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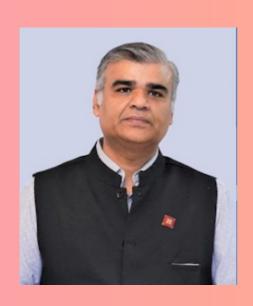
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#### Message From Pro Vice Chancellor (CBS)



**Dr. Sandhir Sharma** 

As we reflect on the final quarter of 2023, it's evident that our Chitkara Business School has not only maintained its trajectory of excellence but has also embraced innovation and adaptation with remarkable agility. Our commitment to addressing global business challenges is underscored by the launch of two new research centers focused on sustainable business practices and the evolving landscape of digital transformation. These initiatives demonstrate our dedication to equipping our students and faculty with the insights and tools necessary to lead in a rapidly changing world.

This quarter, our community has shone brightly, with faculty and students alike receiving numerous awards for their outstanding contributions to business research and impactful community engagement. Such achievements underscore the strength and depth of our collective expertise and the positive impact we're making globally.

the Looking forward, we are energized opportunities that lie ahead. Our plans for collaborative projects, expanding international partnerships, and developing innovative educational programs are ambitious. These initiatives designed not just to respond to the changing business landscape but to actively shape it.

Our journey is one of continuous learning, innovation, and leadership. Together, we are not merely participants in the global business environment; we are at the forefront, driving change and setting new standards of excellence.

# **MISSION**

- To carry out the academic processes in accordance with global standards through active teacher-student-industry participation.
- To promote research, innovation and entrepreneurship in collaboration with industry, research laboratories and academic institutions of global repute.
- To inculcate high moral, ethical and professional values amongst our students, faculty & staff.
- To contribute in building a skillful society.



# **VISION**

To be a globally recognized organization promoting academic excellence through interdisciplinary applied research and to expand realms of knowledge through innovation



#### Rankings

Chitkara Business School, Chitkara University has secured impressive positions in the Business World Rankings. Clinching the 10th spot in the Top B-Schools Region Wise Private-North, the 33rd position in the Top B-Schools Private category, and the 52nd rank in the B Schools (Overall) category.









Chitkara Business School, Chitkara University, has secured the 12th position in the "Top Ranked PG-Data Science Program" category, published by Analytics India Magazine. The recognition in this category for the second consecutive year is a testament to our unwavering commitment to excellence in data science education.



Chitkara Business School, Chitkara University, has secured the 51st position in the esteemed 'India's Best B-Schools' in Private Institutes category, published by the revered India Today, affirming its prestigious status in the academic realm. The unwavering dedication of Chitkara Business School to providing a comprehensive, industry-aligned curriculum, coupled with a robust emphasis on experiential learning and research-driven education, underscores its pivotal role in shaping the field of management education in the nation.



## **MOUs**



Chitkara Business School, Chitkara University, has formalized a Memorandum of Understanding (MoU) with the Financial Planning Standards Board (FPSB). The MoU was signed between Krishan Mishra, Chief Executive Officer, FPSB India and Dr. Sandhir Sharma, Pro Vice-Chancellor, Chitkara Business School, Chitkara University. The MoU is geared towards collaborative teaching and curriculum development in finance courses at both postgraduate and undergraduate levels. This partnership signifies a significant opportunity for MBA Finance students at Chitkara Business School, as it allows them to concurrently pursue the prestigious CFP program alongside their regular degree.

FPSB India, the Indian arm of Financial Planning Standards Board Ltd., serves as the global standards-setting body for the financial planning profession and oversees the internationally recognised Certified Financial Planner certification program.





Chitkara Business School, Chitkara University, has entered into a Memorandum of Understanding (MoU) with the Multi Commodity Exchange, Mumbai. The MoU was signed between Parveen DG, Chief Risk Officer, Multi Commodity Exchange, and Dr. Sandhir Sharma, Pro Vice Chancellor of Chitkara Business School at the MCX headquarters in Mumbai. The ceremony witnessed the esteemed presence of P.S. Reddy, Managing Director & CEO of MCX; Ashutosh Vasisht, Associate Vice President of Training & Education at MCX; Dr. Rashmi Aggarwal, Dean, Commerce (UG Program), Chitkara Business School and Dr. Amandeep Singh Garai, Associate Dean (Marketing Programs), Chitkara Business School. This MoU aims to significantly elevate training opportunities for students and faculty in commodity and currency trading. Additionally, it will facilitate the integration of simulation software into trading practices and the establishment of tickers and terminals within the upcoming Finance Lab at Chitkara Business School.



## Welcome to CBS



Dr. Nidhi Punj

Dr. Nidhi Punj, an academician, joined Chitkara Business School, Chitkara University, in the last quarter 2023, as an Assistant Professor in MBA (HR). With a PhD in Human Resource Management, she holds impressive academic qualifications, including a BBA, MBA (HR), and MBE (Master of Business Economics). Dr. Nidhi Punj brings over 15 years of rich experience in teaching MBA, BBA, and B.Com courses. Her recent work, titled "Mapping the field of green manufacturing: A bibliometric review of the literature and research frontiers," is published in The Journal of Cleaner Production (CiteScore-18.5, Impact Factor 11.1, H-index-268)



Dr. Sonia Antil

Dr. Sonia Antil is an Assistant Professor in the area of Finance and Accounting. Before joining Chitkara University, she was associated with BITS Pilani-Work Integrated and Learning Division (2022-2023), NIT-Kurukshetra (2020-21), Practice School Co-Instructor and WILP Teaching Assistant, BITS Pilani, Hyderabad Campus (2012-2020) and D.A.V Institute of Management, Faridabad (2009-2012). She has completed her doctoral degree from Birla Institute of Technology and Science, Pilani Hyderabad Campus in the finance and accounting domain and holds a Master's degree in Business Administration in Finance and Marketing with distinction and is qualified for the prestigious National Eligibility Test for Lectureship and Junior Research Fellowship.

