

# CHRONICLE

## CHITKARA BUSINESS SCHOOL NEWS BULLETIN



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# Message From Pro Vice Chancellor (CBS)



**Dr. Sandhir Sharma**

As we reflect on the enriching activities and accomplishments of the past months, I am delighted to share the highlights from January to March 2024 at Chitkara Business School (CBS). Our commitment to excellence has been evident in various facets of our endeavors.

During this period, our students benefitted from immersive industry programs, gaining invaluable real-world experience. Our faculty members continued to push the boundaries of knowledge with groundbreaking research initiatives and publications in esteemed journals.

Guest lectures and workshops featuring industry experts enriched our academic environment, providing insights and networking opportunities for students and faculty. Meanwhile, our students showcased their talents through notable achievements in competitions and extracurricular activities, making us proud.

CBS also remained dedicated to community outreach, organizing awareness campaigns and volunteer efforts to make a positive impact beyond campus borders.

Looking ahead, let us continue to foster innovation, collaboration, and excellence at CBS, inspiring and leading in our respective fields.

# ACHIEVEMENTS

## #Rankings




It is influence that defines a teacher and not the authority.

- Dr Navreet Kaur

CHITKARA  
BUSINESS  
SCHOOL

EMINENT  
EXCELLENCE

Leading the Way in



IIRF

SINCE 2015

2024 Ranking

Published By

EducationPost

CHITKARA  
BUSINESS  
SCHOOL

Ranked

1

@State Level

Ranked

9

@Zone Level

Ranked

23

@National Level

IN OVERALL RANKING  
PRIVATE B-SCHOOLS



2024 Ranking

Published By

EducationPost

CHITKARA  
BUSINESS  
SCHOOL

Ranked

1

@State Level

Ranked

33

@National Level

IN TOP 50 PRIVATE B-SCHOOLS  
FOR RESEARCH



2024 Ranking

Published By

EducationPost

CHITKARA  
BUSINESS  
SCHOOL

Ranked

2

@Zone Level

Ranked

14

@National Level

IN TOP 50 PRIVATE B-SCHOOLS  
UNDER UNIVERSITY PROGRAM



2024 Ranking

Published By

EducationPost

CHITKARA  
BUSINESS  
SCHOOL

Ranked

1

@State Level

Ranked

30

@National Level

IN TOP 50 PRIVATE B-SCHOOLS  
EMPLOYABILITY (PRIVATE)



2024 Ranking

Published By

EducationPost

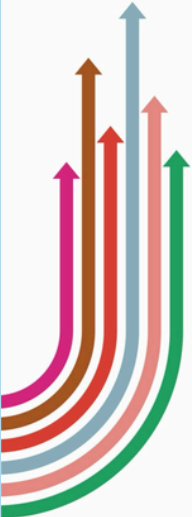
2



**CHITKARA  
BUSINESS  
SCHOOL**

**ALWAYS  
AHEAD**

**Times 3 School**  
RANKING



**CHITKARA  
BUSINESS  
SCHOOL**

Ranked

**11<sup>th</sup>**

IN TOP 40 PRIVATE  
UNIVERSITIES BY

**Times 3 School**  
RANKING



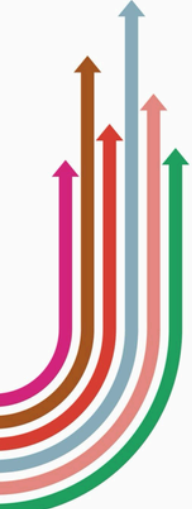
**CHITKARA  
BUSINESS  
SCHOOL**

Ranked

**12<sup>th</sup>**

IN NORTH ZONE BY

**Times 3 School**  
RANKING



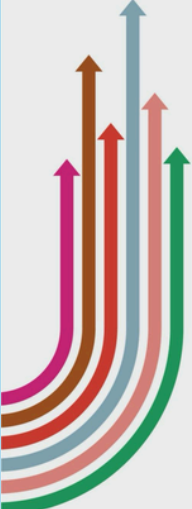
**CHITKARA  
BUSINESS  
SCHOOL**

Ranked

**18<sup>th</sup>**

IN PLACEMENT BY

**Times 3 School**  
RANKING



**CHITKARA  
BUSINESS  
SCHOOL**

Ranked

**24<sup>th</sup>**

IN TOP 100 MANAGEMENT  
INSTITUTES' BY

**Times 3 School**  
RANKING



# MoUs



**"Education encompasses more than attending school and obtaining a degree. It pertains to expanding your understanding and assimilating the reality of existence."**

**- Dr Shefali Saluja**



The Centre for Digital Marketing & Strategy, Chitkara Business School, Chitkara University, has signed a Memorandum of Understanding with Punjab Chemicals & Crop Protection Limited (PCCPL) for a joint CSR project in rural parts of Punjab.

The MoU was signed by Hon'ble Dr. Madhu Chitkara, Pro-Chancellor, Chitkara University, and Vinod Gupta, CEO, PCCPL, in the presence of Yash Tripathi, AVP-HR, PCCPL, Rishu Chatley, Company Secretary, PCCPL, Dr. Archana Mantri, Vice Chancellor, Chitkara University, Punjab, Dr. Sandhir Sharma, Pro Vice Chancellor, Chitkara Business School, and Dr. Prachi Gupta, Director, Centre for Digital Marketing & Strategy, Chitkara Business School, and Principal Investigator of the Project.

The project focuses on digitally empowering rural women, especially in the areas of health & hygiene. Rural women in adopted villages of Chitkara University, Punjab, and villages around the facility of Punjab Chemicals will be sensitized, trained, and empowered digitally to manage various women's health-related issues.



The MoU was signed by Prof. Sandhir Sharma, Pro Vice Chancellor, Chitkara Business School and Ankur Saxena, Business Head - India Operations, Escalon Business Services. The signing ceremony was attended by Harsh Logani, Manager HR and Talent Acquisition, Escalon Business Services; Dr. Rashmi Aggarwal, Dean (Commerce and Fintech) Chitkara Business School; and Satyendra Singh, Director, Career Advancement Services, Chitkara University. This strategic collaboration is poised to play a pivotal role in several aspects of academic and professional development for students enrolled in the B.Com finance and BBA Fintech courses, offering them invaluable guidance and insights from industry experts.





Shambu Kalan, Punjab, India  
GM76+F96, Chitkara University Rd, Shambu Kalan, Punjab 140417, India  
Lat 30.513938°  
Long 76.659836°  
19/03/24 12:28 PM GMT +05:30

The department of BBA Professional, Chitkara Business School, Chitkara University, Punjab signed a MoU with Seculabs Inc. to create awareness and support for cybercrime preventive measures for the inhabitants of villages adopted by Chitkara University. Esteemed Sarpanches from the adopted villages, along with industry experts were present on this occasion.





Chitkara University and the prestigious Indian Institutes of Management (IIM) Amritsar have entered into a Memorandum of Understanding (MoU), underscoring their commitment to providing an enriching residential certification program. This initiative is specifically designed to cater to Chitkara University students from family business backgrounds, with the goal of equipping them with comprehensive expertise across diverse domains of management discipline and fostering leadership development. The signing ceremony of this significant MoU was presided over by distinguished individuals, including Prof. Nagarajan Ramamoorthy, Director, IIM Amritsar, and Prof. Sandhir Sharma, Pro Vice Chancellor, Chitkara Business School. The event was graced by Prof. Amandeep Singh, Dean, Marketing, Chitkara Business School, Prof. Gurbir Singh, Chairperson, Executive Education, IIM Amritsar and Prof. Mahima Gupta, Dean of Academics, IIM Amritsar.

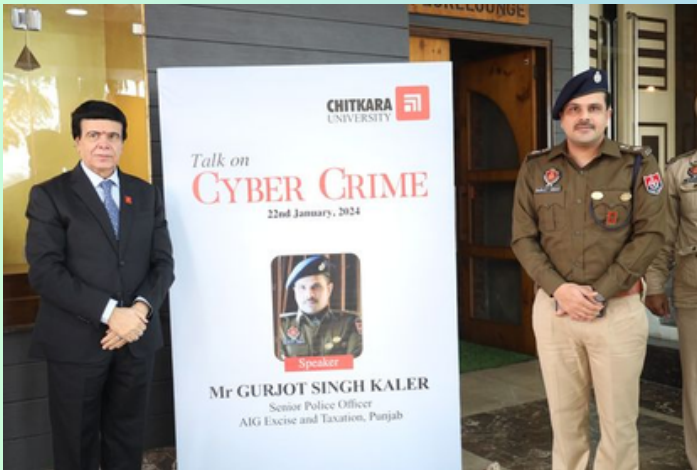
# A DAY WITH CHANCELLOR







Guiding the future entrepreneurs of Chitkara Business School, Respected Chancellor, Dr. Ashok K Chitkara shared with them the essentials of Leadership Development, Business Ethics and Values during the first day of their one week MBA Module. Dr Chitkara encouraged the students to come up on stage, share about their dreams and the students were really motivated as they could express themselves in front of their classmates and teachers. Throughout the module, Dr. Chitkara shared with them some great life lessons along with very informative Case Studies on Business Ethics, Leadership, Finance, HR, Marketing and CSR. The module has come to an end with a lot of positivity, enthusiasm, motivation and great participation from the students.



