

# **CHRONICLE**

News Bulletin
CHITKARA BUSINESS SCHOOL



APRIL-JUNE 2025

Vol. VI, Edition II



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### Message From Vice Chancellor



Prof (Dr.) Sandhir Sharma

Dear Students, Faculty, and Staff,

It is with immense pride and a deep sense of optimism that I share this latest edition of the Chitkara Business School Chronicle, documenting the notable activities and achievements from April to June 2025. This period has been characterized by our relentless pursuit of academic excellence, strategic partnerships, and a focus on holistic development for our entire community. We understand that in today's rapidly evolving global landscape, exposure and collaboration are paramount. I am pleased to highlight a significant new collaboration we forged with a prestigious policy research institution under the Ministry of External Affairs, Government of India. This partnership is designed to foster cutting-edge research, facilitate crucial policy dialogues, and advance academic excellence in areas concerning global development, international trade, and cooperation. Such strategic alliances are key to broadening our horizons and ensuring our research remains relevant on an international stage. Our commitment to providing a value-added education is evident in the variety of activities hosted this quarter, including the Certification Course on Terminal Management for our MBA L&SCM students and the insightful Masterclass on Entrepreneurship in Emerging Economies. Furthermore, our Enterprise 360 Talk Series featured the inspirational story of "Entrepreneurship on a Plateful: The Wakao Foods Story". In line with digital transformation, we held sessions on Digital Innovation & Strategy: Designing Future-Ready Brands and explored the dynamics of the Future of Retail Business: Online Vs Offline. Critically, we also focused on learning from experience with the session on Founders and Failures: Entrepreneurial Case Dilemmas. These events, workshops, and courses reflect our philosophy: to empower our students with the necessary knowledge and critical thinking to navigate the complexities of the professional world. I extend my sincere appreciation to our dedicated faculty, whose expertise and tireless efforts drive these initiatives, as well as to our students, who enthusiastically seize every opportunity to learn and grow. Let this Chronicle serve as a reminder of our collective progress and inspire us all to strive for even greater achievements in the coming months.

Prof. (Dr.) Sandhir Sharma

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Vice Chancellor

Chitkara University.



### **OUR CREATIVE TEAM**



DR. PRIYA JINDAL



DR. REENA MALIK



DR. SHEFALI SALUJA



DR. JASLEEN KAUR





### MOU

# Chitkara University Joins Hands with RIS–MEA for Strategic Academic Collaboration



Chitkara University has proudly signed a prestigious Memorandum of Understanding (MoU) with the Research and Information System for Developing Countries (RIS) — an autonomous policy research institution under the Ministry of External Affairs, Government of India. This landmark partnership aims to foster cutting-edge research, facilitate policy dialogues, and advance academic excellence in areas of global development, international trade, and cooperation. Prof. Dhiresh Kulshrestha, Dean — Faculty of Economics, Chitkara Business School, represented Chitkara University at the formal signing ceremony. The MoU was officially signed by the Director General, RIS — MEA, marking a significant milestone in academic diplomacy.

# CHITKARA BUSINESS SCHOOL



Dr . YASHIKA Expert Area : Commerce

Dr. Yashika joined the team Commerce and Fintech as an Assistant Professor. She completed PhD in finance from Maharishi Markandeshwar (Deemed to be University) with a background in commerce. Before joining us, she was a part of RIMT University, Mandi Gobindgarh. She is eager to contribute knowledge to support department's goals and to learn from such a talented group of professionals. She has actively participated in national and international conferences, further solidifying her reputation in the academic community.

# CHITKARA BUSINESS SCHOOL



DR. AMANDEEP KAUR Expert Area: Finance

Dr. Amandeep Kaur has joined the department of MBA Finance as an Assistant Professor. She holds a Ph.D. from Nirma University, Ahmedabad, and has qualified the UGC-NET with the Junior Research Fellowship (JRF). With over 8 years of experience in academia and research, her expertise spans financial management, accounting, and business analysis. Her research interests include corporate financial reporting and analysis, small business finance, corporate governance and capital markets. She is committed to fostering academic excellence and meaningful research contributions.



### VALUE ADDITION

### Masterclass





NABH Expert trainers and MBA Healthcare management students of CBS



### VALUE ADDED COURSES





"Education is the most powerful weapon which you can use to change the world"

~ Nelson Mandela



### **IIC EVENTS**







"Education is the key that unlocks the golden door to freedom."



# CAREER COUNSELING WORKSHOPS/ SESSIONS





2015-2017 Batch MBA Healthcare Alumni Ms Anjali Singh from UP, working at Apollo hospital Chennai as a Senior Manager Services Excellence, teaching MBA Healthcare students, and has developed excellent skills for training master's students and is also respected for her diligent work at Apollo hospital's network.