Her area of research interest and teaching is along with the interface of measuring financial performance, financial inclusion, and non-parametric techniques for efficiency assessment. Her work has been presented at various national and international conferences and published in the Journal of international repute like Applied Economics (Scopus Index) and the Journal of Rural Development (Scopus Index). Furthermore, she is also working on research projects related to the merger of Regional Rural Banks, non-performing loans, and fintech in Grameen Banks.

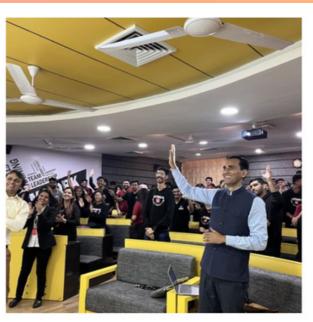
## Value Addition

The HH Dalai Lama Centre for Happiness, Chitkara University, in collaboration with Chitkara Business School, organized an insightful session on happiness budgeting for MBA Finance students. The event was graced by Mahesh Rawat, a business expert, and Manav Bansal, Chief Happiness Officer, Chitkara University, who delivered a comprehensive discussion on the importance of budgeting for happiness











Undergraduate students of Chitkara Business School are embarking on an exciting journey to the Indian School of Business, Mohali for the "Unite Internship Program." A total of 138 students from various undergraduate programs are taking part in this project. This marks the remarkable third year of consecutive participation by our students in this transformative process management opportunity at the Indian School of Business.

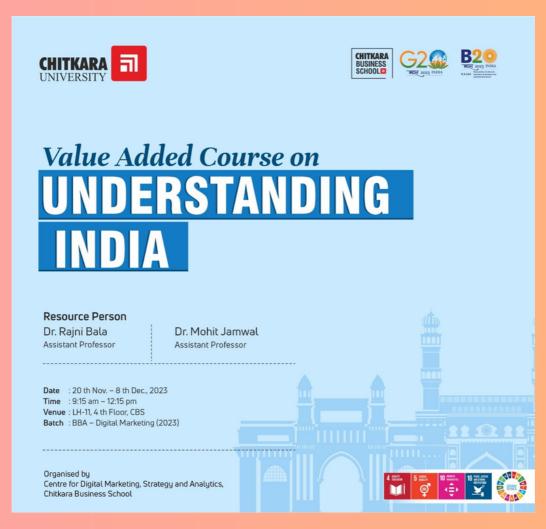


Chitkara Business School and Integrated Programme in Management (IPM), in collaboration with Seagulls, celebrated World Human Rights Day with a powerful declamation competition. Keshav Kaushik, Khushi Garg, Kritika Mahajan, and Sanch from IPM secured the top prizes in a competition where every student participated with zeal and enthusiasm.



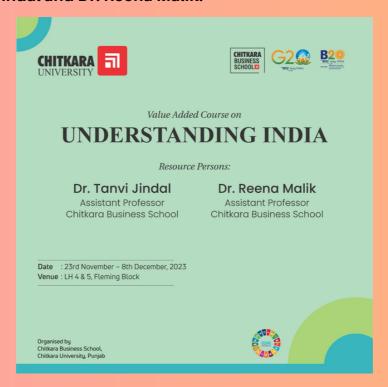
### **Value Added Courses**

Value added course on Understanding India, from 20th Nov. to 8th Dec 2023 for BBA Digital Marketing (2023-2026) has been organized around 58 students participated in this value added program.





A value added course on Understanding India has been conducted from 23rd Nov. 2023 to 8th Dec. 2023 for BBA professional Students. The resource persons were Dr. Tanvi Jindal and Dr. Reena Malik.



The Centre of Analytics and Data Excellence at Chitkara Business School, Chitkara University, organized a value-added course titled "Understanding India" for first-semester Bachelor of Business Administration (BBA) students. The sessions aimed to deepen students' understanding of India and foster cross-cultural dialogue and appreciation. This event offered comprehensive insights into India's diverse facets, covering its rich history, cultural heritage, social dynamics, and economic landscape.

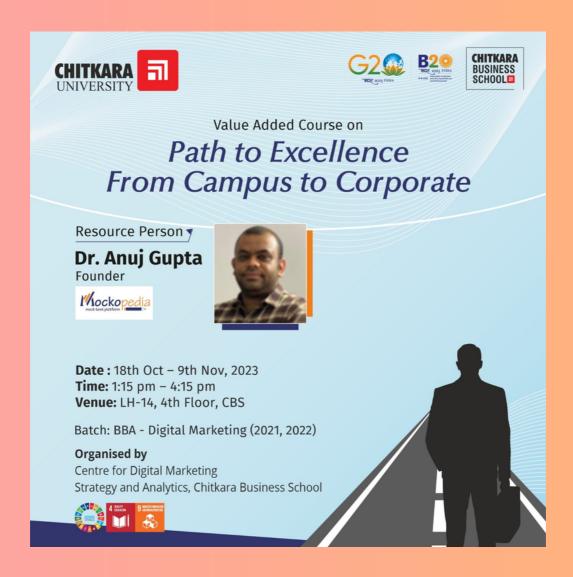


Value added course on Website Design, Analytics and Insights - Leveraging Data to Optimize Performance, from 6th Nov.- 30th Nov. 2023 for BBA Digital Marketing (2023-2026) has been organized with around 52 students participated.

