

# CHRONICLE

VOL. IV, EDITION II | APRIL-JUNE, 2023

## CHITKARA BUSINESS SCHOOL NEWS BULLETIN



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

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# **MESSAGE FROM PRO-VICE CHANCELLOR (CBS)**



**DR. SANDHIR SHARMA**

Lots Going on at the Chitkara Business School, Chitkara University, Punjab

Summer is upon us, and here I am writing my message in "Chronicle" – the trimesterly newsletter of Chitkara Business School. The days are long, the weather is beautiful, and our Class of 2020 and 2021 graduating soon despite all the challenges presented by COVID-19. Our faculty have really stepped up to deliver our curriculum in creative and effective ways in the absence of face-to-face instruction, and our students have shown incredible resiliency. The Chitkara Business School has not only grown in volume but in quality also. Our national level rankings, value addition, new age specialisations, industry connect and above all quality faculty team all together have added to greater strength and accolades for CBS. I am sure that you will enjoy reading the newsletter. I also compliment and congratulate editorial team for their great efforts. Wishing everyone good luck.

Sandhir Sharma, Ph.D. (Management)

# PROGRAM LEADS

## PG & UG PROGRAM

Sr. No	Program	Program Lead
1.	Finance	Dr. Kiran Mehta
2.	Marketing	Dr. Amandeep Singh
3.	Human Resource Management	Col. Bikram Ahluwalia
4.	Logistics & Supply Chain Management	Dr. Neeraj Anand
5.	Business Analytics	Dr. Devesh Bathla
6.	Health Care Management	Dr. Kirti Pradhan
7.	Commerce	Dr. Rashmi Aggarwal
8.	BBA Professional	Dr. Deepak Sood
9.	Integrated Programme in Management(IPM)	Dr. Shuchi Dawra
10.	Economics	Dr. Dhiresk Kulshrestha
11.	Digital Marketing	Dr. Prachi Gupta
12.	Sports Management	Dr. Ajit Bansal
13.	BBA Aviation	Dr. Neeraj Anand
14.	Fintech	Dr. Sarabjeet Singh
15.	BBA Retail	Dr. Subodh Saluja





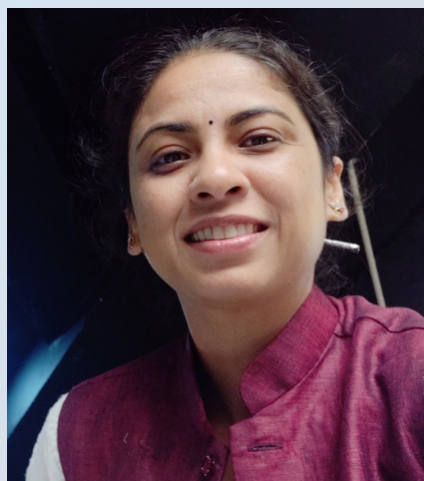
# **PROGRAM**

v

# **LEAD**

# **PROFILE**

'If you wish to befriend someone, let it be honesty this time.'- Dr. Neha



**Dr. Kiran Mehta**

**Professor & Dean - Finance**

**Dr. Kiran is an esteemed Professor of Finance at Chitkara Business School, possessing 20 years of teaching and research experience. She is a distinguished author, having written the book "Financial Services" published by Cengage, and she holds a doctoral degree in the field of "Anomalous Behavior of Stock Prices in India." With her expertise, she guides Ph.D. candidates from both industry and academia and has contributed to the development of study materials for prestigious institutions such as Jamia Millia Islamia, IMT-Ghaziabad, and Gauhati University. Dr. Kiran has a rich profile, including organizing international conferences, conducting workshops, delivering expert lectures, and serving as a respected reviewer for renowned journals. Her teaching interests span various domains, including Financial Markets and Services, Financial Management, and Investment Analysis. Presently, her research endeavors focus on Sustainable Business and Entrepreneurship, Cryptocurrency, Ethical Investments, and Women Entrepreneurship. Additionally, Dr. Kiran is the founder and director of a research and consultancy firm, further enhancing her contributions to the academic and professional community.**



**Dr. Amandeep Singh**  
**Professor & Dean-Marketing**

**Dr. Amandeep Singh has obtained his BIT, MBA, and PhD and is also UGC-NET qualified. He has served as dean/principal in various reputable universities and colleges. Dr. Singh is currently a Professor and Associate Dean (MBA Marketing Programs) at Chitkara Business School, Chitkara University, Punjab, India. He has more than 17 years of teaching experience, and was named "Best Teacher" in 2008. He is also part of the board of studies of various B-Schools and leading universities in northern India. He has published 38 research papers in various journals and conferences indexed in Scopus, Web of Science, and ICI. In addition, he has edited ten books with renowned publishers like Wiley and IGI Global. Dr. Singh is on the editorial board for three international journals, and has also chaired many national and international conferences. His main area of research is marketing with a special focus on consumer sciences.**



**Col. Bikram Ahluwalia**

**Senior Director, HCRC**

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

**Col. Bikram is an Alumni of Saint Xavier's School, Jaipur and SIMS, Pune (Dual Masters in Personal Management and Marketing) An Avid golfer, he loves travelling.**





**Dr. Neeraj Anand**  
**Professor & Dean - SCM & General**  
**Management**

**Dr. Neeraj Anand is currently serving as Professor and Dean – SCM & General Management, Chitkara Business School, Chitkara University, Punjab. He is currently leading the UG and PG programs in Logistics and Supply Chain Management (LSCM). He has 30+ years of experience in academics and industry. He has also been instrumental in launching BBA in Aviation Management in association with IATA in July, 2023. He has also steered MoU with AeroTech Support Services Pvt. Ltd. for BBA programs in LSCM and Aviation Management.**

**He held many administrative positions at UPES, Dehradun. He visited University of Applied Science, Germany as an Invited Speaker. He published more than 37 research papers in Scopus indexed/refereed journals, and 16 book chapters in edited books. 14 Ph.D Scholars awarded under his guidance. He has chaired two national symposiums on Supply Chain Management and DesignOhub event at CBS, Chitkara University, Punjab. He has also been instrumental in setting up Centre of Excellence for Sustainable Supply Chain in 2022 and also filed 3 patents, one patent has been granted. He has been the recipient of many academic awards. He is passionate about mentoring students for their bright career and instrumental in creating entrepreneurs.**



**Dr. Devesh Bathla**  
**Director -Business Analytics**

**Dr. Devesh Bathla is Professor (Business Analytics and Data Science) & Director – Centre for Analytics & Data Excellence at Chitkara Business School, Chitkara University, Punjab, India. He is an Industry practitioner with vast experience in field of Data Analytics and contributes largely to corporate consulting, besides frequently conducting corporate training modules. He holds a Ph.D. degree in Management, MBA, and B.Tech. He has versatile teaching, corporate training, and industry experience. His functional areas of expertise are Business Analytics, Marketing Analytics, HealthCare Analytics, Human Resource Analytics, and other Data Science related subjects.**

