in Vadodara.	23th January, 2023
7.	Payas Jain	Gold in mixed doubles	UTT National Rankings Table Tennis Championships held in Surat from 23rd-28th January, 2023
8.	Diya Chitale	Bronze in women's singles and Silver in mixed doubles	
9.	Jeet Chandra	Bronze in men's singles	
10.	Ronit Bhanja	Bronze in mixed doubles	
11.	Suhana Saini	Gold in U-17 category	
12.	Khwaish Bhasin BBA DM	2nd position in BasketBall Competition in Urja Sports Fest conducted in Thapar University Patiala	17th – 19th February, 2023

13.	Nikhil Saini, MBA	Winning the Gold Medal in the Men's Team category of Table Tennis at sports fest, Urja 2023 hosted by Thapar University	17th-19th February, 2023
14.	Rohan Arora BBA – DM	3rd position in Athletics competition in Urja Sports Fest conducted in Thapar University Patiala	17th – 19th February, 2023.
15.	Lakshita Narang BBA	Won the gold medal in U19 girls' doubles at the 84th Youth & Junior National Table Tennis Championship held in Chennai	20th-25th February, 2023
16.	Suhana Saini BBA First-year	Earned four medals - silver in U-19 girls' singles, doubles, and team, and a bronze in U-17 girls' doubles.	20th-25th February, 2023
17.	Mayank Singh, BBA – DM First Year	Runner-up in 16th edition of Cricket Tournament conducted in Chitkara University University Punjab	6th March, 2023
18.	Khwaish Bhasin BBA – DM	1st position in BasketBall Competition in Aarohan sports fest conducted in IIT, Ropar	17th – 19th March, 2023.
19.	Nainsi Singh BBA – DM	1st position in Badminton competition in Aarohan Sports	17th – 19th March, 2023.
20.	Kaustubh Nautiyal BBA-DM	1st position in Football competition in Aarohan Sports Fest conducted in IIT, Ropar	17th – 19th March, 2023
21.	Naomi Chauhan and Viraj Talwar	First position being part of the team that participated in Xuberance group dance competition, ZEITGEIST' 23 at IIT Ropar	26th March, 2023
22.	Mehak Bansal- Bcom Second Year	2nd prize in Aarohan IIT Ropar for volleyball tournament	26th March, 2023
23.	Diya Chitale	Double gold in Women's Team and Women's Doubles, at the 84th Senior National & Inter-State Championship	27th March, 2023
24.	Jeet Chandra	Gold in Men's Doubles at the 84th Senior National & Inter-State Championship	27th March, 2023
25.	Ronit Bhanja	secures silver in Men's Team at the 84th Senior National & Inter-State Championship	28th March, 2023
26.	Lakshita Narang, Payas Jain, and Yashansh Malik	Secured Bronze medals at the 84th Senior National & Inter-State Championship	28th March, 2023

## Student's Achievement



Shilpa Pathania (Supply Chain Management), Vidushi Allay (Marketing), Anurag Moudgil (Marketing) and Yuvrajm Gosawami (IPM) students of Chitkara Business School won 1st Prize in the SEAA case study competition 2023 under the mentorship of Dr. Shefali Saluja.

# GOVERNANCE, LEADERSHIP AND MANAGEMENT



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

- Dr. Priya Jindal





Professor Rinku Verma, an agricultural scientist from the University of Agriculture Science in Bengaluru, Karnataka, visited Chitkara Business School at Chitkara University. As a senior researcher and agro-tech scientist, Professor Rinku Verma is interested in developing a self-reliant rural economy with zero carbon emissions, in collaboration with Chitkara University under DST project.



‘Secrets of Happiness’, a series by HH Dalai Lama Centre of Happiness, Chitkara University, Chief Happiness Officer, Manav Bansal, discuss the concept of happiness with prominent educators and researchers. Prof. Dhiresh Kulshrestha, Dean, Faculty of Economics from Chitkara Business School, Prof. Mithilesh Sinha from Central University, Meerut, & Director of Manyawar Kashi Ram Shodh Peeth, Charan Singh University, Meerut.

# INNOVATIONS AND BEST PRACTICES



“Education is the way forward to good future, only  
for those who prepare for it today”.