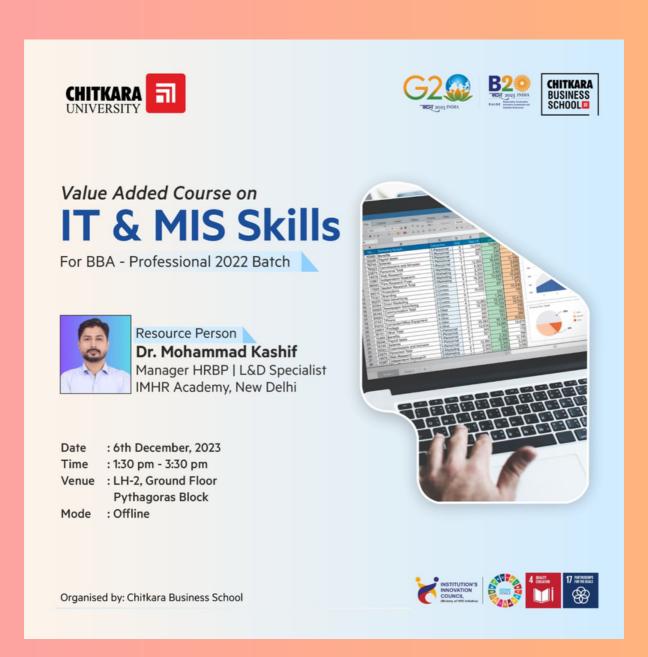




Value added course on Path to Excellence -From Campus to Corporate, from 18th Oct. - 9th Nov., 2023 for BBA Digital Marketing (2023-2026) has been organized with around 64 students participated in VAC program



A value added course on the titled "IT & MIS Skills" has been organized on 6th Dec. 2023 for BBA Professional Students batch 2022.



#### **IIC Events**

The Department of SCM and General Management organized an expert talk on "Significance of Multi Modal transportation in Global scenario" for its MBA logistics and Supply Chain students on 8th Dec. .Mr.Sanjiv Garg, Managing Director, Pipavav Railway Corporation Limited and Secretary General, CILT-India shared his views on the growth of GDP due to improvement of logistics over the years.He compared the logistics market spend,per capita logistics spend, average size of warehouse and average size of truck of USA, China and India. Also, he appreciated the reduction of transit time due of efficient railway and its effect on the cost benefit. Moreover, he emphasized on several initiatives of development of dedicated Freight Corridor and Introduction of roll- off- roll on capabilities His talk enlightened the students and provided them with a holistic vision and fresh perspective.







Chitkara Business School has organized an IIC expert talk by Dr.Shefali Saluja on 'Financial Fraud Landscape' for the students of Integrated Programme in Management (IPM). The learners had an opportunity to dig deeper into the understanding of the ethics, financial fraud landscape, fraud theory, dark and deep web, anti-money Laundering, bribery and corruption. The 90 participants from IPM first and second year attended the session with great zeal



#### **Career Counseling Workshops/ Sessions**

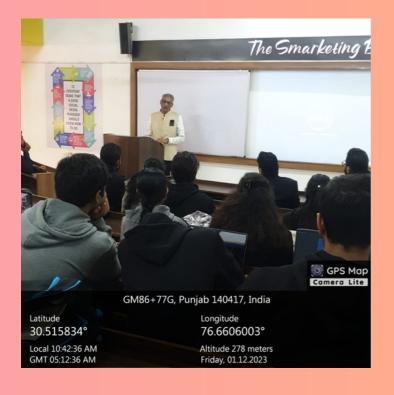
The department of BBA Digital Marketing has organized a workshop on Data Analysis with excel from 30th Oct. to 3rd Nov. 2023 for BBA Digital Marketing students batch 2022-2025. Around 52 students participated in the Workshop





The Department of Economics at Chitkara Business School, Chitkara University, hosted a two-week workshop titled 'Econometric Research." This workshop provides students with a distinctive chance to enhance their research skills through hands-on participation in practical learning sessions. Prof. Manjappa D. Hosamane, Former Vice-Chancellor of Krishnadevaraya University, Karnataka, and Adjunct Professor at Chitkara University delved into crucial topics, exploring the concept of degrees of freedom, regression diagnostics, and the practical application of software in econometric research.







#### **Conclaves**

The B.Com department Chitkara Business School, Chitkara University in collaboration with Chartered Institute for Securities and Investment (CISI), organized "Afinatics Conclave 2023: exploring the unexplored from ledgers to bytes; unveiling, frontiers of accounting and finance", a convergence of academic and industry, expertise for the B.Com students. The conclave features distinguished speakers including Murali Nandula, Executive Director at J.P. Morgan; Ravi Raman, Global Delivery Head, State Street HCL Services Pvt. Ltd.; Tarun Tokas, Partner and Quantitative Advisory, Financial Risk Services at Grant Thornton Bharat LLP; Sriram Kannan, Director, CloudSMART at HCL Technologies; and Jasneet Singh Bindra, Country Head, CISI who delved into the world of accounting and finance, transitioning from traditional ledgers to the dynamic realm of digital bytes.