**Academic Milestones :**

- National award (twice) by “3AI President Awards for Exceptional Contribution (Special Mention)” has been conferred upon him by Artificial Intelligence & Analytics Association of India in the year 2021 & year 2022.**
- “Most Prominent Analytics & Data Science Academician in India : 2022” by Analytics India Magazine.**
- “Outstanding Young Management Teacher Award 2022” by AIMS International at IIM Kozhikode.**



**Prof. Keerti Bhusan Pradhan**  
**Dean - Healthcare Management**

**Professor Keerti Bhusan Pradhan is a Postgraduate in Healthcare Management from TISS Mumbai. He has a PhD in Healthcare innovation and strategy and mid career course from Emory University USA in Management of International Public Health. His length and breadth of experiences spans from India to 25 Asian and African countries and 15 years in Industry and 13 years with Academia.**

**Prof Keerti has peer reviewed journal publications, Book chapters and few patents to his credit. Being from the maiden Batch of health care management in the country he is an expert adviser to many healthcare management academic programs in India and abroad. He is also a visiting professor at a couple of universities in India and abroad in areas of healthcare management, public health and digital health. His initiative on Indian Health Ecosystem immersion study tour for foreign University students is very unique and most sought after due to its innovative design and cost effective approach to learning in Chandigarh region hosted by Chitkara University. He is a Probono strategic adviser to charitable Hospitals and social enterprises in healthcare helping and also learning from those assignments. His passion is in career counseling and mentoring youth and students due to his holistic knowledge in the education sector beyond his specialisation.**



**Dr. Rashmi Aggarwal**

**Professor & Dean - Commerce (UG)**

**Dr. Rashmi Aggarwal is a Professor and Dean Commerce at Chitkara Business School, Chitkara University, Punjab. She is PhD, M. Phil, M.Com and UGC-NET qualified, with a vast experience of 23 years in teaching and administration at various positions. Her areas of specialisation are Accounting, Finance and Management. She has publications in many reputable journals with excellent research orientation. She has been awarded with the excellence Award for Most Collaborating Employee. She also got the letter of appreciation for strenuous and meticulous efforts by her in guiding and mentoring the students. She is an effective communicator along with the exceptional ability of relationship management. She is always committed to creating an inclusive learning environment for the students where they can explore their potential.**





**Dr. Deepak Sood**

**Head - BBA Professional**

**As a head BBA Professional, I, Deepak Sood, strongly believes that the Bachelor of Business Administration (BBA) degree holds significant value in preparing students for careers in the business world. The program offers comprehensive business education covering finance, accounting, marketing, and more, providing a solid foundation for advanced studies in finance-related fields. Practical skills development through experiential learning and internships enhances students' ability to apply financial concepts. Networking opportunities with alumni and industry professionals help secure finance industry internships and jobs. The degree fosters problem-solving and analytical abilities, ensuring adaptability to industry changes and preparing students for entry-level positions or further academic pursuits in finance.**



**Dr. Shuchi Dawra**

**Professor and Program Head - Integrated  
Programme in Management (IPM)**

**Dr. Shuchi Dawra is Professor and Program Head-Integrated Programme in Management (IPM), Chitkara Business School, Chitkara University, Punjab, India. Her area of expertise includes Global HRM practices, AI in HR, Digital transformation, Sustainable practices, High potential workplaces and employees. She is a Doctorate in the domain of HRM and OB from Panjab University, Chandigarh, India. She is M.Com, MBA(HR), UGC(NET-Commerce) and is HR Analytics certified from the IIM, Rohtak.**

**She has administrative leadership, Teaching, Consultancy and Research experience of over 17 years in industry and academia. She has her publications in reputed international and national journals, 3 Copyrights and 2 Patents registered, and successfully supervised 2 doctoral research. At present she is mentoring 2 PhD Research Scholars (Senior Corporate Executives and academicians). She is also a reviewer, and has chaired sessions in the conferences.**



**Dr. Dhiresh Kulshrestha**  
**Professor & Dean - Faculty of Economics**

**Prof. Dhiresh Kulshrestha is M.A. in Economics from Jiwaji University, Gwalior – MP, Ph.D. in Economics from Jiwaji University, Gwalior -MP (2004). He has Licentiate and Associate ship from Insurance Institute of India, Mumbai. He is an EC member of Indian Economic Association from Punjab state. He is having work Experience of more than 23 Years. He has provided research guidance to 5 M.Phil Scholars and 4 Ph.D. Scholars. Scholars pursuing under his supervision currently. He is also subject expert at various Universities, Resource Person for NIEPA Government of India on Industry-Academia collaboration. He is Appointed as Co-Chairman for Technical Session at various seminars and conferences. He is Appointed as an Examiner/ Eminent Speaker/ Other Academic Capacities in 26 different Central /State Universities in India.**

**He has 06 Books Published, 65 papers presented in UGC/MHRD/other bodies sponsored National Seminar/ Conferences, 10 Papers presented in International Conferences/Seminars, 30 Research Papers Published in Peer reviewed journals/UGC listed Journals/ books with ISSN and ISBN number in National Journals, 17 Research Papers Published in International Journals. He is having Professional Membership of MPEA, UPUEA, IEA, IIPA, IAA and III.**



**Dr. Prachi Gupta**

**Director - Centre for Digital Marketing,  
Strategy and Analytics**

**Dr. Prachi Gupta, Associate Professor, Director - Centre for Digital Marketing, Strategy and Analytics at Chitkara Business School, Chitkara University, Punjab, carries 22 years of work experience in corporate & academics. Her skills lie in extensive analysis of customer & branding stories and drawing insights from them leading to learning, few of which have been published as case studies in a book on Indian cases by Pearson publications for their title 'Marketing Management 15/e by Kotler'. She is content contributor at World Advertising Research Center (WARC). She has been Subject matter expert, Faculty, Brand Management with upGrad. Her research interest and her PhD is in the area of branding, with different research papers in the area published in International and National Journals.**





**Dr. Ajit Bansal**

**Professor and Program Head  
Sports Management**

**Dr. Ajit Bansal is (Sports Management) in Chitkara Business School, Chitkara University, Punjab, India responsible to mentor and administer UG & PG courses. He has been awarded Doctorate degree by HPU Shimla in 2011 and he is having master degrees in Management and Commerce. He has a vast experience of over 25 years of working with various reputed industries and educational institutions like Graphic Era University, Dehradun, Shoolini University Solan, MAU, Solan etc. imparting management education in India. His research interests are in the field of Corporate Finance, Taxation, Cultural Tourism, and Microfinance. He has published various research papers in reputed journals and participated in conferences/seminars on critical issues relating to the management.**