- Dr. Shefali Saluja



Dr. Ashok K Chitkara, Respected Chancellor, Chitkara University conducted a session as a part of Lecture Series in Chitkara University, Punjab, India by sharing fascinating facts about the world of numbers during the session.



# Patents Granted

**ORIGINAL**  
सूचक संख्या : 132150

**भारत सरकार**  
GOVERNMENT OF INDIA  
पेटेंट कार्यालय  
THE PATENT OFFICE  
विज्ञान के पंजीकरण का प्रमाणपत्र  
CERTIFICATE OF REGISTRATION OF DESIGN

विन्यास सं. / Design No. : 365077-001  
तारीख / Date : 30/05/2022  
पारस्परिकता तारीख / Reciprocity Date\* :  
देश / Country :

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित विन्यास को 3-IN-1 PEN STAND WITH MOBILE CHARGER से संबंधित है, का पंजीकरण, दिनांक 19-05-2022 में 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Sandeep Singh के नाम में उपर्युक्त संस्था और तारीख में कर लिया गया है।  
Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 36-03 in respect of the application of such design to 3-IN-1 PEN STAND WITH MOBILE CHARGER in the name of 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Sandeep Singh.

विन्यास अधिनियम, 2000 तथा विन्यास नियम, 2001 के प्रावधानों के अनुसार है।  
In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

**INTELLECTUAL PROPERTY INDIA**  
PATENTS | DESIGNS | TRADE MARKS  
GEOGRAPHICAL INDICATIONS

नियंत्रक जनरल ऑफ पेटेंट्स, डिजाइन्स और ट्रेड मार्क्स  
Controller General of Patents, Designs and Trade Marks

पारस्परिकता तारीख (दिनांक) को विन्यास अधिनियम के प्रावधानों के अनुसार है।  
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.

**ORIGINAL**  
सूचक संख्या : 132271

**भारत सरकार**  
GOVERNMENT OF INDIA  
पेटेंट कार्यालय  
THE PATENT OFFICE  
विज्ञान के पंजीकरण का प्रमाणपत्र  
CERTIFICATE OF REGISTRATION OF DESIGN

विन्यास सं. / Design No. : 360866-001  
तारीख / Date : 17/03/2022  
पारस्परिकता तारीख / Reciprocity Date\* :  
देश / Country :

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित विन्यास को NAIL CUTTER WITH BIN से संबंधित है, का पंजीकरण, दिनांक 28-03-2022 में 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Balinder Kaur 4.Rashmi Aggarwal 5.Paramveer Sharma के नाम में उपर्युक्त संस्था और तारीख में कर लिया गया है।  
Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 28-03 in respect of the application of such design to NAIL CUTTER WITH BIN in the name of 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Balinder Kaur 4.Rashmi Aggarwal 5.Paramveer Sharma.

विन्यास अधिनियम, 2000 तथा विन्यास नियम, 2001 के प्रावधानों के अनुसार है।  
In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

**INTELLECTUAL PROPERTY INDIA**  
PATENTS | DESIGNS | TRADE MARKS  
GEOGRAPHICAL INDICATIONS

नियंत्रक जनरल ऑफ पेटेंट्स, डिजाइन्स और ट्रेड मार्क्स  
Controller General of Patents, Designs and Trade Marks

पारस्परिकता तारीख (दिनांक) को विन्यास अधिनियम के प्रावधानों के अनुसार है।  
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.

**ORIGINAL**  
सूचक संख्या : 129157

**भारत सरकार**  
GOVERNMENT OF INDIA  
पेटेंट कार्यालय  
THE PATENT OFFICE  
विज्ञान के पंजीकरण का प्रमाणपत्र  
CERTIFICATE OF REGISTRATION OF DESIGN

विन्यास सं. / Design No. : 359407-001  
तारीख / Date : 25/02/2022  
पारस्परिकता तारीख / Reciprocity Date\* :  
देश / Country :

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित विन्यास को MACHINE FOR ANTI FUNGAL AND CATALYTIC से संबंधित है, का पंजीकरण, दिनांक 15-03-2022 में 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Dhiresh Kushrestha 4.Sandhir Sharma 5.Sumit Agrawal 6.Abhishek Anand 7.Sachin Ahuja के नाम में उपर्युक्त संस्था और तारीख में कर लिया गया है।  
Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 15-03 in respect of the application of such design to MACHINE FOR ANTI FUNGAL AND CATALYTIC in the name of 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Dhiresh Kushrestha 4.Sandhir Sharma 5.Sumit Agrawal 6.Abhishek Anand 7.Sachin Ahuja.