On the last day of the module, a special guest, Mr. Gurjot Singh Kaler, Senior Police Officer, AIG Excise and Taxation, Punjab delivered a talk on 'Cyber Crime Awareness'. His talk was indeed very informative for students. Honourable Pro-Chancellor, Dr Madhu Chitkara and esteemed Vice Chancellor, Dr Archana Mantri were invited for the Book Release of 'You Can Also Lead - Edition Nine' that is an integral part of the module.



# Welcome to CBS







**Dr. Reet Kaur**

**Expert Area : Finance & Marketing**

Dr. Reet Kaur, an accomplished professional, holds a Bachelors and Masters degree in Commerce, complemented by an MBA, and is UGC-NET Commerce qualified and also holds a Ph.D. degree in Commerce. With over 12 years of teaching expertise in finance and marketing, she is dedicated to academic excellence. Dr. Kaur has contributed significantly to her field, presenting and publishing research papers in national seminars, international conferences, and journals. Her commitment to education and the dissemination of knowledge is evident in her impactful contributions, driven by a commitment to excellence, she continues to inspire and impart valuable insights in the realms of commerce, making a lasting impact in the academic arena.

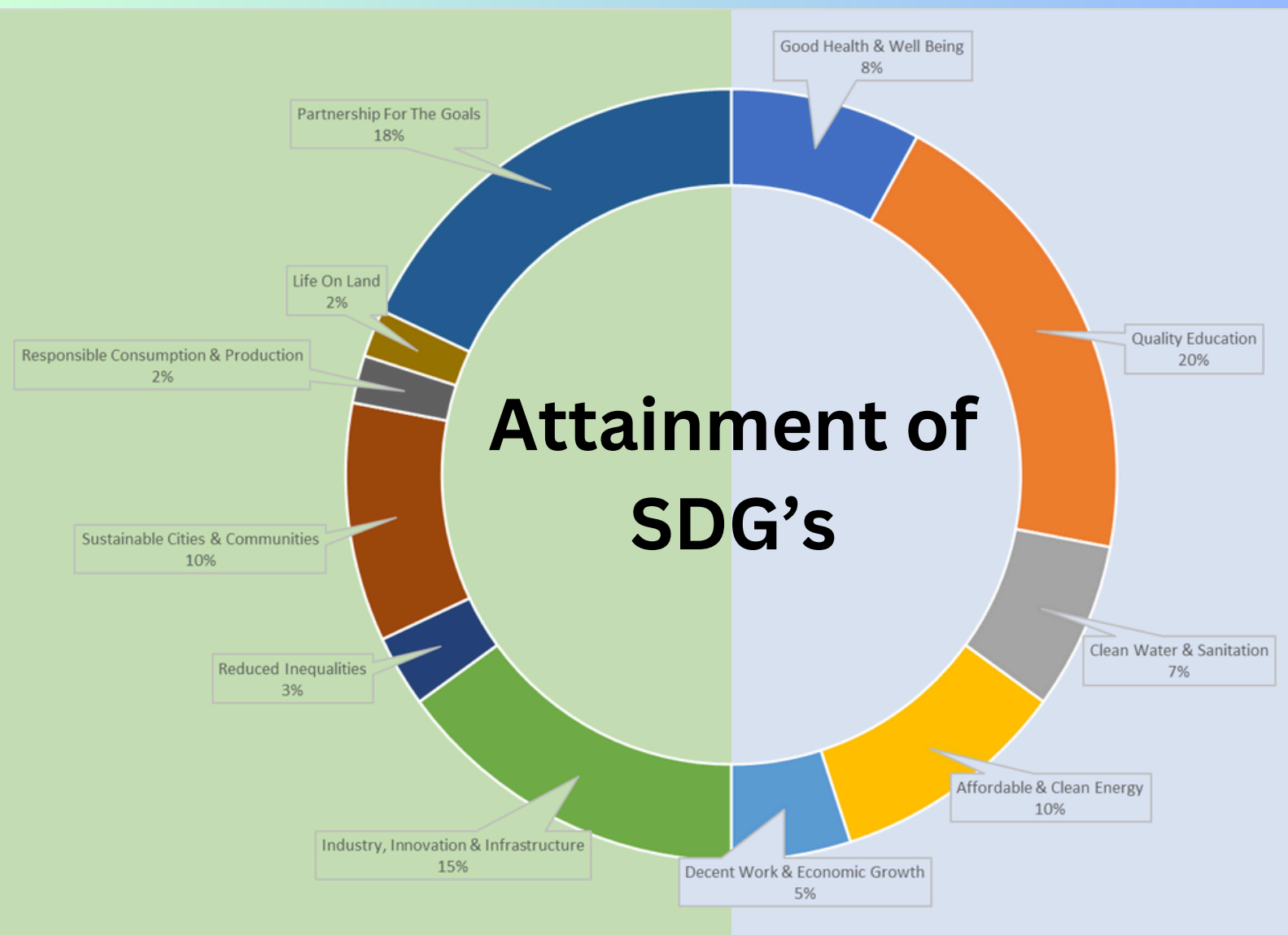


**Dr. Simerjeet Singh**

**Expert Area: Marketing**

Dr. Simerjeet Singh Bawa joined Chitkara University, Punjab on February 14, 2024 as a Professor at Chitkara Business School. He has 16 years of vast experience. He has worked in different roles in various colleges and universities as director and HOD. He has published numerous research papers and chapters in national and international journals, including ABDC, Web of Science, and Scopus journals, and has also written case studies, which are published in the case centre. He also acts as an editor for some journals. He has conducted a number of guest lectures at various universities and colleges and has also been invited to speak as a keynote speaker at conferences. He has also filed 10 patents, and six of them were granted. His area of research is consumer behaviour, customer satisfaction, digital marketing, and service marketing.

# Attainment of SDG's through various activities conducted by CBS Department



# Value Addition

## Value Added Course



# BUDGET

## पे चर्चा 2024

**Date:** 2nd Feb, 2024  
**Time:** 10:00 am onwards  
**Venue:** Rockefeller Block,  
Chitkara University, Punjab



### Faculty Coordinators


Dr. Renuka Sharma (Professor)  
Dr. Shivani Inder (Associate Professor)  
Dr. Archana Goel (Assistant Professor)

Organised by  
Finance Club Artha Shrestha -MBA (Finance)





# IIC Events

**CHITKARA UNIVERSITY** 







An Expert Session on  
**Innovation in Holistic Health and Nutrition**

**Speaker**

**Dr. Sonika Bakshi**  
Professor & Dean  
Chitkara School of Health Sciences

Date: 11<sup>th</sup> March, 2024  
Timings: 2:00 PM Onwards  
Venue: LH 505, Rockefeller Block

Mode: Offline

Organized by  
BBA professional  
Chitkara Business School

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

Expert Talk on:

**Mental Health and Emotional Well-Being-  
An Innovative Approach**

 **Speaker:**

**Dr. Sanya Brar**  
Mental Health and Well Being Coach

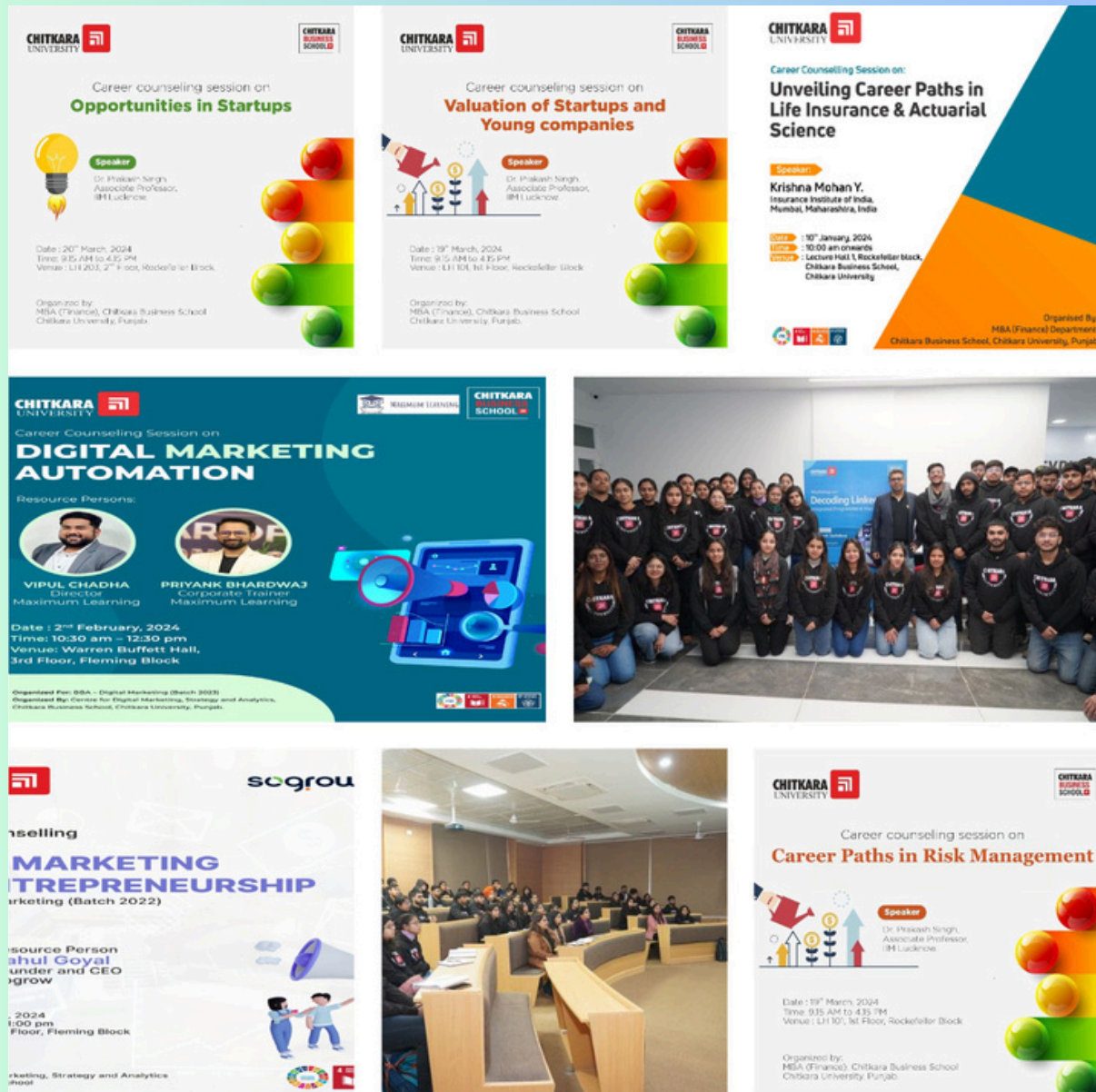
 16<sup>th</sup> February 2024  
 2:00 pm onwards  
Mode: Online