**Dr. Sarabjeet Singh**

**Program Head - BBA Fintech**

**Dr. Sarabjeet Singh, a doctorate in Business Management (domain financial services industry) from Chitkara University, Punjab and post graduate in masters of business administration with specialization in finance from Kurukshetra University, Kurukshetra with more than 14 years of work experience which includes 4 years industry experience with Birla Sunlife AMC Ltd, Axis Bank & India bulls Ltd. and 12 years of teaching experience with reputed institutions. Presently associated with Chitkara University as Associate Prof. in Chitkara Business School & got UGC certification in 2012. He has been awarded as best faculty during excellence in teaching awards and Shabashi award by Honourable chancellor Dr. Ashok K. Chitkara at Chitkara University, Punjab. He has been a part of national and international workshops and conferences. He has good publications to his credit and has been active researcher in the field of management.**



**Dr. Subodh Saluja**  
**Program Head - Retail Management**

**Dr. Subodh Saluja leads the BBA in Retail Management Program in CBS. He has 21 years of work experience in diverse industry sectors IT, HR and Higher education. He has worked with Multinational companies like Infosys, TCS, ManpowerGroup before entering into academia and is an alumni of institutes like IMT, XLRI and MICA. He loves to share his knowledge with students and is passionate to mentor them and groom them into global leaders. He is also a certified Innovation Ambassador by AICTE and loves to guide students for Innovation/Entrepreneurship Venture. He is also a career management coach for students and working professionals.**



# **ACHIEVEMENTS AND RANKINGS**

Teaching is all about conveying ideas with a conviction and also being open to conflicting viewpoints of the learners. To succeed in the profession, a control over one's thought process, emotions and speech is, thereby, necessary.- Dr. Navreet Kaur



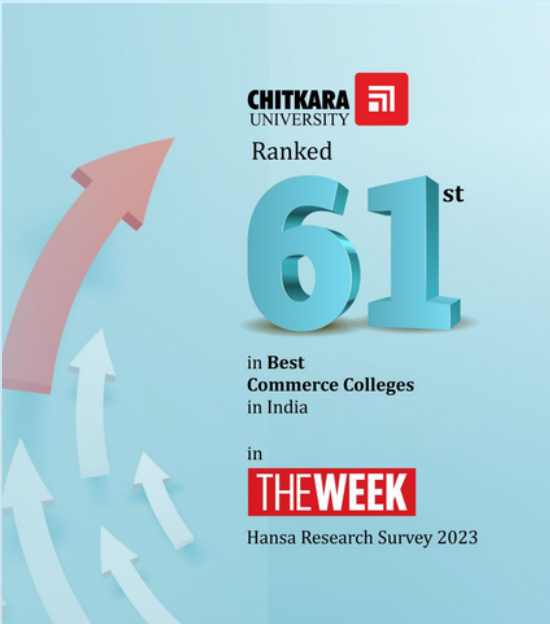


Ranked

64<sup>th</sup>

in Management





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Chitkara Business School has been ranked

11<sup>th</sup>

in north region among best institutions  
by Times Top 100 Management Institutes Survey




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### Optimal Media Solutions

partnered with I3RC Insights Pvt. Ltd. to conduct its eleventh B-School 2023 survey to determine the top Management Institutes in India



## Top 100 Management Institutes Overall Ranking

*The below Rankings are purely arrived based on the Schools participating in the survey.*

### Top 1-50 B Schools



# MOU

Learning enables us to make sense of the world around us, the world within us, and our place in it- Dr. Jasleen Kaur





**Chitkara University has signed an MoU with AeroTech Support Services Pvt. Ltd, New Delhi on 29th April, 2023 for its newly launched BBA Aviation Management Program for curriculum design and other academic and industrial associations. The MoU covers the larger interest of the newly launched program and other related programs with Aero Tech Support Services Pvt. Ltd.**



**Chitkara Business School, Chitkara University, Punjab, India signed a Memorandum of Understanding (MoU) with the Insurance Institute of India (III) on April 18th, 2023, in Mumbai. The Insurance Institute of India was represented by S.N. Satpathy, Secretary General; Kedar P. Sant, Insurance Institute of India Secretary; and Shri P. Jaipuria, Director, College of Insurance, along with 15 members of the Insurance Institute of India while Dr. Kiran Mehta and Dr. Rashmi Aggarwal represented Chitkara Business School at the signing of the MoU ceremony. The agreement will provide immense benefit to B.Com (Hons.) and BBA Fintech students in completing professional Licentiate Certificate during the program and MBA Finance students will get the opportunity to specialise in Actuarial Science.**



**WELCOME TO CBS**



**Dr. Nidhi Malhotra**

**Expert Area - Human Resource Management**

**Dr. Nidhi Malhotra, Assistant Professor, Chitkara Business School is working at Chitkara University from 20th April 2023 to the present. She was earlier also associated with CBS, Chitkara University from April, 2017 as a Visiting Faculty (HR & OB). She has won University Roll of Honor and Scholarship in academics (B.B.A & M.B.A in HRM). She did her doctorate in Business Management (Phd) from Chitkara University. She received the Best Paper Award for the paper titled “Transformational Leadership, Organisational Justice and Workplace Gossip as the antecedents of Organisational Virtuousness: A study of Pharmaceutical companies in India” at the 8th Annual International Conference of Centre of Economic Policy analysis and Research (CEPAR) of Department of Economics held at K J Somaiya Institute of Management, Mumbai held on February 11-12, 2022 (India). She has more than 10 years of teaching experience.**



**Dr. Jaskirat Singh Rai**

**Expert Area - Marketing Management**

**Jaskirat Singh Rai (Ph.D., Punjabi University Patiala, India) is an Assistant Professor of Marketing Management in the department of Chitkara Business School at Chitkara University, Punjab, India. He is researching the field of sports marketing, sports sponsorship, sports celebrity advertising, and fantasy sport. He has published papers in leading journals such as the Asia Pacific Journal of Marketing and Logistics, International Journal of Sports Marketing and Sponsorship, Sport, Business Management: An International Journal, Journal of Global Sport Management, Journal of Global Business Advancement, etc. He teaches in the area of strategic and marketing research.**





**Dr.Tanuja Sahni**

**Expert Area - Finance**

**With an experience of 7+ years in academia, she has worked with colleges and universities of good repute in Northern region. An interest in the field of Finance prompted her to pursue a Ph.D. in the field of finance particularly Behavioural Finance. She possesses keen interest in teaching and research and has publications in national and international journal of good repute.**



**Dr. Gitika Arora**

**Expert Area - Finance**

**Gitika Arora (Ph.D., Guru Nanak Dev University, Amritsar, India) is an Assistant Professor of Finance in the department of Chitkara Business School at Chitkara University, Punjab, India. She also has a professional degree of Company Secretary. She is researching in the field of Corporate Social Responsibility, Financial Performance, Corporate Sustainability, etc. She has published papers in leading journals such as the International Journal of Social Ecology and Sustainable Development, e-journal-First Pan IIT International Management Conference 2018, Empirical Economic Letters, Environmental Science and Pollution Research etc. She teaches in the area of Finance and Business Research.**