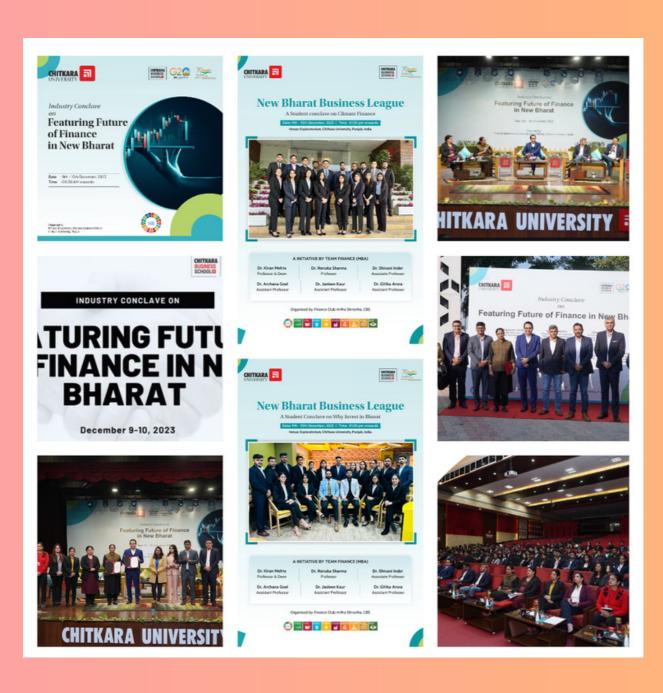


National Level Business Conclave on Navigating Emerging Business Landscape: Power of Digital Marketing & Innovative Technologies held on October 6th, 2023





Chitkara Business School, Chitkara University is hosting an Industry Conclave on "Featuring Future of Finance in New Bharat"on December 9-10, 2023. The conclave features esteemed speakers including Ragavan Venkatesan, Founder and CEO of DIGIVRIDDHI; Krishnan Mishra, Chief Executive at Financial Planning Standard Board India; Kamlesh Vora, Senior EVP and Head of Customer Experience at Kotak Mahindra Bank; Avinash Sharan, National Head-Branch Banking at AU Small Finance Bank, Mumbai; Debojyoti Dey, AVP at Multi-Commodity Exchange, Mumbai; Pawan Kumar Choudhary, Head of Investment Research and Advisory at Client Associates; Prem Kumar, Associate Director at Dun & Bradstreet; and Vikas Dhawan, Consultant at Fintech-Digital Transformation, Hyderabad who will shed light on the evolving financial landscape with industry leaders.

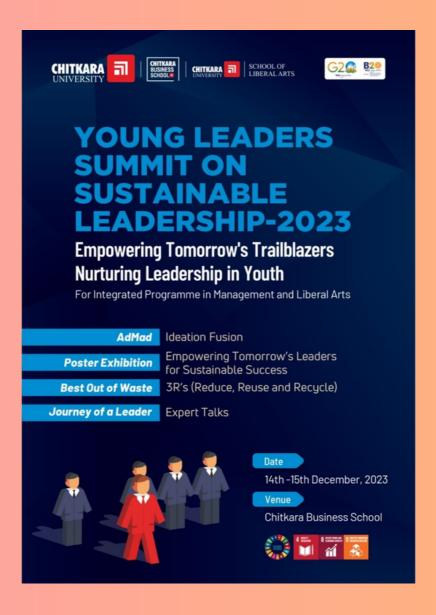


Chitkara Business School, Chitkara University, organized a Marketing Conclave to discuss the future of Content Marketing. The event was attended by several prominent individuals, including Amit Bapna, who is the Editor at Large (APAC) for The Drum. He shared his extensive knowledge and foresight with the enthusiastic students. Marketing conclave 2023 was held at Chitkara University 17th and 18th November, 2023 with the theme "Future of Content Marketing" the event was designed to guide and inspire future marketers on their journey towards success. With foresight and strategic planning, the conclave has successfully attracted an impressive lineup of esteemed speakers who have excelled in their careers.



### **Expert Talk by Eminent Speakers**

Chitkara Business School, Chitkara University has organized a Young Leaders' Summit on Sustainable Leadership on 14th-15th December,2023 for Integrated Programme in Management and Liberal Arts Learners. In Journey of a Leader -our Eminent Guests- Respected Mr. D V Shastry Sir, Executive Director, National Gas Society (NGS) and Dr. Harsh Sachdev Sir, Former Executive Director, Indian Oil Corporation Limited shared their pioneering journey with the students.



Chitkara Business School, Chitkara University, organized a session on the "Emerging Role of Digital Health in the Healthcare Services Sector" by Dr. Sanjay Sood, Project Director, e-Sanjeevani, Centre for Development of Advanced Computing (C-DAC), Mohali, for the students pursuing MBA in Healthcare.





The Department of Supply Chain Management (SCM) and General Management, Chitkara Business School, Chitkara University, organized an expert talk on "Emerging Trends in Logistics and Supply Chain Management" for MBA students of Logistics and Supply Chain Management. The session featured Manoj Sharma, Head of Supply Chain Management at HMC MM Auto Limited.







An expert lecture was delivered by Dr. Anjali Kulkarni on National Cancer Awareness Day





An expert lecture was delivered by Dr. Biren Chauhan on Healthcare Administration.

An expert lecture was delivered by Mr. Amit Kanchanbaras and Mr. Bhanu Prakash Mukesh Mehta on International Introduction To Investment.



### **Placement Boot Camp**

A curtain raiser placement boot camp for the MBA HR Cohort (2023 Batch) was held in the campus from 18th Dec to 22 Dec 2023. A four member panel comprising Maj JPS Choudhary, Col B Ahluwalia, Dr Sovia R J Singh and Dr Nidhi Punj conducted the boot camp. All 65 students of the MBA Cohort actively participated in the boot camp. Boot Camp Objective being; "Through the boot camp encourage students to actively engage in practical exercises, group discussions, enhance their confidence and role-plays to reinforce their understanding of the placement process and prepare them for successful internship placement. Provide resources such as sample CVs, interview question banks, and online platforms for further practice. A lot of focus was given on body language, professional etiquettes, corporate dressing"





## **Faculty Achievement**

Dr. Jashandeep Singh and Dr Anurodhsingh Khanuja participated and presented papers in an International Conference on Supply Chain Management organized by Symbiosis Institute of Operations Management, Nashik, Mahatrashtra on 15-16 December 2023.