Organised By:  
BBA Professional, Chitkara Business School,  
Chitkara university, Punjab

# Career Counseling Sessions



Sachin Naik, Director - Partnerships, Client Solutions India at the CFA Institute, graced the insightful 'Career Counselling Session' organised by Chitkara Business School, Chitkara University for the students of Commerce and Fintech. The session aimed to broaden students' perspectives on the intricate field of 'Investment Management'. Naik, illuminated the significant career advancements attainable through the CFA Program in the finance sector, providing students with a comprehensive understanding of the industry.

# Career Counseling Workshops



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

**TWO DAYS WORKSHOP ON  
MOBILE APP DEVELOPMENT AI POWERED  
CYBER SECURITY AND AUGUMENTED ANALYTICS**

 **Resource Person**  
**Harpreet Khattar**  
Managing Director  
Founder at Seculabs Inc.

**Date :** 29<sup>th</sup> & 30<sup>th</sup> January, 2024  
**Timings :** 1:30 pm - 3:30 pm  
**Venue:** Pluitzer Hall, Picasso Block

Organised by: Faculty of BBA Professional  
Chitkara Business School

Two days' workshop on Mobile App Development AI Powered Cyber Security and Augmented Analytics on 29th & 30th January, 2024 organized by Department of BBA Professional was an exciting and intensive learning experience for the students. The resource person was Mr. Harpreet Khattar Managing Director, Founder at Seculabs Inc.

Four days' workshop on Finding Your IKIGAI was conducted from 22nd Jan. to 25th Jan., 2024 for BBA Digital Marketing students for batch (2022-2025). The resource person was Mr. Sanjay Arora, CEO, Evolvere.



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

**Workshop on  
FINDING YOUR IKIGAI**  
For: BBA – Digital Marketing (Batch 2022)

 **Resource Person**  
**Sanjay Arora**  
Consultant, Coach,  
Entrepreneur, CEO,  
Evolvere

**22nd – 25th Jan, 2024**  
LH-14, 4th Floor, Fleming Block  
1:15 am – 4:15 pm  
Offline

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







Workshop on Idea, Innovation to Intellectual Property Protection, from 11th-15th March, 2024 conducted for BBA Digital Marketing students batch (2023-2026). The resource person was Dr. Surya Narayan Panda, Pro Vice Chancellor (Research), Chitkara University, Punjab, India.

The Department of Supply Chain Management and General Management, Chitkara Business School, Chitkara University, recently hosted a comprehensive two-day workshop focused on 'Warehouse Design: Maximizing Efficiency and Safety' by Gurbinder Sidhu, Co-Founder and Director, LogBiz Private Limited, for the students of MBA in Logistics & Supply Chain Management, B.Com and BBA in Aviation Management. The workshop offered a rich learning experience, blending case studies with hands-on exercises, allowing students to immerse themselves in fundamental warehouse design principles. Additionally, they explored cutting-edge technologies that enhance warehouse design and management practices.





The Department of Analytics and Data Excellence of Chitkara Business School, Chitkara University has organized a workshop on Leveraging HR Analytics with advanced excel tools. It was conducted by Dr. Devesh Bathla (Director) and Dr. Prashant Chauhan (Assistant Professor), Centre for Analytics & Data Excellence, CBS for all employees of the Office of Talent Management. The workshop was based on advanced excel techniques for Data Analysis and Visualization and its application to take informed decisions were covered.

# Conclaves



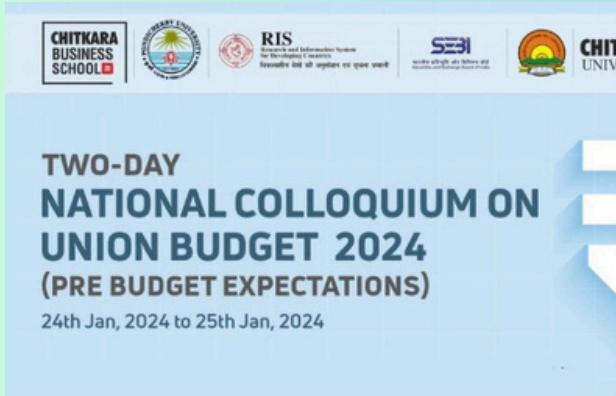
The Centre for Analytics and Data Excellence, Chitkara Business School, Chitkara University organized an HR Conclave 'Empowering Resilient Organisations: Upskilling and Reskilling Amidst Volatility and AI Integration'. The event featured distinguished Human Resource leaders from various industries who shared their valuable experiences and nuanced insights to inspire and educate the attendees. Among the esteemed speakers were Dr. Mukta Dewan, Chief People Officer, Caelius Consulting Ltd; Neetu Prabhakar, Site Head of Human Resources, Dr. Reddy's Laboratories Ltd.; Kirti Thakur, HR Leader, Bunge India Pvt. Ltd; Seema Bhatia, Regional Head of Human Resources, Yes Bank Ltd.; Balneet Birah, Head of Human Resources (People & Culture), cloudEQ; and Ritu Pandey, HR Business Process Executive, Bunge India Pvt. Ltd.

The diverse perspectives and experiences shared by the speakers undoubtedly enriched the students, empowering them with the knowledge and strategies necessary to thrive in today's dynamic business environment.





# National Colloquium on Union Budget 2024



The Department of Economics at Chitkara Business School, Chitkara University, successfully hosted a Two-Day 'National Colloquium on Union Budget 2024.' The event commenced with a welcome address by Dr. Sandhir Sharma, Pro Vice Chancellor, Chitkara Business School, and an overview of the colloquium's essence by Dr. Dhiresk Kulshrestha, Dean, Economics, Chitkara Business School.

In two day's colloquium Prof. Amaresh Samantaraya, Economist to the Governor of Andhra Pradesh, Professor and Finance Officer, Central University, Pondicherry shared unique insights and expertise on the topic of 'Monetary Policy and Banking Reforms.' Additionally, Dr. Priyadarshi Dash, Associate Professor, Research and Information System for Developing Countries (RIS), Ministry of External Affairs, New Delhi, India, shed light on the topic 'Evolving Global Macroeconomic Situation and Growth Prospects in Developing Countries.' Dr. Deepali Dixit, Deputy General Manager, Securities Exchange Board of India (SEBI), shared unique insights and expertise on the topic of 'Market Reforms and their Role in the Indian Economy.' Additionally, Prof. Utpal Kumar DE, Professor - Economics, North-Eastern Hill University, Shillong, shed light on the topic 'Agricultural Vulnerability and the Question of Sustainability.'



# Expert Talk by Eminent Speaker



The Department of Supply Chain Management and General Management, Chitkara Business School, Chitkara University, organized an insightful expert talk by Dr. P K Khosla, Pro Vice-Chancellor (Research), Chitkara University Punjab, on the theme 'How IoTs were compromised to bring down the global Internet' for students pursuing MBA in Logistics and Supply Chain Management. Dr. Khosla commenced the talk with an overarching cybersecurity overview, shedding light on the pivotal role of IoT in the supply chain. Subsequently, he navigated through the inherent challenges and vulnerabilities associated with IoT, underlining the imperative to secure IoT networks. The presentation took a compelling turn as he elucidated a case study on the Mirai botnet—a malware that emerged in 2016.





# Alumni Talk

## #StarAlumni



**"Education cultivates self-assurance. Confidence engenders hope. Hope cultivates tranquilly."**

**- Dr Jasleen Kaur**



Chitkara Alumni Association Network proudly hosted Lt. Cdr Manish Malhan, Deputy Director - Cyber Security, Navy Cyber Group, Ministry of Defence, Delhi, in the 'Alumni Ignite the Spark Series 2024.' Lt. Cdr Malhan is a luminous alumnus of the Computer Science Engineering batch of 2010. He delivered a session on 'Securing the Digital Realm: Cybersecurity's Crucial Role in Global Peace,' addressing the postgraduate and undergraduate students of Chitkara Business School. The event was graced by Prof. Harkiran Kaur, Pro Vice-Chancellor, Chitkara Alumni Association Network; Dr. Sandhir Sharma, Pro Vice-Chancellor, Chitkara Business School; and Harinderpal Singh, Director, University Sports Board, Chitkara University.