विन्यास अधिनियम, 2000 तथा विन्यास नियम, 2001 के प्रावधानों के अनुसार है।  
In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

**INTELLECTUAL PROPERTY INDIA**  
PATENTS | DESIGNS | TRADE MARKS  
GEOGRAPHICAL INDICATIONS

नियंत्रक जनरल ऑफ पेटेंट्स, डिजाइन्स और ट्रेड मार्क्स  
Controller General of Patents, Designs and Trade Marks

पारस्परिकता तारीख (दिनांक) को विन्यास अधिनियम के प्रावधानों के अनुसार है।  
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.

**ORIGINAL**  
No. 116098

**भारत सरकार**  
GOVERNMENT OF INDIA  
पेटेंट कार्यालय  
THE PATENT OFFICE  
विज्ञान के पंजीकरण का प्रमाणपत्र  
CERTIFICATE OF REGISTRATION OF DESIGN

Design No. : 348634-001  
Date : 31/08/2021 13:04:34  
Reciprocity Date\* :  
Country :

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित विन्यास को PORTABLE CHILLER CUM FOOD WARMER से संबंधित है, का पंजीकरण, दिनांक 31-08-2021 में 1.Chitkara Innovation Incubator Foundation, SCO-108-101, SECTOR-14C, MADHYA MARG, CHANDIGARH-160009, INDIA. 2. JASMIN KALIR, CHITKARA BUSINESS SCHOOL, HOUSE NO 12 MS ENCLAVE, DHAKULI, ZIRAKPUR, DIST. SAS NAGAR, PIN CODE-140603, PUNJAB, INDIA. 3. PRIYA JINDAL, CHITKARA BUSINESS SCHOOL, HOUSE NO. 41-A, KABIR NAGAR, NEAR SHIV MANDIR, AMBALA CANTT PIN CODE 133001, PUNJAB, INDIA. 4. SANDHIR SHARMA, CHITKARA BUSINESS SCHOOL, HOUSE NO. 25 B, SHIMLA HOMES BESOMAJRA, KHARAR-140391, GREATER MOHALLA, PUNJAB, INDIA., ET AL.

विन्यास अधिनियम, 2000 तथा विन्यास नियम, 2001 के प्रावधानों के अनुसार है।  
In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

**INTELLECTUAL PROPERTY INDIA**  
PATENTS | DESIGNS | TRADE MARKS  
GEOGRAPHICAL INDICATIONS

नियंत्रक जनरल ऑफ पेटेंट्स, डिजाइन्स और ट्रेड मार्क्स  
Controller General of Patents, Designs and Trade Marks

पारस्परिकता तारीख (दिनांक) को विन्यास अधिनियम के प्रावधानों के अनुसार है।  
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 IF ATTORNEYS, E-13, UPSIDE, SITE-IV (BEHIND GRAND VENTURE KASNA ROAD, GREATER NOIDA 201316, NATIONAL CAPITAL REGION, INDIA.

Date of Issue 21/07/2022 12:49:45





## Patents Filed by CBS Faculty

Sr. No	Title	Application No	Inventors
1.	Multipurpose Desk Organizer	380093-001	Dr. Rajni Bala and Dr. Prachi Gupta
2.	Health Pro Multi-Portion Bottle	378928-001	Dr. Prachi Gupta and Dr. Rajni Bala
3.	Voice-activated calculator	378934-001	Dr. Priya Jindal, Ishika, Diya, Saanvi, Simranjeet Kaur

## Copyright

**Copyright Office**  
Government of India

**Extracts from the Register of Copyrights**

(Dated : 28/02/2023)

**1. Registration Number** : L-121089/2023

**2. Name, address and nationality of the applicant** :  
 DR. SHUCHI DAWRA - CHETKARA BUSINESS SCHOOL,  
 CHETKARA UNIVERSITY, 508-04/THANDERKARI PATTALA,  
 NATIONAL HIGHWAY RAIPURA, PUNJAB INDIA - 140601  
 INDIAN  
 SANDHIR SHARMA - CHETKARA BUSINESS SCHOOL,  
 CHETKARA UNIVERSITY, 508-04/THANDERKARI PATTALA,  
 NATIONAL HIGHWAY RAIPURA, PUNJAB INDIA - 140601  
 INDIAN