**Dr. Shivani Malhan**

**Expert Area - Marketing Management**

**Dr. Shivani Malhan is working as an Assistant Professor in Chitkara University. She has done her MBA from University Business School, Panjab University and PhD in Marketing Management in the area of Brand Loyalty. She has a corporate experience of two years in Tata Motors and an experience of nine years in teaching. Moreover, she has published many research papers in UGC Care listed journals and scopus indexed journals and has attended many national and international conferences and seminars. She has been awarded the “Best research paper presentation award” by IIT Roorkee. Furthermore, she was a member of the team which organised Carpe Diem in collaboration with IIM Ahmedabad and was given the award of honour for being an active member of NSS while she was working in DAV University.**

# A DAY WITH CHANCELLOR







**"Magic is believing in yourself. If you can make that happen, you can make anything happen."**

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**The students had a wonderful time during the session of 'A Day With The Chancellor' as Respected Chancellor, Dr. Ashok K Chitkara made them understand how important it is to 'Believe in yourself' to become big in life. The onus is on us to make things best for ourselves and in turn, we get to live the best life possible. All the students had a great time and they were very motivated as they got a chance to interact with Dr. Chitkara.**

# VALUE ADDITION

## MASTERCLASSES



**Personal Branding  
Secrets for  
Career Success**



**Dr. S Naga Siddharth**  
Chief Human Resource Office  
UrbanPiper

 April 22, 2023  
3:00 PM - 4:00 PM



**Maximise Business  
Efficiency with  
Artificial  
Intelligence**



**Mayank Verma**  
Director, Technology Consulting  
Ernst & Young

 May 6th, 2023  
3:00 PM - 4:00 PM



**Unleash the Power of Cloud  
Technology & Generative AI  
to Transform Your Business**



**Vijay Raghav**  
Director, Financial Accounting  
Advisory Services Ernst & Young

 May 20th, 2023  
3:00 PM - 4:00 PM



# VALUE ADDED COURSES

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

Value Added Course on  
**ONLINE MARKETING STRATEGIES**

Social Media Marketing | Affiliate Marketing | Email Marketing | Content Marketing

**Resource Persons**



**Prof. Ajay Aggarwal**  
Digital Marketing Trainer  
& Founder Accosoft India  







**Dr. Mohit Jamwal**  
Assistant Professor  
Chitkara Business School  
Chitkara University, Punjab

**19th - 25th May, 2023**  
Time : 9:30 AM - 12:30 PM to 1:00 PM - 3:30 PM  
Venue: LH- 9 New Ext. 4th Floor, Fleming Block  
Mode : Offline

For the Students of BBA Professional and BBA Logistics & Supply Chain Management 2022 Batch


Organised by:  
UG Program-Chitkara Business School



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



Value Added Course  
**Future of Work Skilling and Mobility**

**Resource Person**  
**Sumeet Khosla**  
Founder Talent Shoots



**Date:** 03rd - 06th April, 2023  
**Time:** 11:30 AM Onwards  
**Venue:** Pulitzer Hall, Picasso Block

Organised by  
Centre for Analytics and Data Excellence  
Chitkara Business School

**CHITKARA UNIVERSITY**    

**REIMAGINING HEALTHCARE ACCESS**

**Speaker:**  
**SUSHET GAUTAM**  
PRINCIPAL CONSULTANT  
PRICE WATER HOUSE COOPERS PRIVATE LIMITED

**28th April, 2023**  
Time: 6:30 - 7:30 pm  
Mode: Online

Organised For:  
The students of MBA Healthcare Management,  
MBA Healthcare IT & Analytics & MPH

Organised By:  
Department of Healthcare Management,  
Chitkara University, Punjab

Moderator:  
Arpit (Student)



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

**CURRENT SCENARIO OF INDIAN HEALTHCARE ACCREDITATION SYSTEM**

**27th April, 2023**  
Time: 6:30 - 7:30 pm  
Mode: Online

**Speaker:**  
**Dr. BHUPENDRA KUMAR RANA**  
CEO, QUALITY & ACCREDITATION INSTITUTE (QAI)



Organised For:  
The students of MBA Healthcare Management,  
MBA Healthcare IT & Analytics & MPH

Organised By:  
Department of Healthcare Management,  
Chitkara University, Punjab

Moderator:  
Samriti (Student)

# Driving Your Career in Healthcare



Speaker

**Dr. Apurva Kohli**

Project Leader,  
Healthcare CoE at  
Bain & Company



For the students of  
MBA Healthcare Management  
MBA Healthcare IT & Analytics & MPH

Moderator: Harshdeep Kaur, Student

Organised by  
Department of Healthcare Management

**06<sup>th</sup> May, 2023**

6:30 pm - 7:30 pm | Mode: Online

# Healthcare Landscape Changing Contours of Business



Speaker

**Pratyush Srivastava**

Group Head  
Business Transformation  
Narayana Health

Date : 5th May, 2023

Time : 6:30 PM - 7:30 PM

Mode : Online

Moderator: Mehak Arora, Student

For the students of  
MBA Healthcare Management  
MBA Healthcare IT & Analytics & MPH

Organised by  
Department of Healthcare Management

# HR ANALYTICS Career Counseling Session



Resource Person

**Kavya Saxena**

Founder, Chapter 9  
HR Consultant & FICCI President - Arunachal Pradesh

11th - 12th May, 2023 9:30 am onwards LH 13, 4th Floor, Fleming Block

Mode - Offline  
For: MBA HR Program

# ABCD OF PRIMARY & SECONDARY MARKETS



SPEAKER

**Dr. Deepali Dixit**  
Deputy General Manager  
Department of Economic and  
Policy Analysis, SEBI

Date : 3rd May, 2023

Time : 11:00 AM to 01:00 PM

Venue : Faraday Hall, Edison Block

Organised by  
Chitkara Business School  
Chitkara University, Punjab



# CAPACITY DEVELOPMENT PROGRAMS


**CHITKARA UNIVERSITY**

*Capacity Building Workshop on*  
**ChatGPT and AI Teaching Tools**  
For Faculty members of Chitkara Business School

 **Speaker**  
**Divyansh Juneja**  
Artificial Intelligence Expert  
and Tech evangelist

 **26th-27th June, 2023**  
10.00 am to 1.00 pm  
Mode: Offline

Organised by  
**Chitkara Business School**



**CHITKARA UNIVERSITY**

**CHITKARA BUSINESS SCHOOL**

**Capacity Building Session on**  
**Leading by Research**

 **Speaker:**  
**Prof (Dr.) Pankaj Madan**  
Gurukul Kangri Vishwavidyalaya  
Haridwar, India



**5 May, 2023** **01:15 pm to 4:15 pm**  
**LH 9, 4th Floor, New Extension**  
**Fleming Block**  
For : BBA Professional (2021 Batch)



# **INDIA IMMERSION PROGRAM: MONDRAGON UNIVERSITY, SPAIN FROM 7-22 MAY 2023**



Chitkara Business School has organised the India Immersion Program for Mondragon University, Spain from 7- 22 May 2023. 32 students and 2 faculty colleagues visited Chitkara University, Punjab Campus. The entire cohort is segregated into three modules: Academics, Industrial & Cultural engagements.