# Capacity Building Program



Chitkara Business School, Chitkara University, organized 'Innovate and Accelerate Your Business Plan,' a three-day event for B.Com and BBA FinTech students. The initiative, led by dynamic leaders including Jatin Madaan, Founder & CEO of QuickStay; Raghav Gupta, Founder, Equidei; Divam Wadhwa, Founder, Chai Nagri; Brijesh Aggarwal, Founder & CEO, DABOLABS and DocsinBlocks; Gaurav Bikram, Founder & CEO, Lowcal Ventures Private Limited; and Vipul Duggal, Founder & Managing Director, Pastiche Energy Solutions Private Limited, showcased a dynamic blend of innovation, creativity, and entrepreneurial spirit. These young entrepreneurs, representing diverse backgrounds, shared a common vision of creating a platform that encourages students to push the boundaries of conventional thinking. This fostered a mindset among students to become job creators.





'COMTECH 2.0', a flagship event celebrating the realms of commerce and financial technology was organized by Chitkara Business School, Chitkara University. The event delved into the latest trends and technologies in finance and technology sectors, featured industry experts, including CA Navya Malhotra - Secretary, Northern India Regional Council, Chartered Accountants of India; Prabhanshu Mittal, Head of Education Partner Relationships, North East and West India, Association of Chartered Certified Accountants (ACCA); Parveen PG, Senior Manager of Product Design and Development, Tally; Ariti Roy, Director of People and Strategy, Zell Education; Anil Kumar, Company Secretary, Ethos Limited, Chandigarh; Kapil Arora, Director, Grant Thornton Bharat, LLP; Jasneet Bindra, Country Head, Chartered Institute for Securities and Investments; and Gaurav Vohra, Partner at KPMG India. These experts blended theory with real-world applications, fostering a culture of innovation and excellence among students. Their enthusiasm was truly inspiring, creating an atmosphere of intellectual curiosity.







Department of BBA Professional, Chitkara Business School, Chitkara University in collaboration with the Office of Student Affairs organized an event called '[Chitkara SocioNavintam Ideathon](#).' The event, 'Chitkara SocioNavintam Ideathon,' was a hands-on learning experience for students. They participated in the 'Innovative Product Development Competition,' presenting working models and prototypes aimed at fulfilling social objectives. The core principle of the Chitkara SocioNavintam Ideathon aligns with motivating students, initiating their collaboration and participation skills, and encouraging learning to solve community problems through social innovation.



# Faculty Achievements

## #FacultyAchievements





# Keynote/ Distinguished Speaker



The poster features a dark blue background with a subtle network pattern. At the top left is the Chitkara Business School logo, and at the top right is the Chitkara University logo. The central text reads 'SESSION EXPERTS' in yellow, followed by 'ICSSR Sponsored Two Week Capacity Building Program' in white. Below this are two circular portraits of the speakers. The first speaker, Dr. Sandhir Sharma, is on the left, and the second, Dr. Dhiresh Kulshrestha, is on the right. Their names and titles are listed below their portraits. At the bottom, it says 'organised by CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT' in yellow. A yellow box at the very bottom contains the text 'DAY 5 & DAY 6' and 'JANUARY 15 - 16 , 2024'.

**CHITKARA BUSINESS SCHOOL**

**CHITKARA UNIVERSITY**

## SESSION EXPERTS

**ICSSR Sponsored Two Week Capacity Building Program**

**DR. SANDHIR SHARMA**  
Pro Vice Chancellor  
Chitkara Business School

**DR. DHIRESH KULSHRESTHA**  
Professor & Dean Economics  
Chitkara Business School

organised by  
**CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT**

**DAY 5 & DAY 6** | **JANUARY 15 - 16 , 2024**

Dr. Sandhir Sharma, Pro-Vice Chancellor, Chitkara Business School, Chitkara University, and Dr. Dhiresh Kulshrestha, Professor and Dean of Economics, Chitkara Business School, Chitkara University, have been invited as distinguished speakers for the 'Indian Council of Social Science Research (ICSSR) Sponsored Two-Week Capacity Building Program' organized by Chaudhary Charan Singh University (CCSU), Meerut. The event is designed to provide valuable insights and foster collaborative discussions on current trends in business and economics, effective academic leadership strategies, and the evolving landscape of higher education.



Dr. Rashmi Aggarwal, Dean - Commerce and Fintech, Chitkara Business School, was invited as a keynote speaker at 'The International Conference on Digital Transformation and Smart Business,' organized by the Department of Management, Kristu Jayanti College, Bangalore, in association with Lincoln University College, Malaysia. Dr. Rashmi shared her insights on the topic 'Emerging Technologies for Digital Transformation.' She focused on the extensive integration of digital technologies into all aspects of life, revolutionizing industries, and supported her views with empirical data and its Domino effect in the finance sector.





Dr. Kiran Mehta, Professor and Dean (Finance-MBA) delivered an expert session at a regional seminar organized by the Telecommunication Regulatory Authority of India in Bhopal on 12th February 2024. The seminar, titled "Digital Economy: Trends and Development," was attended by experts from institutions such as IIM, IIT, and RBI, as well as various professional institutes, students, teachers, government officials from both Central and State Governments, PSU officers, representatives from financial institutions, private sectors, telecom and internet service providers, industry professionals, and consumer groups. Other notable speakers at the seminar included the Principal Advisor of TRAI, the CTO of Global Sales and Network Services at Nokia, the Deputy General Manager of RBI in Lucknow, the General Manager of NABARD, a professor from IIM Lucknow, the SP Vigilance from Lucknow, and the DDG (SA) from the Department of Telecom.



Dr. Prachi Gupta, Director, Centre for Digital Marketing Strategy and Analytics, Chitkara Business School, Chitkara University was a distinguished guest speaker at the 'Pramana Research Conference 2024' at Symbiosis Centre for Media and Communication, Pune, on January 19, 2024. She delved into the theme of 'Inclusivity in Brand Ecosystems and highlighted the structural and marketplace influences, representational narratives, and new age brand philosophies. Her discourse eloquently emphasized the normalization of inclusiveness in brand strategies.





Dr. Keerti Bhusan Pradhan, Professor, Department of Healthcare Management, Chitkara Business School, was invited to serve as the distinguished speaker at the inaugural MBA Healthcare Management program of IIM Bodhgaya (IIMBG). In his articulate address, he provided a comprehensive overview of the healthcare sector, elucidating the significance of each sub-vertical within the healthcare ecosystem. His presentation spanned both global and national perspectives, accentuating the imperative nature of aligning with WHO standards and the global health systems framework.





Dr. Shuchi Dawra, Assistant Dean and Program Head- Integrated Program in Management (IPM), Chitkara Business School, Chitkara University was invited as a distinguished speaker and a panelist in the EDTalk World Conference. She spoke on the topic "From Classrooms to Boardrooms: The Role of Education and Business Partnerships in Bridging Skills Gap" held in New Delhi, India at the Hotel Le Meridien, Windsor PI on 22nd and 23rd February, 2024.



Dr. Dhiresh Kulshreshtha, Dean, Economics, Chitkara Business School, was extended a prestigious invitation to serve as a Session Speaker and Presenter at the illustrious 16th International Conference held in Berlin, Germany. Dr. Dhiresh imparted profound insights on the compelling topic of "Strategic Pathways: Understanding Inter-Sectoral Dynamics and Environmental Implications on Economic Growth." Furthermore, he elucidated on the intricacies of the Indian economy, particularly in the context of Viksit Bharat@2047, and articulated the nation's trajectory towards becoming the world's third-largest economy by 2030.



Dr. Rashmi Aggarwal participated in the National Education Summit on Commerce & Accountancy 2024 (NES-CA 2024) on 22nd & 23rd January 2024 at New Delhi. The summit brought together leading academicians, researchers, and scholars from the field of Accountancy and Commerce to discuss opportunities for commerce graduates in the near future . The objective was to synergize University Education with Professional Accountancy Education and to Focus on Hands-on Learning by bridging Theory and Practice.

# Leadership Summit/ FDP/ Workshop/Webinar Attended



As an advocate for continuous learning and professional growth, I was thrilled to participate in the prestigious SHRM India Talent Leadership Summit & Expo 2024, held in Bengaluru on February 6th. This premier event served as an invaluable platform for industry experts, thought leaders, and practitioners to converge and exchange insights on the latest trends and strategies in talent development. Dr Nidhi Punj attended the event as a representative of Chitkara Business School, Chitkara University, Punjab, India.





Dr Navreet Kaur - Professor, Department of Human Resources participated in SHRM India Talent Leadership Summit & Expo 2024 held in Mumbai on 19th February, 2024. The premier Talent Conference was a power-packed event with industry thought leaders expressing their concerns about the future of work and the need to look beyond traditional talent pools. It was time to re-imagine things, to constantly learn, unlearn and evolve in an AI-enabled workplace. The Summit provided an excellent platform to interact and network with HR stalwarts and fellow professionals.