**3. Nature of the applicant's interest in the copyright of the work** :  
 AUTHOR

**4. Class and description of the work** :  
 LITERARY/DRAMATIC WORK THE 4A EMPLOYEE  
 WELLBEING INDEX FOR UNDERSTANDING THE  
 WELLBEING OF AN EMPLOYEE WELLBEING AT  
 WORKPLACE, THESE FOUR A INDEX AFFINITY  
 AMBITION, ACCOMPLISHMENT AND AGILITY ARE THE  
 DECIDING FACTORS

**5. Title of the work** :  
 UNDERSTANDING PERCEPTUAL INDEX OF EMPLOYEE  
 WELLBEING THROUGH 4A MODEL

**6. Language of the work** :  
 ENGLISH

**7. Name, address and nationality of the author and if the author is deceased, date of his decease** :  
 DR. SHUCHI DAWRA - CHETKARA BUSINESS SCHOOL,  
 CHETKARA UNIVERSITY, 508-04/THANDERKARI PATTALA,  
 NATIONAL HIGHWAY RAIPURA, PUNJAB INDIA - 140601  
 INDIAN  
 SANDHIR SHARMA - CHETKARA BUSINESS SCHOOL,  
 CHETKARA UNIVERSITY, 508-04/THANDERKARI PATTALA,  
 NATIONAL HIGHWAY RAIPURA, PUNJAB INDIA - 140601  
 INDIAN

**8. Whether the work is published or unpublished** :  
 UNPUBLISHED

**9. Year and country of first publication and name, address and nationality of the publisher** :  
 N/A

**10. Year and country of subsequent publications, if any, and names, addresses and nationalities of the publishers** :  
 N/A

**11. Names, addresses and nationalities of the owners of various rights comprising the copyright in the work and the extent of rights held by each, together with particulars of assignments and licences, if any** :  
 DR. SHUCHI DAWRA - CHETKARA BUSINESS SCHOOL,  
 CHETKARA UNIVERSITY, 508-04/THANDERKARI PATTALA,  
 NATIONAL HIGHWAY RAIPURA, PUNJAB INDIA - 140601  
 INDIAN  
 SANDHIR SHARMA - CHETKARA BUSINESS SCHOOL,  
 CHETKARA UNIVERSITY, 508-04/THANDERKARI PATTALA,  
 NATIONAL HIGHWAY RAIPURA, PUNJAB INDIA - 140601  
 INDIAN

**12. Names, addresses and nationalities of other persons, if any, authorized to assign or license of rights comprising the copyright** :  
 DR. SHUCHI DAWRA - CHETKARA BUSINESS SCHOOL,  
 CHETKARA UNIVERSITY, 508-04/THANDERKARI PATTALA,  
 NATIONAL HIGHWAY RAIPURA, PUNJAB INDIA - 140601  
 INDIAN  
 SANDHIR SHARMA - CHETKARA BUSINESS SCHOOL,  
 CHETKARA UNIVERSITY, 508-04/THANDERKARI PATTALA,  
 NATIONAL HIGHWAY RAIPURA, PUNJAB INDIA - 140601  
 INDIAN

**13. If the work is an 'Artistic work', the location of the original work, including name, address and nationality of the person in possession of the work, in the case of an architectural work, the place of origin, should also be stated** :  
 N/A

**14. If the work is an 'Artistic work', whether it is registered under the Designs Act 2001, whether or not has been applied to an article through an industrial process and if yes, the month of issue it is registered** :  
 N/A

**15. If the work is an 'Artistic work', whether it is registered under the Patents Act 1970** :  
 N/A

**16. If the work is an 'Artistic work', whether it is registered under the Copyright Act 1957** :  
 N/A

**17. Remarks, if any** :  
 (1743/2022-4705)

*Registrar of Copyrights*

Dr. Shuchi Dawra alongwith Co-Author Dr. Sandhir Sharma, has registered a copyright L-121089/2023 with Government of India titled ‘Understanding Perceptual Index of Employee Wellbeing through 4A model’.