# **FDP/SEMINAR/CONFERENCE**

- **Dr. Rajni Bala attended Five days online FDP on “Innovative Teaching and Learning Pedagogy” from 24th – 28th April, 2023 organized by Parul University, Gujarat and Research Foundation of India & RFI – CARE.**
- **Dr. Shefali Saluja completed a 5-Days Online FDP on “Data Analysis using R Studio” organised by Intellectual Manch from 27th May-31st May, 2023.**
- **Dr. Priya Jindal attended a five day National level virtual FDP on “Skill Reengineering in Business Management” organised by the Department of Master of Business Administration, Andhra Loyola Institute of Engineering and Technology from 23rd May-27th May, 2023.**
- **Ms. Navpreet Kaur Sidhu completed MOOC from Queens Mary University of London on “Introduction to Market Research” on 28th May, 2023.**
- **Ms. Navpreet Kaur Sidhu completed a 5-Days Online FDP on “Data Analysis using R Studio” organised by Intellectual Manch from 27th May-31st May, 2023.**

- **Dr. Jashandeep Singh Participated in 5-Days International Online FDP on “Outcome Based Education” organized by Tamil Nadu Teachers Education University & Dr M.G.R. Educational and Research Institute, Faculty of Education and Academic Staff College, Chennai from 5th June to 9th June 2023.**
- **Dr. Jyoti Verma Participated in 5-Days International Online FDP on “Outcome Based Education” organized by Tamil Nadu Teachers Education University & Dr M.G.R. Educational and Research Institute, Faculty of Education and Academic Staff College, Chennai from 5th June to 9th June 2023.**
- **Dr. Jyoti Verma Participated in 5-Days Online FDP on “Systematic Literature Review” (SLR) organized by GL Bajaj Institute of Management from 12th June to 16th June 2023.**
- **Dr. Jyoti Verma attended a webinar on “Guidelines for Getting Funding for Projects from Various Funding Agencies” organized by Punjabi University, Patiala on 9th June 2023**
- **Dr. Reena Malik attended One week short term course on ‘Fundamentals of AI’ organised by Symbiosis Skills and Professional University, Pune from 26th June-30th June, 2023.**



# **WORKSHOPS**

- Dr. Navreet Kaur delivered a Workshop on the Theme: Overcoming Procrastination through an Abundance Mindset on April 11, 2023 at Chitkara School of Psychology and Counselling.
- Dr. Kumar Shalender conducted 2 Day Workshop conducted for Faculty and Research Scholars on Research Methods and Analysis at CCSU, Meerut on April 1-2, 2023.
- Dr. Rajni Bala delivered Five days workshop on “Writing a Literature Review: From Source to Synthesis” under Summer Research Program from 12th – 19th May, 2023 for BBA-Digital marketing students organized by Department of BBA-Digital Marketing, Chitkara Business School, Chitkara University.
- Dr. Gurpreet Kaur, Dr. Jyoti Verma, Ms. Tanvi Verma and Ms. Baljinder Kaur delivered a five days workshop on Mastering the Art of Literature Review: Summer Research Programme on 22nd-26th May, 2023.
- Workshop on “The Art and Science of Brand Campaigns” organised by Chitkara Business School on 5th and 6th of May, 2023.
- Ms. Navpreet Kaur conducted a workshop for WNS-MBA Finance and Banking on Learning A-Z of Anti-Money Laundering from 22-26 May, 2023.
- Dr. Shefali Saluja delivered a 6 days training to 23 selected MBA Finance and Banking students of WNS Service Private Ltd on Anti Money Laundering and Counter Terrorist Financing.

# **PAPER PRESENTATION**

- **Ms. Navpreet Kaur presented Paper on Extending the UTAUT2 model with sustainability and psychological factors in the adoption of blockchain technology for the digital transformation of banks in India in 2nd Pritam Singh Memorial Prism Conference held at IIM Nagpur**
- **Dr. Priya Jindal attended and presented an oral presentation for the paper titled “Acculturation , Open Innovation, Social Media Networking and Consequences for Bank Employee Productivity: A JDR approach with job resource framework in ICSME 2023 organized by Global Conference Hub, Coimbatore, Tamilnadu, India from 24-25 June, 2023.**
- **Dr. Babita Singla submitted a paper to the International Conference on Emerging Technologies and Sustainable Business Practices 2023.**



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# **FACULTY ACHIEVEMENT**

Great teachers cannot be replaced by technology, but in the hands of great teachers, it is transformative - Dr. Jyoti Verma

# **PUBLICATIONS**

- R. Bala, S. Harnal and M. Gupta, "Teachers' Perception about the Use of QR Code in Education," 2023 Somaiya International Conference on Technology and Information Management (SICTIM), Mumbai, India, 24-25th March, 2023, pp. 34-38, E-ISBN: 979-8-3503-3329-9, ISBN: 979-8-3503-3330-5, DOI: 10.1109/SICTIM56495.2023.10104743.
- S. Harnal et al., "Comparative Approach for Early Diabetes Detection with Machine Learning," 2023 International Conference on Emerging Smart Computing and Informatics (ESCI), Pune, India, 2023, pp. 1-6, DOI: 10.1109/ESCI56872.2023.10100186. ISBN: 978-1-6654-7525-9, E-ISBN:978-1-6654-7524-2
- Bala, R. & Saini, R. (May, 2023). A Study of AR and VR in the Real World, Applications of Neuromarketing in the Metaverse, IGI Global, DOI: 10.4018/978-1-6684-8150-9.ch020, EISBN13: 9781668481523, ISBN13: 9781668481509, pp. 271-290, ISBN13 Softcover: 9781668481516, ISBN10: 1668481502, DOI: 10.4018/978-1-6684-8150-9.ch020



- Kaur, J., Verma, J., & Chandel, A. (2023). Segment of One Marketing and Consumer Behaviour: A Study on Best Business Practices. In A. Singh, A. Mittal, & M. Unanoglu (Eds.), *Enhancing Customer Engagement Through Location-Based Marketing* (pp. 138-159). IGI Global. <https://doi.org/10.4018/978-1-6684-8177-6.ch010>
- Verma, J. (2023). Impact of Augmented Reality and Virtual Reality on Customer Purchase Behavior in the Virtual World. In *Applications of Neuromarketing in the Metaverse* (pp. 258-270). IGI Global.
- Verma, J., & Gagandeep. (2023). Embracing Fintech Applications in the Banking Sector Vis-à-Vis Service Quality. In *Contemporary Studies of Risks in Emerging Technology, Part B* (pp. 207-219). Emerald Publishing Limited.
- V. Vyas, K. Mehta & R. Sharma (2023). The nexus between toxic-air pollution, health expenditure, and economic growth: An empirical study using ARDL, *International Review of Economics & Finance*, Volume 84, pp. 154-166, ISSN 1059-0560,
- K. Mehta & R. Sharma (2023). Prioritizing the Critical Success Factors of E-Learning Systems by Using DEMATEL. *Redefining Virtual Teaching Learning Pedagogy*, 401-420, <https://doi.org/10.1016/j.iref.2022.11.017>.