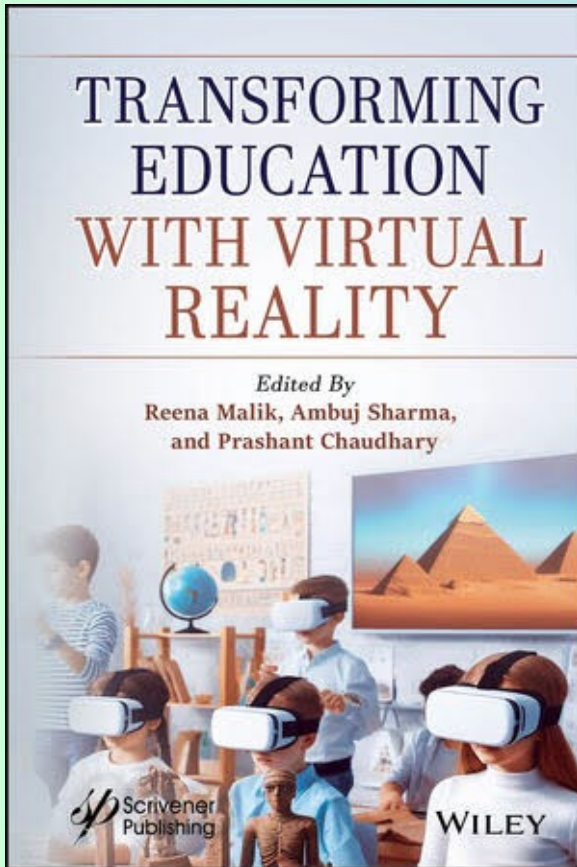
Dr. Tanuja Sahni & Dr. Devesh Bathla, represented Centre for Analytics and Data Excellence, Chitkara Business School at the much sought after corporate event "Beyond 2024" held on 16th February at The Leela Palace, Bengaluru. The event was organized by the 3AI (Analytics & AI Association). Marquee leaders from top notch corporates gave valuable insights into the world of generative AI and AI strategy with the confluence of Data engineering, Cloud Computing, Digital Analytics and human design. The event provided a platform for interactions with industry experts, visionaries and practitioners from the world of Analytics and Data Science, aimed at academic excellence.

# Paper Publications

- Roy, M., Jamwal, M., Vasudeva, S., & Singh, M. (2024). Physicians behavioural intentions towards AI-based diabetes diagnostic interventions in India. *Journal of Public Health*, 1-10.
- Sharma, M. K., Ramaprasad, B. S., Jamwal, M., Phadke, R., & Nidhisha, H. (2024). Unraveling the Essence of Entrepreneurship Education in Hospitality and Tourism: A Qualitative Exploration of Indian Entrepreneurs' Insights. *Prabandhan: Indian Journal of Management*, 17(3), 8-25.
- Sharma, R., & Mehta, K. (2024). Credit risk and bank specific factors: an empirical study using panel GMM. *International Journal of Economics and Business Research*, 27(2), 294-309.
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- 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.
- 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.
- Kaur, N. (2024). Ethical Risks in Artificial Intelligence-Based Performance Assessment Within Asian Companies. In *Entrepreneurship and Creativity in the Metaverse* (pp. 210-228). IGI Global.



# Books Published



Dr. Reena Malik has published an edited book titled "Transforming Education With Virtual Reality" published by Scrivener publishing, Wiley.

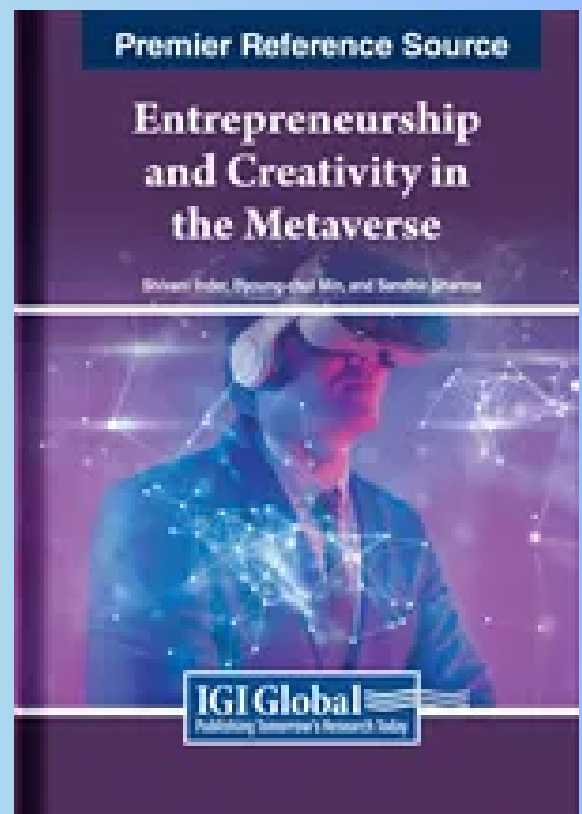
Dr. Kiran Mehta and Dr. Renuka Sharma has published an edited book titled "Sustainability, Green Management, and Performance of SMEs, Berlin, Boston: De Gruyter, 2024"



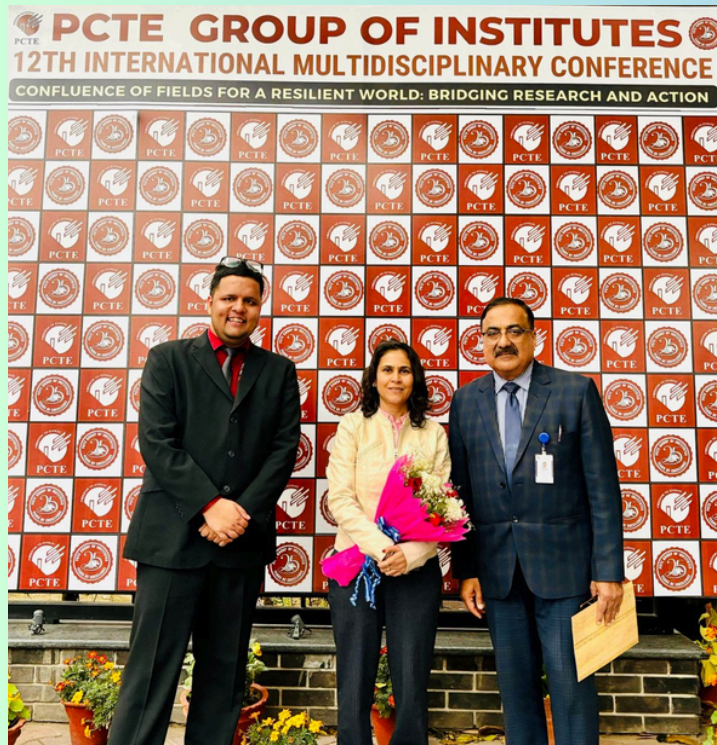


Dr. Babita Singla and Dr. Shalender Kumar published an edited book titled "Creator's Economy in Metaverse Platforms: Empowering Stakeholders Through Omnichannel Approach: Empowering Stakeholders Through Omnichannel Approach" published by IGI Global.

Dr. Shivani Inder and Dr. Sandhir Sharma published an edited book titled "Entrepreneurship and Creativity in the Metaverse" published by IGI Global.



# Expert Talk by CBS Faculty



Dr. Kiran Sood, Professor, Chitkara Business School, was invited as a keynote speaker to the '12th International Multidisciplinary Conference' (PCTE-ICMR-2024), organized by the PCTE Group of Institutes in Ludhiana. Dr. Sood's presentation, titled 'Confluence of Fields for a Resilient World: Bridging Research & Action,' provided profound insights into the intersection of various disciplines to foster resilience. Her valuable contributions undeniably enriched the conference, inspiring attendees with tangible solutions for global challenges.

Dr. Jashandeep Singh, Associate Professor, Chitkara Business School was invited to deliver a talk for the government of Punjab funded Entrepreneurship Programme on March 07, 2024 at Rayat-Bahra Hoshiarpur Campus.







Dr Shefali Saluja, faculty of Chitkara Business School, delivered a workshop focused on "Financial Literacy: Navigating Your Financial Future" to BBA, B. Com, George Brown College (GBC) 4th semester Centre for Global Education (GBE) Students Transitioning Overseas to Canada .During the two-hour session, she addressed the following key points: A Holistic Financial Literacy Session for Students Strategic Financial Decisions: Strengthening their Financial Intelligence Building Financial Independence: Equipping the students with Tools for a Secure Future.



MBA HR students at Chitkara Business School finished their "Business Research Methods" module from 16th Feb to 26th Feb, 2024. The learners worked extremely hard to publish an intellectual contribution based on their learnings from the module. Dr. Shefali Saluja mentored and guided the students on this remarkable journey. 14 intellectual property contributions have been filed. The cohort of 65 students were divided into 14 groups, with three groups successfully filing copyrights, three groups successfully filing patents, and eight groups writing research papers. This is a turning point in CBS history, as the module evolved into an output-driven initiative.









The course on Organizational Behaviour and Management Principles for MBA (HR) students at Chitkara Business School concluded on 6th March, 2024. The highlight of the course was the use of the film as a pedagogical technique. A class of 60 students mentored by Dr Navreet Kaur presented 12 short films of 10 minutes each on various themes related to management of workplace behaviour. Excerpts from movie scripts were culled out to explain the various dimensions of the concept under study. The entire exercise was envisioned by the faculty mentor to leverage the pedagogical and emotive power of a film to support the teaching-learning process. With the students taking a lead in reflecting on and critically thinking about work-related phenomena, the activity proved to be a successful demonstration of a flipped classroom.