Paper presentation on "Adoption of Omni-Channel in QSR Industry: Evidence from three locations in North India" and "Review of Cybersecurity Techniques Used Currently and Future Innovations for Digital Banking Solutions" at Chitkara University Doctoral Consortium (CUDC-2023), 3rd - 4th November 2023 by Dr. Babita Singla.

UNIVERSITY	DOCTORAL RESEARCH CENTRE	G2
CERTIFICATE OF PARTICIPATION		
CHITKARA UNIVERSITY DOCTORAL CONSORTIUM (CUDC-2023)  3"-4" November, 2023  (AN INTERNATIONAL DOCTORAL CONSORTIUM)		
This is to contify thatBabita Singla		
fromChitkara University, Punjab, India		
has attended & presented a paper entitled Adoption of Omni-Channel in QSR Industry:		
Evidence from three locations in North India		
under Track Management, Commerce & Economics		
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Dr. Anchana Mantri Vice Chanceller Chiticra University, Punjati, India	Dr. Arnit Mittal Pro-Vice Chancellor Research Programs Chitiaro University, Punjat, India	Dr. Pankaj Kumar Lisscutivo Dean (Hob Program) Chiticara University Sessoand 6, Innovation Network (CURN) Chiticara University, Punjab, India



Paper presentation on "AI in Investing Decisions: Exploring factors influencing use of Robo-Advisors in making Investment Decisions" at Chitkara University Doctoral Consortium (CUDC-2023), 3rd - 4th November 2023 by Dr. Shivani Inder



Paper presentation on "What makes Investors Invest in Cryptocurrency? A systematic Literature" at Chitkara University Doctoral Consortium (CUDC-2023), 3rd - 4th November 2023.

Paper presentation on "E-Recruitment and its effect on Recruitment Process", Mentorship in Higher Education: A student - centric Analysis", "Study the internal audit Practices and Efficiency Improvement in the power distribution company", "Understanding Mediating effect of Employee well -being between transformational leadership and Employee Performance at Chitkara University Doctoral Consortium (CUDC-2023), 3rd - 4th November 2023 by Dr. Rashmi Aggarwal









#### **Keynote/ Distinguished Speaker**

Dr. Sandhir Sharma, Ph.D.(Mgmt), Pro Vice-Chancellor, Chitkara Business School, Chitkara University has received an invitation to engage in a Virtual Round Table Discussion titled "Rethinking Customer Experience in Education," being hosted by Ozonetel Communications.



Dr. Dhiresh Kulshreshtha, Dean, Economics, Chitkara Business School, Chitkara University, had the honor of chairing a session at the 106th Annual Conference of the Indian Economic Association. The conference took place from December 27-29, 2023, at KIIT University, Bhubaneswar, Odisha. Dr. Dhiresh serves as an executive member of the Indian Economic Association and represents the state of Punjab as an Executive Committee (EC) member in this esteemed organization.





Prof. Dr. Keerti Pradhan delivered an expert session at IIPH Gandhinagar University.



Session chaired by Dr. Renuka Sharma and Dr. Kiran Mehta in 8th International Conference on Economic Growth and Sustainable Development: Emerging Trends held at SDM Institute for Management Development (SDMIMD), Mysore, November 29-30, 2023







Dr. Rashmi Aggrawal had the privilege of chairing the session and presenting the paper with my research scholars at Chitkara University Doctoral Consortium 2023. Incredible experience with a great learning opportunity.



Dr. Priya Jindal had the privilege of chairing the session and presenting the paper with my research scholars at Chitkara University Doctoral Consortium 2023.

Incredible experience with a great learning opportunity.



Dr. Reena Malik chaired the session in an ICSSR sponsored National Seminar on 4-5th December, 2023 on the theme of The Past, Present and Future of Disability-Inclusive India: Celebrating 75 Years of India's Independence

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ICSSR sponsored National Seminar on	
The Past, Present and Future of Disability-Inclusive India:	
Celebrating 75 Years of India's Independence	
04-05 December, 2023	
Organized By	
Govind Ballabh Pant Social Science Institute (A Constituent Institute of University of Allababod)	
This is to certify that Name/Designation Dr. Reena Malik, Assistant Professor. Affiliation Chitkara Business School, Chitkara University, Turyab Presented a paper/Chaired a Technical Session/Was a Rapporteur Titled Accessi bility and Academic Inclusitivity Challers	es.
in the National Seminar organized by G.B. Pant Social Science Institute, Prayagraj from 04-05 December, 2023.	



## FDP/Workshop/ Webinar Attended/Delivered







Dr Jyoti Verma, Associate Professor, Fintech, delivered a three days' workshop on Minds in Motion: The Management Odyssey (4th December to 6th December, 2023).



Dr. Monica Gupta attended a Five Days Faculty Development Program on Statistical Analysis with Excel from 9th December to 13th December 2023. The FDP was jointly organised by All India Shri Shivaji Memorial Society's Institute of Information Technology Pune, Research Foundation of India & RFI- CARE.



Dr. Monica Gupta attended a one week Faculty Development Program on Research Paper Writing from 25th November to 2nd December 2023. The FDP was jointly organized by B K Birla Institute of Higher Education Pilani- Rajasthan, Research Foundation of India & RFI- CARE.