- K. Mehta, R. Sharma & S. Jalotra (2023). A Bibliometric Analysis of Green Banking: Present State and Future Directions. In Perspectives on Blockchain Technology and Responsible Investing, pp. 159-176. IGI Global, 2023.
- R. Sharma, K. Mehta & R. Rana (2023). Cryptocurrency Adoption Behaviour of Millennial Investors in India. In Perspectives on Blockchain Technology and Responsible Investing, pp. 135-158. IGI Global, 2023.
- K. Mehta, R. Sharma & V. Khanna (2023) Customer switching behaviour in Indian retail banking using logit regression. International Journal of Business Excellence, 29, pp. 518-545.
- N. Sandhu & S. Saluja (2023). Fraud Triangle as an Audit Tool. Management and Labour Studies, 48(3), 418–443.  
<https://doi.org/10.1177/0258042X231160970>
- A. Goel & K. Utkal (2023). Board Composition and Performance of Indian State-owned Enterprises: Moderating Role of Leverage. Business Perspectives and Research
- M. Arora & A. Goel (2023). New Normal Manufacturing Industry Post-Pandemic 2020. In Changing World Economic Order in the Post-Pandemic Period, pp. 220-232. IGI Global, 2023..

- **D. Bathla, R. Ahuja & A. Singh (2023). Impact of Customer Segmentation and Customer Loyalty With Reference to Big Data. In Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing, pp. 226-233. IGI Global.**
- **D. Bathla, R. Bathla, D. Gaikwad & N. Kaur (2023). Redefining Marketing Rules Through Smart Devices." In Cultural Marketing and Metaverse for Consumer Engagement, pp. 249-261. IGI Global.**
- **D. Bathla & R. Ahuja (2023). Technology Enablement for Augmenting Employee Productivity. In Enhancing Customer Engagement Through Location-Based Marketing, pp. 26-43. IGI Global.**
- **B. Singla, S. Kumar & S. Sharma. Shift in Marketing Trends in the Current Competitive Scenario. In Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing, pp. 244-250. IGI Global.**
- **S. Inder (2023). Entrepreneurial opportunities in metaverse. In Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing, pp. 52-62. IGI Global.**

# **BOOKS PUBLISHED**

- **Dr. Amandeep Singh published a book titled “Enhancing Customer Engagement through Location-Based Marketing” in IGI Global Publications.** ✓
- **Dr. Shefali Saluja, Dr. Dhiresk Kulshreshtha and Dr. Sandhir Sharma edited a case book published by IGI Global titled “Cases on the Resurgence of Emerging Businesses”.**



# **EXPERT TALK**

- **Dr. Nitish Arora key speaker in the national seminar entitled: Promoting Sustainable Livelihoods in the North-Western Himalayas: Fostering Convergence among Research, Practice, and Policy organised on May 27-28, 2023, Sponsored by ICSSR at Shahpur Degree College, Kangra, Himachal Pradesh.**
- **Dr. Reena Malik conducted an Expert Session on “Reliability and Validity” in Summer Workshop titled “Research in Social Science: Theories, Methods and Writing Skills” from 12th-16th July, 2023**
- **Ms. Navpreet Kaur conducted an Expert Session on KYC Preventing Bank Frauds for the students (MBA) of Chitkara Business School.**

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1.	Teaching Pedagogy Focused on Purpose Driven Experiential Learning for Management Students	Dr. Prachi Gupta and Dr. Rashmi Aggarwal

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1	2 in 1 Thermos Bottle with Cup (SET)	Dr.Nitish Arora
2.	Anti-Skid Pen Stand with Bottle	Dr.Renuka Sharma and Dr.Kiran Mehta
3.	Customized Lamp with Charging System	Dr.Renuka Sharma and Dr.Kiran Mehta
4.	Wall Mounted Mesh Urinal	Dr.Nitish Arora
5.	3-in 1 Charger	Dr.Archana Goel and Dr. Sandhir Sharma
6.	Pain Reliever	Dr.Kiran Mehta and Dr.Renuka Sharma
7.	Laptop Overlay	Dr.Renuka Sharma and Dr.Kiran Mehta
8.	My Personal Pharmacy	Dr. Navreet Kaur, Dr Shefali Saluja and Dr. Sandhir Sharma

# **AWARD & RECOGNITION**

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Education is at the heart of all progress and development, both as an individual and as a society.

-Dr. Sumit Sakhuja





**Dr. Madhu Chitkara, Pro Chancellor, Chitkara University, Punjab has launched a book title “Big Data Analytics in the Insurance Market” ESFIRM, Vol: 5 “with Emerald Publishing house published and indexed in Scopus in 2023 under the editorship of Dr.Kiran Sood , Professor, Chitkara Business School School, along with three other editors B. Balamurugan, Simon Grima, Pierpaolo Marano. The beauty of the book was that it had a Foreword written by none other than Dr. Madhu Chitkara, Pro Chancellor of Chitkara University, Punjab and there were approximately ten faculty members from CBS who contributed to this book and benefited from it.**



Dated: 04.6.2022 Memo no: MGNCRE/GOI/501

## *Certificate of Appreciation*

This certificate is in recognition of the outstanding work done by **Dr. Devesh Bathla, Director - Centre for Analytics & Data Excellence** from **Chitkara Business School, Chitkara University, Punjab**, for coordinating Video Competition on the topic **Karigari (Skill) and Karobari (Entrepreneurship)**. The activity is initiated by the college in collaboration with MGNCRE, Ministry of Education Government of India.

Your kindness, courage, and strength are greatly appreciated.

Mr. Samarth Sharma  
Programme Coordinator  
MGNCRE, Ministry of Education  
Government of India

Mahatma Gandhi National Council of Rural Education  
Department of Higher Education, Ministry of Education  
Government of India

Dr. Devesh Bathla received the “Certificate of Appreciation” from Ministry of Education, Government of India for the case video submitted as part of National competition for contributions towards society through Self Help Group. Chitkara University was judged among the best case video presentation.