# Patents

 	
<b>पेटेंट कार्यालय, भारत सरकार</b> <b>The Patent Office, Government Of India</b> <b>डिजाइन के पंजीकरण का प्रमाण पत्र</b> <b>Certificate of Registration of Design</b>	
डिजाइन नं. / Design No.	386143-001
तारीख / Date	13/05/2023
पारस्परिकता तारीख / Reciprocity Date	
देश / Country	INDIA
<p>प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो <b>SMART WORKSTATION WITH IN-BUILT COOLING PAD</b> से संबंधित है, का पंजीकरण, केने 06-03 में 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Kiran Mehta 4.Renuka Sharma 5.Brahmleen Singh के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।</p> <p>Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 06-03 in respect of the application of such design to <b>SMART WORKSTATION WITH IN-BUILT COOLING PAD</b> in the name of 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Kiran Mehta 4.Renuka Sharma 5.Brahmleen Singh.</p>	
<p>डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अन्वयेन प्रावधानों के अनुसार।  In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.</p>	

 	
<b>पेटेंट कार्यालय, भारत सरकार</b> <b>The Patent Office, Government Of India</b> <b>डिजाइन के पंजीकरण का प्रमाण पत्र</b> <b>Certificate of Registration of Design</b>	
डिजाइन नं. / Design No.	366665-001
तारीख / Date	23/06/2022
पारस्परिकता तारीख / Reciprocity Date	
देश / Country	INDIA
<p>प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो <b>DIGITAL NOTEPAD WITH FOLDABLE SCREEN</b> से संबंधित है, का पंजीकरण, केने 14-02 में 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Sharma, Renuka 4.Mehta, Kiran 5.Kochhar, Zenia 6.Bhardwaj, Hitesh 7.Singh, Sovia Rj 8.Dhaliwal, Simran Kaur के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।</p> <p>Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 14-02 in respect of the application of such design to <b>DIGITAL NOTEPAD WITH FOLDABLE SCREEN</b> in the name of 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Sharma, Renuka 4.Mehta, Kiran 5.Kochhar, Zenia 6.Bhardwaj, Hitesh 7.Singh, Sovia Rj 8.Dhaliwal, Simran Kaur.</p>	
<p>डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अन्वयेन प्रावधानों के अनुसार।  In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.</p>	

 	
<b>पेटेंट कार्यालय, भारत सरकार</b> <b>The Patent Office, Government Of India</b> <b>डिजाइन के पंजीकरण का प्रमाण पत्र</b> <b>Certificate of Registration of Design</b>	
डिजाइन नं. / Design No.	356248-001
तारीख / Date	06/01/2022
पारस्परिकता तारीख / Reciprocity Date	
देश / Country	INDIA
<p>प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो <b>MULTIUSE DIARY</b> से संबंधित है, का पंजीकरण, केने 19-04 में 1.Chitkara Innovation Incubator Foundation 2. Reena Malik 3.Nitish Arora 4.Tanvi Jindal 5.Manni Kumar 6.Prateek Srivastava के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।</p> <p>Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 19-04 in respect of the application of such design to <b>MULTIUSE DIARY</b> in the name of 1.Chitkara Innovation Incubator Foundation 2. Reena Malik 3.Nitish Arora 4.Tanvi Jindal 5.Manni Kumar 6.Prateek Srivastava.</p>	
<p>डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अन्वयेन प्रावधानों के अनुसार।  In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.</p>	

 	
<b>पेटेंट कार्यालय, भारत सरकार</b> <b>The Patent Office, Government Of India</b> <b>डिजाइन के पंजीकरण का प्रमाण पत्र</b> <b>Certificate of Registration of Design</b>	
डिजाइन नं. / Design No.	370376-001
तारीख / Date	05/09/2022
पारस्परिकता तारीख / Reciprocity Date	
देश / Country	INDIA
<p>प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो <b>TABLE WITH LAPTOP COOLING PAD</b> से संबंधित है, का पंजीकरण, केने 06-03 में 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Priya Jindal 4.Shuchi Dawra 5.Sandhir Sharma 6.Divya Mahajan 7.Geetankshi के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।</p> <p>Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 06-03 in respect of the application of such design to <b>TABLE WITH LAPTOP COOLING PAD</b> in the name of 1.Chitkara University (Punjab) 2. Chitkara Innovation Incubator Foundation 3.Priya Jindal 4.Shuchi Dawra 5.Sandhir Sharma 6.Divya Mahajan 7.Geetankshi.</p>	
<p>डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अन्वयेन प्रावधानों के अनुसार।  In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.</p>	



# Copyrights

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<p align="right">Form: CD-1 (2013-2014)</p>			
<p>1. <b>Author</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>1-14503-2024</b></p>		
<p>2. <b>Author</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p>PRAGATI PICTURES, CHANDIGARH, CHANDIGARH PALLA PICTURES, BANGALORE, BANGALORE PALLA PICTURES, BANGALORE, BANGALORE</p>		
<p>3. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>4. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>5. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>6. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>7. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>8. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>9. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>10. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>11. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>12. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>13. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>14. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>15. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>16. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>17. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>18. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>19. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>20. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>21. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>22. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>23. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>24. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>25. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>26. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>27. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		
<p>28. <b>Year</b> (सिनेमाटोग्राफ, गाना संग्रह)</p>	<p><b>2024</b></p>		

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<p align="right">Registration Number: <b>1-1440217-2024</b></p>		
<p>1. <b>Author/Inventor/Artist/Designer:</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>2. <b>Address as per the application:</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>3. <b>Work, nature and extension of the application:</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>4. <b>Is the application for a work of art?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>5. <b>Is the application for a work of literature?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>6. <b>Is the application for a work of music?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>7. <b>Is the application for a work of architecture?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>8. <b>Is the application for a work of painting?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>9. <b>Is the application for a work of sculpture?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>10. <b>Is the application for a work of photography?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>11. <b>Is the application for a work of cinematograph?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>12. <b>Is the application for a work of dramatic?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>13. <b>Is the application for a work of literary?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>14. <b>Is the application for a work of musical?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>15. <b>Is the application for a work of architectural?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>16. <b>Is the application for a work of painting?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>17. <b>Is the application for a work of sculpture?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>18. <b>Is the application for a work of photography?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>19. <b>Is the application for a work of cinematograph?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>20. <b>Is the application for a work of dramatic?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>21. <b>Is the application for a work of literary?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>22. <b>Is the application for a work of musical?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>23. <b>Is the application for a work of architectural?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>24. <b>Is the application for a work of painting?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>25. <b>Is the application for a work of sculpture?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>26. <b>Is the application for a work of photography?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	
<p>27. <b>Is the application for a work of cinematograph?</b></p>	<p><b>ANUSHTI BHADWASH, CHITPAKRA A BUDHNOO SINGH, CHITPAKRA UNIVERSITY, PINJARI, INDIA (AUTHOR)</b></p>	

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		<p>Extracts from the Register of Copyrights</p> 
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<p align="right">Downloaded from <a href="http://www.copyright.gov.in">www.copyright.gov.in</a></p>		
<p>1. reference investigation Number</p>	<p>1-1421802502</p>	
<p>2. authors or co-authors or joint authors</p>	<p>RAJESH MEHTA, CHETANRA BUNDSRA SCHOOR, CHETANRA UNIVERSITY, JODHPUR, PUNJAB, INDIA</p>	
<p>3. address of the author or the applicant</p>	<p>RAJESH MEHTA, CHETANRA BUNDSRA SCHOOR, CHETANRA UNIVERSITY, JODHPUR, PUNJAB, INDIA</p>	
<p>4. title of the work</p>	<p>ARTICLE</p>	
<p>5. title of the work in the original of the work</p>	<p>LITERARY</p>	
<p>6. title and description of the work</p>	<p>EXPLORING THE FUNCTIONALITY OF MACHINE LEARNING</p>	
<p>7. title of the work in the original of the work</p>	<p>EXPLORING THE FUNCTIONALITY OF MACHINE LEARNING</p>	
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<p>39. title of the work in the original of the work</p>	<p>EXPLORING THE FUNCTIONALITY OF MACHINE LEARNING</p>	







## **Faculty Awards/ Recognition**





Dr. Sandhir Sharma, Pro Vice Chancellor of Chitkara Business School, has been honoured with the 'Honorary Fellow Award' by AIMS-International for his dedicated service to the association over the last 15 years. Dr. Sharma also serves as a member of the advisory board of AIMS-International. The award was conferred upon him by Dr. Om Parkash Gupta, President of AIMS-International and Professor at the University of Houston-Downtown, Texas, USA. The award ceremony took place during the 21st AIMS International Conference on Management. This recognition is a testament to Dr. Sharma's dedication, commitment, and integrity.





Dr. Dhiresh Kulshrestha, Professor and Dean of Economics, Chitkara Business School, Chitkara University, has been appointed as a Research Fellow at INTI International University, Malaysia. Dr. Kulshrestha's dedication to research, academic excellence, and unwavering commitment have earned him this prestigious recognition.

Dr. Neeraj Anand, Dean - Supply Chain Management & General Management, Chitkara Business School & Head - Centre of Excellence in Sustainable Supply Chain, Chitkara University, Punjab, has attained the status of 'Life Member' and has been elected as a Chartered Member of the prestigious Chartered Institute of Logistics and Transport (CILT). The membership is the testament of his extensive and deep knowledge of the subject, unwavering commitment and professional integrity.