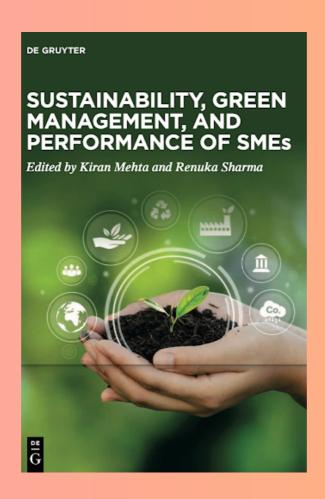
Dr Aarti Dangwal and Dr Sumit Sakhuja attended AIMA ICRS Capacity Building Workshop on Case Teaching and Writing at India Case Research Center, New Delhi.



#### **Paper Publications**

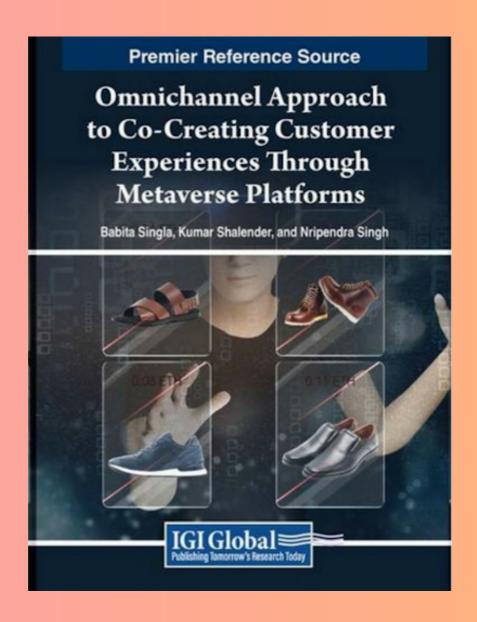
- Kaur, N. (2023). People management in an Indian IT services company during COVID-19: A case analysis. In S. Saluja, D. Kulsheshtra, & Samp; S. Sharma (Eds.), Cases on the Resurgence of Emerging Businesses (pp. 179-189). IGI Global. https://doi.org/10.4018/978-1-6684-8488-3.ch012
- Bhattacharya, S., & Singla, B. (2024). The Use of Artificial Intelligence in Digital
  Marketing Competitive Strategies and Tactics: The Use of Machine Learning.
  In The Use of Artificial Intelligence in Digital Marketing: Competitive
  Strategies and Tactics (pp. 226-248). IGI Global
- Goel, A., Mehta, K., & Sharma, R. (2024). Nominee Directors and Performance Evidence From Indian State-Owned Enterprises. In Cases on Uncovering Corporate Governance Challenges in Asian Markets (pp. 112-132). IGI Global.
- Sharma, R., Vyas, V., Mehta, K., & Arora, M. (2023, December). A fuzzy AHP approach to rank factors used in evaluation of B2C E-commerce websites. In AIP Conference Proceedings (Vol. 2916, No. 1). AIP Publishing.
- Sharma, R., Mehta, K., & Chugh, A. (2023, December). Using analytic hierarchy process to determine forex risk hedging strategies of SMEs. In AIP Conference Proceedings (Vol. 2916, No. 1). AIP Publishing.
- Mehta, K., Sharma, R., Vyas, V., & Goel, A. (2023, December). Mediating role of technology on innovation performance of international SMEs in India. In AIP Conference Proceedings (Vol. 2916, No. 1). AIP Publishing.
- Mehta, K., Sharma, R., & Goel, A. (2023). 7 Ownership Structures and Performance of SMEs: An Empirical Analysis. Sustainability, Green Management, and Performance of SMEs, 119.
- Sharma, R., & Mehta, K. (2023). 3 Factors Influencing Financial Backers' Exit
  Decisions from a New Venture. Sustainability, Green Management, and
  Performance of SMEs, 33.
  - Kaur, N., Sharma, R., & Mehta, K. (9). 9 Emerging Green: Exploring Strategic Factors for SMEs' Adoption of Green Technology and Innovation in India. Sustainability, Green Management, and Performance of SMEs, 165-186.
  - Grover, A., & Shalender, K. (2023, December). Virtual world-Metaverse governance conceptual framework. In AIP Conference Proceedings (Vol. 2916, No. 1). AIP Publishing.
  - Shalender, K. (2023). Skill Development for Society 5.0: A Focus on the New-Age Skilling Process. Business, Technology and Finance, 43.

#### **Books Published**

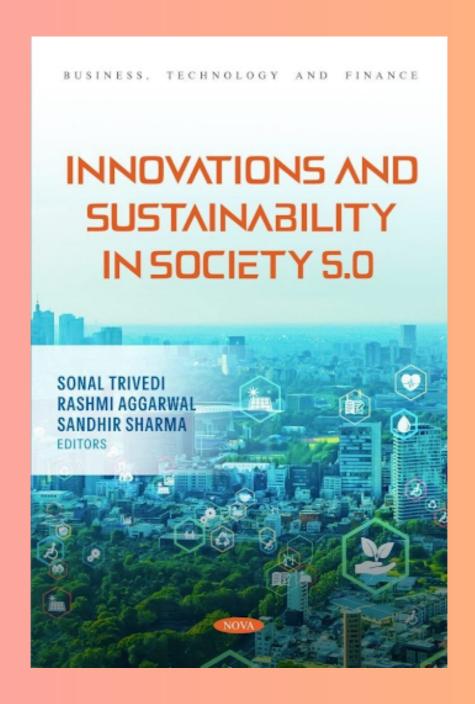




Dr. Kiran Mehta and Dr. Renuka Sharma launched their book "Sustainability, Green Management, and Performance of SMEs," in an Industry conclave hosted by Finance (MBA) department



Dr. Babita Singla edited a book "Omnichannel Approach to Co-Creating Customer Experiences Through Metaverse Platforms" in collaboration with Dr. Kumar Shalender, and Nripendra Singh, published by IGI Global.