**Dr. Rashmi Aggarwal & Dr. Prachi Gupta attended the CII Annual Session, held on 24th, 25th May, 2023, in New Delhi. The theme for the session was ‘Future Frontiers: Competitiveness, Technology, Sustainability and Internationalization’. It was a power-packed 2 days’ meet, with concurrent sessions and intense deliberations on all most urgent and diverse areas, which will contribute to the development of the country and its industries.**

**It was an invigorating experience for the faculties of Chitkara Business School to get insight from the country’s corporate, economic & political space and be able to draw strategic insights on the future of business. It was exhilarating to interact with Shri Sivasubramanian Ramann, Chairman & Managing Director of SIDBI and also with Ms Shereen Bhan, Managing Editor of CNBC-TV 18. It was a wonderful opportunity to be amidst the eminent leaders, business tycoons, leading economists, young entrepreneurs & interact with them.**





**Dr. Prachi Gupta**  
Founder

**BC Business Connect**  
INSPIRING BUSINESS COMMUNITY



Business Connect  
**20 MOST PROMISING  
STARTUPS**  
TO WATCH-2023

**The Branding Nook**  
AN INNOVATIVE LEARNING PLATFORM  
**BY DR PRACHI GUPTA**  
GOING BEYOND TEXTBOOKS

“A leader who bestows upon a team enough freedom and positive energy is able to inspire them to work eagerly towards their objectives. A true leader helps team members broaden their horizons by recognising their innate potential. Strong leadership inspires rather than dictates.”

Dr. Prachi Gupta and her learning platform “The Branding Nook”, recognised by the Business Connect magazine as among 20 Most Promising start-ups of 2023. The platform provides learnings through cutting edge tools that transform complex marketing terminology into incredibly simple annotations through storytelling, news analysis, real-world examples, and much more. The Branding Nook is a pure effort to share knowledge far and wide to make people powerful, create a positive impact, and spread happiness.



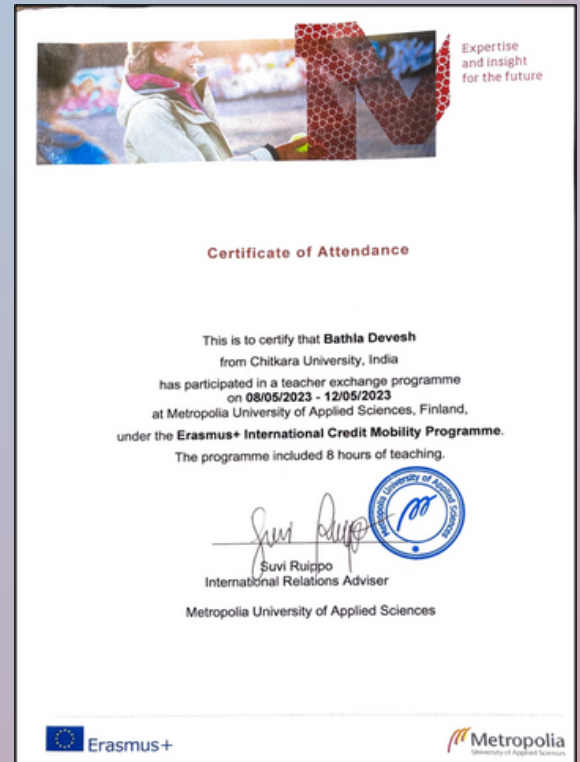
# INTERNATIONAL ENGAGEMENT



**Dr. Rashmi Aggarwal, Dr. Shivani Inder, and Ms. Tanvi Verma from Chitkara Business School represented Chitkara University, Punjab at the Sixth International Eco-Summit on the theme 'Building a Sustainable and Desirable Future' organized by Elsevier, held from June 13th to 17th in Australia. Faculty members Dr. Rashmi Aggarwal, Dr. Shivani Inder, and Ms. Tanvi Verma from Chitkara Business School presented their papers at the conference among a large gathering of academicians, researchers, government representatives, and practitioners from all over the world, who gathered to discuss climate change and sustainability.**



**Dr. Kiran Sood, Professor at Chitkara Business School, Chitkara University, had the honor of being invited to present a research paper titled "Product Portfolio Trends of the Public Sector General Insurance Industry in India: A Comparative Analysis" at the 15th International Scientific Conference "New Challenges in Economic and Business Development: 2023: Recovery and Resilience." The conference was organized by the Faculty of Business, Management and Economics at the University of Latvia.**



**Dr. Devesh Bathla, Director – Centre for Analytics & Data Excellence, Chitkara Business School conducted Teaching & Case Study Sessions on “Business Ethics and Corporate Social Responsibility” during International Project Week 2023 at Metropolia Business School, Metropolia University of Applied Sciences, Finland from 8th -12th May 2023.**



# STUDENT ACHIEVEMENT



# CURRICULAR ACTIVITIES



Chitkara Business School had organised COMTECH, a mega event held from 10th to 14th April 2023 for the students of Bachelors of Commerce (Hons.) and Bachelor of business administration (FinTech) focused on the future of work, skilling, and mobility. The event kicked off with an energetic inauguration on Day 1 followed by featured invaluable insights from distinguished and seasoned speakers. The 5 Days action packed Event started on a high note with immense knowledge sharing by 7 eminent speakers on extremely relevant issues like- forensic accounting, fraud detection, and its prevention measures, the importance of investments, the art of wealth creation, the power of compounding and in the process inspiring students to be creative and to think outside the box. The experts also talked about evolution of artificial intelligence in the banking industry, how artificial intelligence is playing its part in changing modern trends in the banking sector, a dive into the practical world of derivatives, financial instruments, financial markets, forex markets, and working of mutual funds. All these sessions were interactive and provided opportunities for the participants to ask questions and clarify their doubts. The feedback from the distinguished speakers was also positive, with many of them appreciated the enthusiasm and curiosity of the participants.



Integration is the best learning in Marketing. 'Reaching out & establishing connect' is the true value addition to a Marketer. #DigitalMarketing students of Chitkara Business School, Chitkara University, learnt & experienced these crucial skills in the most engaging & applied way, through a month-long competition on campaign promotions held under 'Dil se Digital' event. The 5 enthusiastic teams promoted some important campaigns initiated by #governmentofindia. Promotions reached far & wide, through all different social media platforms and offline activities. A glimpse into the creative journey of students on awareness creation & sharing of knowledge can be had through a visit to their vibrant Instagram pages.