GLOBAL  
BRAIN HEALTH  
INSTITUTE



October 5, 2023

Jayashree Dasgupta, PhD, Mphil  
Keerti Bhusan Pradhan, MBA, PhD, MHA, MIPH  
Chitkara University Punjab

Re: Global Brain Health Institute (GBHI), Alzheimer's Association, and Alzheimer's Society  
UK Pilot Awards for Global Brain Health Leaders

Dear Jayashree:

Your application GBHI ALZ UK-24-1068597, "Crossing international borders for dementia care: Migrating Indian families" has been recommended for award.

This grant was approved for funding in October 2023.  
Please confirm the start date with the return of the signed agreement.  
The start date may be no later than April 1, 2024. Any exceptional  
circumstances must be communicated in advance.

The total amount of the grant is \$25,000.

The requirements for this award are detailed in this letter, which includes the Award Letter and the Conditions of Award as one document. **Please note, no payment will be made until the proper ethical approvals are provided by the organization.** This letter must be signed, initialed where required, and uploaded to your online file as a "pdf" to confirm your acceptance of these award conditions.

In order to activate your award initiate payment, please ensure the following electronic files are uploaded to ProposalCENTRAL at: <https://ProposalCentral.com/>

- Signed award letter confirming acceptance of the award and the attached conditions of award, including confirmation of the start date for this award
- Appropriate ethical approvals (human participants, animals or recombinant DNA); if none of these are required, a letter signed by the sponsoring organization noting that these are not required
- Recruitment plan
- Documentation of clinical trial registration, only for pilots including clinical trials
- Necessary financial information to process any payment:
  - Attached wire and/or ACH (for US based organization) form
  - Completed W8/W8BEN/W9 form based on your sponsoring organization

All of the above are required and must be submitted electronically to activate the award. *Hard copies of the required documents will not be accepted.*

Institutional Representative Initial that the terms stated on this page are accepted \_\_\_\_\_

Dr. Keerti Bhusan Pradhan, Professor, Department of Healthcare Management, Chitkara Business School, Chitkara University, Punjab Fhas received award for his project titled "Crossing International borders for dementia care: Migrating Indian families" by Global Health Institute (GBHI), Alzheimer's Association and Alzheimer's Society UK Pilot Awards for Global Brain Health Leaders.



Dr. Jasleen Kaur recently presented a paper in an International Conference on Contemporary Issues in Management (ICCIM)-2024 held in Lloyd Business School, Greater Noida and received an award of Best presenter.



# Student Achievement



# Curricular Activities



Chitkara Business School, Chitkara University conducted the 'Capital Market Operations Student Immersion Program,' where 30 students enrolled in B.A. Economics with Data Science are gaining valuable insights. At the prestigious National Institute of Securities Markets (NISM), Mumbai, a one-week immersion and knowledge program aims to provide them with a deeper understanding of industry nuances.

The Department of BBA Professional organized The Corporate Showdown for the students of batch 2023. With a keen understanding of the hurdles faced in everyday professional interactions, we purposefully crafted each lesson to simulate authentic workplace scenarios. Through this immersive learning experience, students were empowered to navigate complex communication landscapes with confidence and finesse.

**CHITKARA UNIVERSITY**

**CHITKARA BUSINESS SCHOOL**

## THE CORPORATE SHOWDOWN

**Resource person**  
Dr. Payal Bassi  
Professor  
Chitkara Business School  
Chitkara University, Punjab

**Events For the Day**

- Corporate charade
- The client pitch challenge
- The corporate Q&A
- Unleash the narrative
- The Write Fight

Date: 13th March, 2024  
Timings: 10:00 am-12:00 am  
Venue: LH-505, 5th Floor, Rockfeller Block

Mode: Offline

Organized by  
BBA Professional  
Chitkara Business School

Organised For  
BBA Professional  
2023 - 2026 students



Chitkara Business School, Chitkara University orchestrated an insightful session on 'Decoding LinkedIn' for Integrated Program in Management (IPM) students. Sampark Sachdeva, Founder and CEO of Sampark Se Sampark was the resource person for the session. This included in-depth insights into profile optimization, networking tactics, content sharing approaches, personal branding nuances, content creation methods, as well as an examination of privacy settings and profile visibility. The students demonstrated exceptional enthusiasm throughout the event and got hands-on experience in managing their LinkedIn profiles.





The Department of Supply Chain Management and General Management at Chitkara Business School, Chitkara University, Punjab, organized an insightful workshop "Decoding LinkedIn" by LinkedIn expert, Sampark Sachdeva. The session provided the participants with concrete steps and practical strategies to capitalize on LinkedIn effectively and create a polished and professional online presence. Through interactive sessions and hands-on demonstrations, attendees were educated to leverage various features of LinkedIn to showcase their skills, achievements, and expertise. The workshop also emphasized the importance of utilizing LinkedIn as a powerful tool for personal branding, networking, and career advancement.



Chitkara Business School, Chitkara University, had organized an enlightening session titled 'Interaction with Bright Minds' catering exclusively to the intellectual growth of its students. The event featured visionary speakers who are stalwarts in the field of economics, including Prof LC Mallaiah, Central University, Hyderabad; Prof Ashutosh Priya, Rohilkhand University, Bareilly; Prof Dinesh Kumar, Chaudhary Charan Singh University, Meerut; and Prof. V.K Srivastava, Avadh University, Ayodhya. This interactive session presented an excellent opportunity for students to gain a comprehensive understanding of economics and engage directly with experts.



Center for Analytics and Data Excellence, Chitkara Business School conducted a five-day value-added course for students, featuring distinguished industry experts such as Sumeet Khosla, Corporate Trainer & Founder, Talent Shoots; Shaweta Dhawan, Corporate Trainer; Raj Ghai, Founder & CEO, White Sparrow Consultants and Ajay Aggarwal, Founder, Accosoft India. The comprehensive curriculum covered a wide array of topics, including digital marketing, leadership, accountability, logical reasoning, critical thinking, and artificial intelligence. This initiative provided an excellent opportunity for students to acquire valuable knowledge and skills, preparing them to enter the industry with confidence and readiness.





Sumit Kumar, Director, Thryve Digital, a prominent Digital Health company rooted in the USA under Highmark Health Solutions highlighted the significance of integrating health systems into the digital health framework. He expressed deep admiration for the university's impressive infrastructure and its industry-oriented curriculum. He also conveyed his optimism about fostering a strong partnership between industry and academia.



# Industrial Conclave



Yashna Sharma and Anchal, Students of Fintech, Chitkara Business School seized the opportunity to interact with experts and gain real-time insights from industry professionals in the Indian Banking Conclave held in New Delhi under the guidance of Dr. Sarabjeet Singh, Assistant Dean and Program Head (Fintech), Chitkara Business School (CBS), and Dr. Jyoti Verma, Faculty of Fintech.

# Industrial Visits



## Industrial Visit to Yakult - Danone, Sonapat

Department of Supply Chain Management & General Management, Chitkara Business School, conducted an industrial visit to Yakult Danone India pvt. Ltd., Sonipat on 29 March, 2024 for the students of MBA LSCM 2023-25. Students were accompanied by Dr. Renin Singh. Students were exposed to the manufacturing and quality control measures followed in the facility. Later, the students were briefed about the packaging, promotion and logistics functions of the organisation. The visit ended with an interactive session where the representatives from Yakult answered student queries.



# Co-Curricular Activities



Chitkara Business School, Chitkara University organized an outdoor activity 'Camp Pathfinder' for MBA (Human Resource) students at 'Tree House Farm' on the Chandigarh-Ambala Highway. The training, led by 'Major Priya Jhingan Leadership Academy' with support from Pep Turf outdoor trainers, focused on experiential learning and interactive discussions with two main goals: setting higher-order goals and gaining a perspective on leadership in a volatile, uncertain, complex, and ambiguous (VUCA) environment. The students learned about the four Cs of a high-performance team: Critical thinking, Communication, Collaboration, and Creativity.





A cohort of 26 BBA-FinTech students (Batch 2022 and 2023) from Chitkara Business School is presently in New Delhi, participating in the 31st Convergence India Expo, India's largest Tech and Infra Expo. This engagement provides an ideal platform for comprehending the diverse challenges and opportunities inherent in the complete digital economy scenario. The opportunity for students to interact with leading Tech MNCs during this event is poised to instill a keen interest in them towards this rapidly emerging field.



Under Dil Se Digital 2.0, Students' competition on Promoting India's Tourism through Digital Platforms was launched on 6th March, 2024.



Digital Marketing Challenge Competition (DMAC) held in February 2024. Students of BBA-DM (batch 2022-2025) namely Harshil, Kashish, Aarin, Aarush, Najuk, Nitesh, Simar, Ishpreet, Mayank, Vansh, Arindam successfully participated and got the certificates.

# Sports Activities



Diya Chitale, a third-year BBA student, who clinched the prestigious Gold Medal in the mixed doubles and the Bronze Medal women's doubles category, at the World Table Tennis Feeder held in Beirut, Lebanon.







Chitkara University takes great pride in sharing the achievement of Arshi Khanam, a first-year MBA student, who clinched a Bronze Medal in the Women's 56kg (Sanda) category at the All India Inter University Wushu Championship hosted by the University of Jammu.



Madhu a third year BBA student has secured the prestigious Gold Medal and Bronze Medal in the 70 kg and 56 kg weight category respectively at the 3rd Wako India Open International Tournament held at KD Jadhav Indoor Stadium, IG Sports Complex, New Delhi.