Edited book Titled "Innovations and Sustainability in Society 5.0 Edited by Dr. Rashmi Aggrawal and Dr. Sandhair Sharma under Nova Publications got Scopus indexed.

# **Expert Talk by CBS Faculty**

Dr Shefali Saluja delivered 3 hours session to the students of Business Analytics in the Digital Dharohan Event on 5th December, 2023





Dr Shefali Saluja was invited by Rotract Club, Ambala to deliver 3 days internship program on "DARK AND DEEP WEB" to the participants from Ambala Police, students and stakeholders. There were around 100 participants for the session.





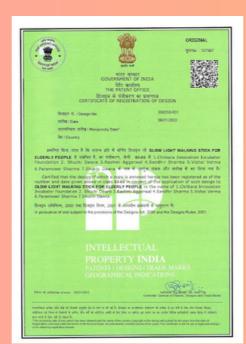
Dr Shefali Saluja organized value-added sessions on "Business Plan" and "Young Economic Summit 2023" to the MBA SCM students in their module "Economics for managers".





#### **Innovations**













### Copyright













# **Faculty Awards/ Recognition**

Faculties and staff of Chitkara Business School has been recognised for the exceptional contributions hosted the 'Excellence Awards 2023'









Mumbai University affiliated, Vivekanand Education Society's Institute of Management & Research had organized its flagship event, the \*INSPIRIOBIZ 4.0 - Pan India Case Study Competition.

Inspiriobiz conducted by Business Environment and Strategy (BES) department, provides a platform for young enthusiasts to share their knowledge, brainstorm their ideas, and tackle situations in cases. It is more on the application of strategies to business situations. Inspiriobiz has a wide reach throughout India among UG & PG students. For the current season 4, it crossed 200+ participant registrations.

Dr. Prachi was invited to be one of the panelists for judging the 3rd Round of Inspiriobiz 4.0 on Wednesday, 8th Nov 2023 from 9:30 AM to 12:30 PM.





Chitkara University is proud to share that Dr. Kiran Sood, Faculty of Finance, Chitkara Business School, delivered lectures on "Insurance in Asia" to enthusiastic postgraduate students at the University of Malta. Dr. Kiran also had the honor of chairing a session titled "Managing Financial Risk in a Digital World" during the 11th International Applied Social Sciences Congress in Valletta, MALTA.









Chitkara Business School is proud to share that Dr. Jasleen Kaur, Assistant Professor of Finance at Chitkara Business School, presented a research paper in St. Louis, Missouri, USA. She received accolades for her exceptional research work titled, "Machine Learning Algorithms for Yield Production of Corn and Soybean: A Systematic Literature Review." This paper was co-authored by Dr. Sandhir Sharma, Pro Vice-Chancellor of Chitkara Business School at Chitkara University, and professors from the Department of Plant & Soil Sciences at Mississippi State University, USA. The paper holds significant relevance as corn and soybeans account for approximately 87% of the United States' production of grains and oilseeds.







Dr. Amandeep Singh, Associate Dean and Professor of Marketing at Chitkara Business School, has been proudly included in the Budapest Business University, Hungary's Network of Researchers. The network primarily focuses on building an international community of leading researchers worldwide to reap immense benefit from a global perspective. He will be collaborating with professors worldwide on a diverse range of cutting-edge research projects and publications offered by Budapest Business University, Hungary. The global collaborative effort will enhance the knowledge bank exponentially with wider and deeper implications in the field of research.



#### **Student Achievement**

Two NSS volunteers (Bhumika and Kashish) of CBS were selected to participate in the Pre RD NSS camp at Fatehabad conducted by the Ministry of Youth Affairs and Sports from 28th October to 3rd November 2023.





#### **Curricular Activities**

Chitkara Business School, Chitkara University, embarked on an extraordinary learning expedition as students ventured into the Global Immersion Program in the UAE. The ten-day exploration in Dubai commenced with a focus on cultural sensitization, fostering a deep understanding of local customs and religious nuances. This distinctive academia-industry immersion is designed to provide students with a unique blend of enjoyment and knowledge, ensuring a rewarding experience throughout their stay in the dynamic environment of the UAE. This experience is a remarkable journey for the personal and professional growth of the students.





Chitkara Business School, Chitkara University recently had the privilege of hosting D V Shastry, Executive Director, National Gas Society (NGS), and Dr. Harsh Sachdev, Former Executive Director of Indian Oil Corporation Limited, for an enlightening 'Young Leaders' Summit on Sustainable Leadership.' This event was tailored for students enrolled in the Integrated Program in Management and Liberal Arts. The two-day summit featured thought-provoking discussions on leadership mantras, the evolving landscape of the oil industry towards sustainability, and talent showcases through competitions like Ad Mad, Best Out of Waste, and Poster Making. This unique blend of knowledge, talent, and inspiration aimed to equip attendees with key takeaways on strategic leadership and the indispensable role of sustainability in the dynamic business landscape.





In compliance with the National Credit Framework, the students of B.Com (Batch 2023) and Digital Marketing, Chitkara Business School, Chitkara University successfully completed the credit-linked program on Literary Initiatives. They engaged with children from rural schools, providing basic health education through Nukkad Natak, quizzes, games, and presentations. The B.Com Program and Centre for Digital marketing strategy & analytics of Chitkara Business School is organizing a rural health initiative for adopted villages of Chitkara University to contribute positively to community health and well being. The aim of the campaign is to develop health literacy programs.



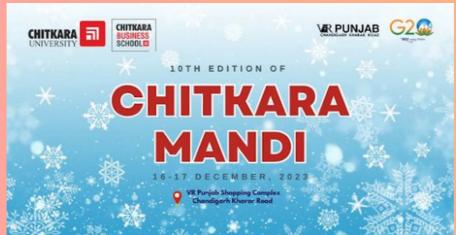




MBA Marketing students recently brought this ethos to life during the 10th edition of Chitkara Mandi. Through experiential learning, they showcased their sales and marketing skills at VR Punjab Mall, Mohali, promoting products from five adopted villages.