## **Library Databases, New additions and Events**

<b>Sr. No</b>	<b>Magazines Title</b>	<b>Periodicity</b>
1	Business Manager	Monthly
2	Business World	Monthly
3	Competition Affairs	Monthly
4	Competition Success Review	Monthly
5	Economic & Political weekly	Weekly
6	Forbes India	Monthly
7	Healthcare Radius	Monthly
8	India Today	Weekly
9	Outlook Business	Monthly
10	Outlook Money	Monthly
11	Pratiyogita Darpan	Monthly
12	Reader's Digest	Monthly
13	Yojana	Monthly
14	Outlook	Weekly
15	Yoga Quest	Monthly

S. No.	Journals Title	Periodicity
1	Abhigyan	Quarterly
2	Decision	Quarterly
3	Finance India	Quarterly
4	Foreign Trade Review	Quarterly
5	Indian Journal of Community Health	Quarterly
6	Indian Journal of Community Medicine	Quarterly
7	Indian Journal of Corporate Governance	Bi annually
8	Indian Journal of Finance	Monthly
9	Indian Journal of Medical Ethics	Quarterly
10	Indian Journal of Public Health	Quarterly
11	Journal of Creative Communications	Triannually
12	Journal of Health Management	Quarterly
13	Journal of Human Values	Triannually
14	Journal of South Asian Development	Triannually
15	Metamorphosis: A Journal of Management Research	Bi-annually
16	Paradigm	Bi annually
17	Review of Market Integration	Biannually
18	South Asian Journal of Macroeconomics and Public Finance	Biannually
19	SouthAsian journal of Business and Management Cases	Triannually
20	The Journal of Entrepreneurship	Biannually
21	Vikalpa : The Journal for Decision Makers	Quarterly
22	Vision- The Journal of Business Perspective	Quarterly
23	FIIIB Business Review	Quarterly
24	Global Business Review	Bi-monthly
25	South Asian Journal of Human Resource Management	Biannually

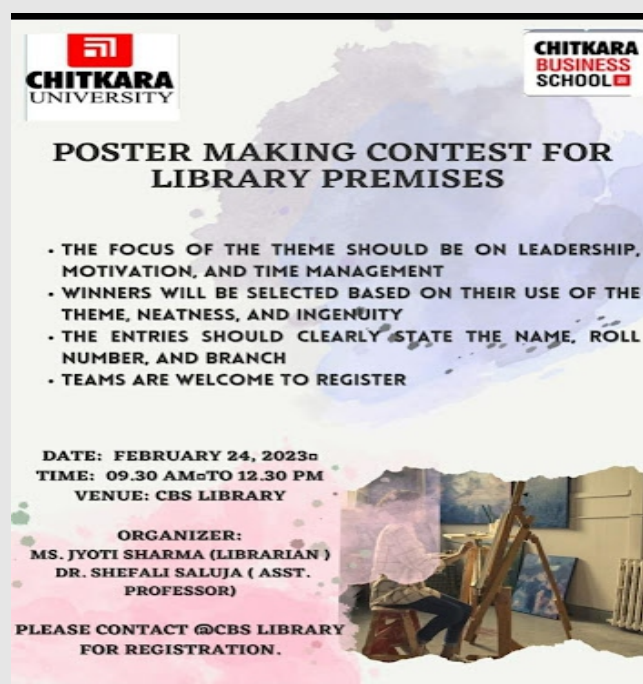


## Library New Additions



Chitkara University has a JSTOR online database subscription. More than 12 million books, journals articles, photographs, and primary sources from 75 different fields are accessible through JSTOR.

## Library Events





CBS Library organized an event on February 24, 2023 to explore and encourage creativity in students and offer them a platform to showcase their skills. The organizers of the events were Dr. Shefali Saluja and Ms. Jyoti Sharma. The final judgement was made by Pro. VC Dr. Sandhir Sharma.



Keen Reader of CBS Library (Jan - Mar 2023)

## **Editorial Team**



**Dr. Priya Jindal**  
**Co-Editor**



**Dr. Reena Malik**  
**Co-Editor**



**Dr. Jasleen Kaur**  
**Co-Editor**



**Dr. Shefali Saluja**  
**Co-Editor**



**Jagvir Singh**  
**Student Editor**