Bipasha, a second-year student of Bachelor of Business Administration (B.B.A), Chitkara Business School has won the Gold Medal in the 76kg weight category at the Senior National Women Wrestling Championship held at Pune.







Devika Sihag, a first-year student of Bachelor of Business Administration (B.B.A), Chitkara Business School won the Gold Medal in Women Singles at the Victor Swedish Badminton Open Tournament 2024 held in Uppsala, Sweden.







Manas Bhalla, a second-year student pursuing Bachelor of Business Administration in Financial Technology (BBA-FinTech) program, Chitkara Business School, represented Chitkara University at the prestigious '27th National Youth Festival' in Nashik, organized by the Ministry of Youth Affairs and Sports.



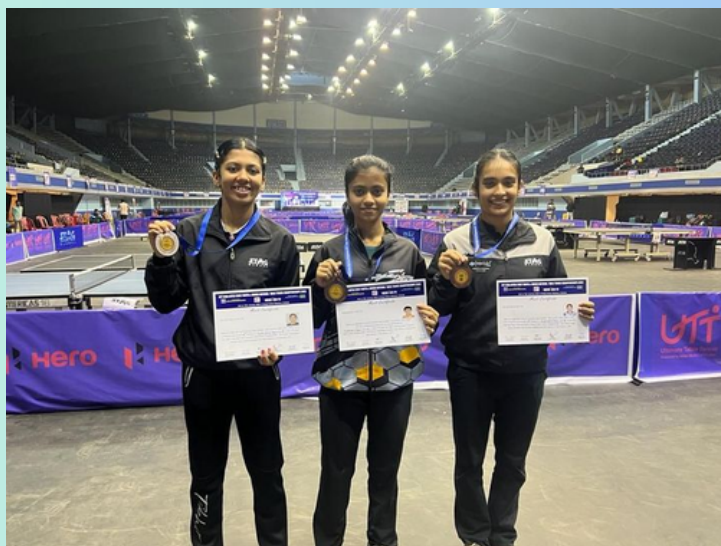
Devika Sihag, a first-year Bachelor of Business Administration (B.B.A) student won the Silver Medal in Women Singles at the Estonian Badminton International Series 2024 held in Tallinn, Estonia.



Madhu, a third-year Bachelor of Business Administration (B.B.A) student won the Gold Medal in 60 kg category in the K1 event at the Khelo India Women's Kickboxing League held at NIT, Sports Complex, Faridabad, Haryana.







Suhana Saini, a second-year Bachelor of Business Administration (B.B.A) student, won the Gold and Silver Medals in the Under-19 Girls Doubles and Under-19 Girls Team, respectively. Lakshita Narang, a second-year BBA student, bagged the Bronze Medal in the Under-19 Girls Singles and Girls Team.

Oishiki Joardar, a first-year BBA student, displayed remarkable sportsmanship, securing the Bronze Medal in the Under-19 Girls Team.



Madhu, a third-year BBA Sports Management, Chitkara Business School student, secured a Gold Medal in the Under-60kg weight category at the All India Inter University Kickboxing Women Championship 2024 held at Swami Vivekanand Subharti University, Meerut.





Nancy, a second-year BBA student, won Gold Medal in the 53kg weight category at the Khelo India University Games (Women) Wrestling Championship held in Kohima, Nagaland.



Devika Sihag, a first-year BBA student at Chitkara Business School, has achieved a remarkable feat. She clinched the Silver Medal in Women's Badminton Singles at the prestigious FZ Forza Dutch International Series 2024, which took place in Wateringen, Netherlands.

# NSS Activities



**CHITKARA**  
UNIVERSITY



**PUNJAB CHEMICALS**  
AND CROP PROTECTION LTD.

# FREE MEDICAL CHECKUP

and

## HEALTH EDUCATION CAMP FOR WOMEN

# ਔਰਤਾਂ ਲਈ ਮੁਫਤ ਮੈਡੀਕਲ ਚੈਕਅਪ ਅਤੇ ਸਿਹਤ ਸਿੱਖਿਆ ਕੈਂਪ

**Date :** 16th March, 2024

**Time :** 10:00 AM - 2:00 PM

**Venue:** Community Centre, Bijanpur, Derabassi

Organised by  
Chitkara Business School, Chitkara University &  
Punjab Chemical and Crop Protection Limited

**ਮਿਤੀ :** 16 ਮਾਰਚ, 2024

**ਸਮਾਂ :** ਸਵੇਰੇ 10 ਵਜੇ ਤੋਂ ਦੁਪਹਿਰ 2 ਵਜੇ ਤੱਕ

**ਸਥਾਨ :** ਕਮਿਊਨਿਟੀ ਸੇਂਟਰ, ਬੀਜਨਪੁਰ, ਡੇਰਾਬਾਸੀ

ਦੁਆਰਾ ਅਯੋਜਿਤ:  
ਚਿਤਕਾਰਾ ਬਿਜਨਸ ਸਕੂਲ, ਚਿਤਕਾਰਾ ਯੂਨੀਵਰਸਿਟੀ ਅਤੇ  
ਪੰਜਾਬ ਕੈਮੀਕਲ ਅਤੇ ਕਰੋਪ ਪ੍ਰੋਟੈਕਸ਼ਨ ਲਿਮਿਟਡ



A dynamic delegation of 35 students from Strathmore Business School, Strathmore University, Kenya, visited Chitkara University for an enlightening MBA-Healthcare International Module at the Department of Healthcare Management, Chitkara Business School. Under the expert guidance of Dr. Keerti Bhusan Pradhan, Professor, Department of Healthcare Management, Chitkara Business School, they delved into diverse aspects of Indian healthcare, from teleconsultation to rural healthcare discourse. As part of their one-week immersive learning experience, they visited hospitals, pharmaceutical companies, and medical consumables manufacturing facilities.






**FREE MEDICAL  
CHECKUP**  
and  
**HEALTH EDUCATION  
CAMP FOR WOMEN**

**ਔਰਤਾਂ ਲਈ ਮੁਫਤ  
ਮੈਡੀਕਲ ਚੈੱਕਅਪ  
ਅਤੇ ਸਿਹਤ ਸਿੱਖਿਆ ਕੈਂਪ**

Date : 19th March, 2024  
Time : 10:00 AM - 2:00 PM  
Venue: Gurudwara, Ramnagar, Rajpura


**ਸਿਰੀ : 19 ਮਾਰਚ, 2024**  
**ਸਮਾਂ : ਸਵੇਰੇ 10 ਵਜੇ ਤੋਂ ਦੁਪਹਿਰ 2 ਵਜੇ ਤੱਕ**  
**ਸਥਾਨ : ਗੁਰਦੁਆਰਾ, ਰਾਮਨਗਰ, ਰਾਜਪੁਰਾ।**

**ਦੁਆਰਾ ਅਯੋਜਿਤ:**  
**ਚਿਤਕਾਰਾ ਬਿਜ਼ਿਨਸ ਸਕੂਲ, ਚਿਤਕਾਰਾ ਯੂਨੀਵਰਸਿਟੀ ਅਤੇ**  
**ਪੰਜਾਬ ਕੇਮੀਕਲ ਅਤੇ ਕਰੋਪ ਪ੍ਰੋਟੈਕਸ਼ਨ ਲਿਮਿਟਿਡ।**

**Organised by**  
**Chitkara Business School, Chitkara University &**  
**Punjab Chemical and Crop Protection Limited**

Corporate Funded CSR project in Collaboration with Punjab Chemicals and Crop protection Ltd. was organized in Village Ramnagar, Rajpura on 19th March, 2024 . Chitkara Business School hosted the second instalment of a free medical check-up and health education camp tailored for rural women. Engaging students from the Centre for Digital Marketing, Strategy and Analytics and MBA Health Management, the event aimed to provide essential healthcare services and education to underserved communities.

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Department of Healthcare Management, Chitkara Business School, Chitkara University, Punjab, organized an expert session and workshop on "Reproductive Health- Awareness and Well Being" as part of their week-long NSS camp program. It was conducted by Dr. Gurneet K Dhanda, Faculty, Dept of Healthcare Management.





The National Service Scheme (NSS), Department of Computer Applications, and Chitkara Business School, Chitkara University, in association with Rajindra Hospital, Patiala, under the aegis of Veins 2 Village, organized a Blood Donation Camp in observance of National Youth Day. The collective efforts resulted in the donation of 102 units of blood, exemplifying the youth's enthusiasm and significance in fostering a future characterized by altruistic acts.



JASMEHR SINGH student of BBA-DM (2023-2026) participated in workshop on Generative AI by INTEL conducted in IIT, Roorkee. This Workshop was conducted by Cognizance, IIT Roorkee in collaboration with INTEL.



Nainsi Singh student of BBA - DM (2022-2025) participated in Republic day celebrated on 26th Jan, 2024. Commendation for outstanding performance and dedication at the ALL INDIA THAL SAINIK CAMP 2024





Yashima student of BBA-DM (2022-2025) participated in Spring Fest, 2024 ( Dance competition) conducted by Shoolini University on 15th – 17th March, 2024.



Yashima and Riya Kar students of BBA-DM (2022-2025) participated in the Sports Arena (Archery) organized by Chitkara University, Punjab on 2nd March, 2024.

# EDITORIAL TEAM



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

# STUDENT EDITOR



From Left to Right : Aryan Bansal, Abhinav Monga