Chitkara Business School, Chitkara University, is currently hosting the 'Equity Premier League,' a week-long investment event for B.Com students. The event commenced with two days of practical expert sessions dedicated to stock analysis, providing students with insightful knowledge. Equity Premier League aims to establish the foundation for the forthcoming launch of the 'Wealth Club' that will enable students to actively participate in real-life stock trading and investments.







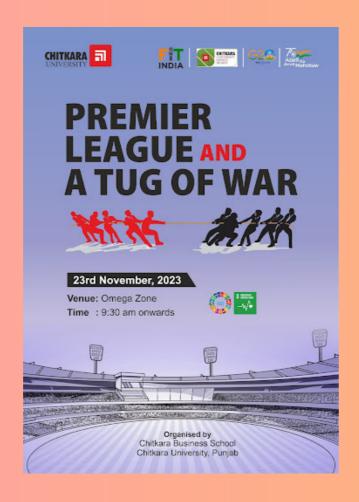
ISB UNITE internship is one of the best internship programme provided by Indian School of Business. The internship provided invaluable opportunities for our students to learn from experts, work under their esteemed guidance and explore new career paths by working on various short-term and long-term projects. 100 Plus students from Chitkara Business School- UG Department got an opportunity to be a part of this internship program.



B. Com Program Chitkara Business School in association with the Department of Applied Sciences organized a 5 days National SDP on Innovative Techniques for Business Mathematics " Students aspiring for the Global Mobility Program were active participants. The module covered comprehensive topics from basic maths to the application of concepts and theories in operations Research. Dr Reetu Malhotra delivered the course spotlighting the relevance of various attributes of Mathematics in the research.



#### **Co-Curricular Activities**





#### **Student Awards**

Payas Jain, a second-year student of Bachelor of Business Administration (B.B.A.), secured the Bronze Medal in the Mixed Doubles Event, while Reagan Albuquerque bagged the Bronze Medal in the Men's Doubles Event.





At the 61st National Roller Skating Championship 2023, held in Chandigarh from December 11th to 22nd.In the Senior Category, Atharv, a first-year BBA student,, secured Silver Medals.



At the 85th Senior National Table Tennis Championship held in Panchkula, Haryana. Diya Chitale, a third-year Bachelor of Business Administration (B.B.A.) student, has won the prestigious Gold Medal in the Women's Team Championship. In addition, Yashansh Malik and Payas Jain, both second-year students of B.B.A., have secured the Silver Medal in the Men's Team Championship.





Suhana Saini, a second-year Bachelor of Business Administration (B.B.A) who secured the Silver Medal in Under-19 Category at the National Ranking Table Tennis Championship held in Panchkula.



Nancy, a second-year BBA student, Chitkara Business School, has secured the Bronze Medal in the 53kg weight category at the All India Inter University Women's Wrestling Championship held at Chandigarh University, Mohali.





At the UTT National Ranking Table Tennis Championship 2023 held in Vadodara, Gujarat. Among the outstanding achievements, Oishiki Joardar, a first-year Bachelor of Business Administration (B.B.A) student secured the Silver Medal in the Under-19 Girls event, while Payas Jain, a second-year BBA student, bagged the Silver Medal in the Mixed Doubles event.



Anshul Punia, a second-year BBA student at Chitkara Business School, secured the Silver Medal in the 7th Elite Men's National Boxing Championship held at Shillong.







Payas Jain and Suhana Saini, second-year BBA students at Chitkara Business School, are representing both India and Chitkara University in the Table Tennis events at the World Youth Championship in Nova Gorica, Slovenia.



At the 46th Chandigarh State Senior Men Boxing Championship, Anshul Punia, a second-year student of the B.B.A Professional program at Chitkara Business School, clinched the prestigious Gold Medal in the 52kg weight category.





Outstanding achievement of Pranshu Rathore, a second-year MBA student of Chitkara Business School. Pranshu showcased exceptional talent and determination by clinching the coveted Gold Medal in the 75kg weight category during the highly competitive 22nd Chandigarh State Senior Women Boxing Championship held at the Sports Complex in Sector 56, Chandigarh.





Reagan Albuquerque, a first year student of MBA, Chitkara Business School has clenched the Gold Medal in the Men's Single event at the Maharashtra State Championship, 2023 held in Pune from November 16 to 20th, 2023.





In the North East Zone Inter University Wrestling Championship held at Maharshi Dayanand University, Rohtak. Anshul, a first-year student of BBA, Chitkara Business School secured the Bronze Medal in the 59 kg weight category. Additionally, Nancy a second-year student of the BBA program, bagged the Silver Medal in the 57 kg weight category. Meghna, a second-year BBA student has qualified in the Top 16 for the All India Inter University Championship in the 72 kg weight category.





Abhinav Thakur, a second-year student of the Bachelor of Business Administration (B.B.A) program, Chitkara Business School clinched the prestigious Gold Medal in the Badminton Men's Singles event at Punjab Senior State Championship held at Mukandpur, Punjab.





# Quotes

66

 Intellectual minds need to keep their egos in check so as to display wisdom in the classroom and outside.

Dr. Navreet Kaur

 The capacity to behave in a manner that aligns with the moral standards, values, and beliefs we profess to uphold is known as integrity.

Dr. Shefali Saluja

• Ethical teaching is not just about imparting knowledge; it is a commitment to inspire, guide, and cultivate character.

Dr. Jyoti Verma

# **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