## Workshop on Mastering the Art of Literature Review: Summer Research Program

### Resource Person

**Dr. Gurpreet Kaur**

Assistant Professor | Chitkara Business School | Chitkara University, Punjab

**Dr. Jyoti Verma**

Associate Professor | Chitkara Business School | Chitkara University, Punjab

**Tanvi Verma**

Assistant Professor | Chitkara Business School | Chitkara University, Punjab

**Baljinder Kaur**

Assistant Professor Chitkara Business School, Chitkara University, Punjab

**Date : 22nd - 26th May, 2023 | Venue: Floor-4 Fleming Block**

For B.Com(Hons.) and BBA FinTech Batch 2021



**Dr. Gurpreet Kaur, Dr. Jyoti Verma, Ms. Tanvi Verma and Ms. Baljinder Kaur delivered a five days workshop on Mastering the Art of Literature Review: Summer Research Programme on 22nd-26th May, 2023.**



**Centre of Excellence for Sustainable Supply Chain, Chitkara Business School organized a Two Day National Symposium on ‘Future of Work, Skilling and Mobility for Sustainable Supply Chain’ on 28th & 29th April, 2023. The Symposium started with the briefing about Chitkara University by Dr. Sandhir Sharma, Pro Vice Chancellor, Chitkara Business School, followed signing of MoU by Dr. Neeraj Anand, Dean L&SCM and General Management with Dr. Ashwani Khanna, Executive Director, Aerotech Support Services Pvt. Ltd., New Delhi with the launching of BBA in Aviation from July, 2023 by Chitkara Business School. Dr. Khanna, the Keynote Speaker along with Dr. Rajat Aggarwal, Professor, IIT Roorkee and Mr. Rahul Pinjarkar, Trent Hypermarket Pvt. Ltd., Mumbai, chaired the first Panel discussion on the theme of symposium moderated by Dr. Neeraj Anand. The second panel constituting Mr. Balraj Dhull, Flipkart Pvt. Ltd. Gurugram, Mr. Anuj Thapliyal, Celebi Delhi Cargo and Mr. Deepak Jain, Argon & Co. shared their views on ‘Transforming Logistics and Supply Chain for Sustainable Business Solutions’. A radio session with the speakers was well coordinated by Dr. Rashmi Aggarwal, Dean Commerce and Dr. Ashutosh Mishra on the Community Radio, 107.8 FM of Chitkara University. A total of 116 teams comprising 200 participants registered for the event. 17 presentations out of 70 finalized after stringent screening. On the second day with keynote Mr. Dhull shared his practical experiences with the students along with the need of skill set required by the industries in the today’s technological environment.**





**With the mission to impart great education & entrepreneurial skills, the CEO Conclave event significantly contributed to development of students in all possible spheres. Participants were immensely benefitted by the successful experience and expertise domain knowledge of our eminent speakers. The conclave went through five phases on March 24, 2023 with five experienced industry experts. Participants were immensely benefitted by the successful experience and expertise domain knowledge of the eminent speakers**



Dr. Devesh Bathla , Director – Centre for Analytics & Data Excellence at Chitkara Business School, Chitkara University, Punjab delivered the session on Negotiation Skills for the students of Chitkara School of Hospitality in collaboration with Chitkara Business School. During the two hour highly engaging session, he delved on the need to develop an attitude to embrace hard work and to keep learning, constantly improving one's ability to negotiate.





# **CO-CURRICULAR ACTIVITIES AND AWARDS**

**One of the many other advantages of education is that it can widen a student's horizons, allowing them to learn about cultures and parts of the globe outside the classroom. - Ms. Navpreet Kaur Sidhu**



# LIBRARY EVENTS

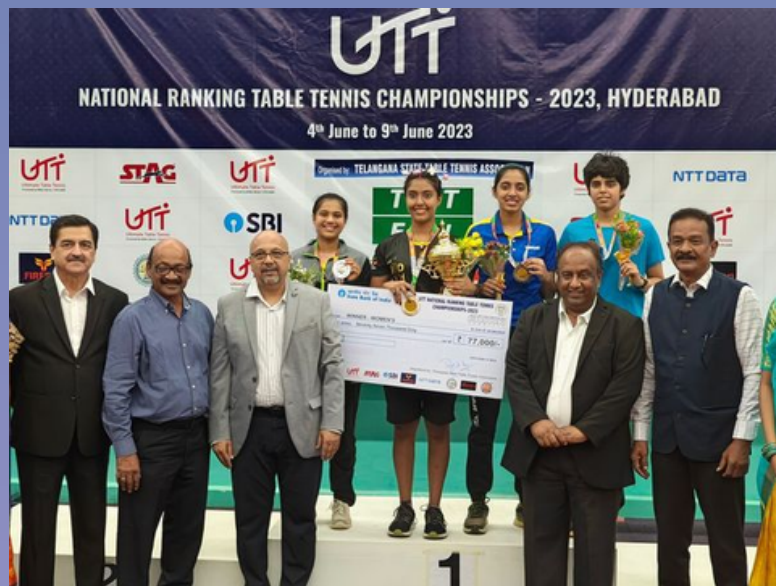
The Chitkara Business School Library organized an interesting online library event on May 10th in the form of a One-minute Book Talk Show. This creative approach aims to hold busy people's attention while still providing interesting book suggestions and developing a sense of the literary community. Participants had a quick and easy method to meet other readers and learn about new books while remaining in the comfort of their own homes thanks to the event. A variety of gifts and electronic certificates were given to the participants. Winners were evaluated on their creativity, information, and accessibility of the content.

The result and prize distribution was held on 15th May 2023. It was a creative and successful event that embraced the digital world and encouraged a love of literature and community involvement. Participants could rapidly find new books and get involved in interactive conversations by compressing book talks into brief and interesting presentations.

The winners are as follows:

First Position	:	Mr. Harman (212099351)
Second Position	:	Ms. Mansi (2110990857)
Third Position	:	Ms. Yashna Sharma (2120992604)
Fourth Position	:	Mr.Rashim Bindal (2210997190 ) Lipika Aggarwal (2220992546)
Fifth Position	:	Mr.Manan Kathuria (2220981537) Ankit Bhagat (2120931018)





**Chitkara University demonstrated exceptional prowess at the UTT National Ranking Table Tennis Championship 2023, which took place in Hyderabad. In the Women Singles category, Diya Chitale, a Second Year BBA student, displayed remarkable skill and determination, ultimately securing the prestigious Silver Medal. Ronit Bhanja, a Second Year MBA student, showcased remarkable talent in the Mix Doubles event, earning the well-deserved Bronze Medal. Additionally, Suhana Saini, a First Year BBA student, made her mark in the U-19 Girls category by winning the Silver Medal. Chitkara University's commendable achievements in the UTT National Ranking Table Tennis Championship 2023 highlight the institution's commitment to nurturing athletic excellence alongside academic pursuits.**





**Bipasha, a first-year BBA student, has secured the prestigious Silver Medal in the 76 Kg weight category at the Wrestling Championship held during the Khelo India University Games in Varanasi, U.P. From May 24th to 30th, 2023.**



**Madhu Kumari, a second-year BBA student at Chitkara Business School has achieved a remarkable feat by winning the Gold Medal in the 22nd All Haryana State Kickboxing Championship 2023.**

# EDITORIAL TEAM



From Left to Right : Dr. Jasleen Kaur, Dr. Priya Jindal, Dr. Shefali Saluja, Dr. Reena Malik

# STUDENT COORDINATOR



From Left to Right : Aryan Bansal, Abhinav Monga