### CONCLAVES/ SYMPOSIUM

# Quality Pulse 2025: An Academic Conclave on Redefining Quality in Indian Healthcare

Quality Pulse Conclave 21 May 2025













The Department of Healthcare Management, Chitkara Business School, Chitkara University hosted Quality Pulse 2025. Centred around the theme "Redefining Quality in Indian Healthcare through Skill, Science, and Sensitivity", the event brought together distinguished professionals from the healthcare sector to deliberate on the evolving paradigms of quality in healthcare delivery. The session was chaired by Dr. Sandhir Sharma, Vice Chancellor, Chitkara University, and co-chaired by Dr. Keerti B Pradhan, Dean, Healthcare Management, Chitkara Business School. Dr. Gurneet K Dhanda, Faculty, Healthcare Management, served as the convener. It featured thought-provoking insights from industry leaders including Dr. Mukesh Sharma, General Manager - Quality & ESG, Livasa Hospitals; Neelu Ahluwalia, Head - Quality, Indus Healthcare; Dr. Swati Marwaha, Manager - Quality, Max Healthcare; Nikethana Nair, Chief of Nursing, Fortis Healthcare; and Lucky Dhiman, Senior Manager - Quality Assurance, Neelam Hospital. Discussions focused on enhancing quality frameworks and advancing patient-centred care in the Indian healthcare ecosystem. Page no. 10

### Curacion o5 April 2025













Dept. of Healthcare Management Program Organised CURACION 2025. The theme of the Program was Healing the Future: Sustainable Healthcare Innovation in a Changing World. Chitkara University hosted around 300 students from different colleges & universities around Punjab in this event. Impactful sessions by our Guest speakers highlighted the event.

### **Delegation from Strathmore University 07 Apr 2025**













Chitkara University hosted delegates from Strathmore University for a week-long Program, including Industry visits, Impactful Sessions by various Healthcare Leaders, Activities, games, & Learning about the Indian Healthcare System. The delegates visited various Hospitals & Healthcare Organisations during their visit.



### CHITKARA UNIVERSITY CHAMPIONS ESG EDUCATION THROUGH COMTECH 3.0

Chitkara Business School, in collaboration with AACSB and the Principles for Responsible Management Education (PRME), successfully hosted Comtech 3.0, a high-impact ESG Conclave focused on sustainable and responsible business practices. The event featured renowned voices from the ESG landscape, including Anu Chaudhary and Nirav Patel (Uniqus Consultech Inc.), Jayashree Sathy (State Street), Shreya Pillai (BeyondRisx), and Maithreyi Swaminathan (Global ESG Advisors). Together, they shared deep insights on how ESG frameworks are reshaping corporate strategy and leadership. Comtech 3.0 reaffirmed Chitkara Business School's commitment to global collaboration, academic excellence, and the advancement of the UN Sustainable Development Goals, solidifying its role as a leader in responsible management education.





Centre for Excellence for Sustainable Supply Chain (COE-SSC), Chitkara Business School, Chitkara University, is hosting the 4th National Symposium on "The Circular Economy Revolution: Redefining Global Supply Chains Through ESG". This event will convene distinguished industry leaders for insightful panel discussions, fostering meaningful dialogue on the evolving landscape of global supply chains through the lens of sustainability and ESG frameworks. The symposium will feature renowned experts including Dmitriy Blinov, CEO, LogNRG India; Dr Surendra Kumar Ahirwar, Executive Director, Traffic Commercial, Ministry of Railways, Government of India; along with representatives from leading organisations such as Kuehne+Nagel, Dabur, Air India, Unilever, CJ Darcl Logistics, Patanjali Foods Ltd, and The Chartered Institute of Logistics and Transport (CILT). Furthermore, two national-level competitions—SC Snap, a presentation contest for postgraduate students and research scholars, and InnovChain, a poster exhibition exclusively for undergraduate students—will offer attractive cash prizes and a platform to showcase innovative ideas in sustainable supply chain practices.





### **CAPACITY BUILDING PROGRAM**

# Chitkara Business School announces the First Edition of Startup Odyssey

Chitkara Business School announced the inaugural edition of the Chitkara Startup Odyssey—a thoughtfully designed, four-day experiential learning initiative aimed at encouraging entrepreneurial thinking among emerging student innovators. Curated by the Chitkara Enterprise Lab, this program offered a unique opportunity for participants to engage with a distinguished panel of industry experts and startup practitioners. Each day of the Odyssey was structured to deliver focused learning outcomes, combining theoretical insights with practical exposure to real-world entrepreneurial challenges. Students, faculty, and academic collaborators to be a part of this enriching journey. and we appreciate your continued encouragement of all academic and innovation-driven initiatives at Chitkara

University.





### **FACULTY ACHIEVEMENT**

### **Keynote / Distinguished Speaker**



Dr. Divyansha Kumar was invited as a panellist for a session conducted at the National Conference on 75 years of the Supreme Court of India at Rajiv Gandhi National University of Law, Punjab, held on 26-27 April 2025. She contributed to interdisciplinary discussions on the evolution of judicial interpretation and the growing relevance of data-driven legal policy

research.





Maharashtra National Law University, Nagpur (Established by an Act No. VI of 2014)

MNLUN/VC/2025/87 July 4, 2025

Dr. Divyansha Kumar Assistant Professor, Chitkara University, Punjab

Sub.: Appreciation for Delivering Lectures during Ph.D. Coursework-Batch of 2025...reg.

Dear Dr. Divvansha Kumar.

Kindly accept Greetings from Maharashtra National Law University, Nagpur!

I, on behalf of the University and on my own, extend sincere appreciation for your invaluable contribution as a **Resource Person** during the **Ph.D. Coursework** for the Batch of 2025.

You delivered One lecture on 'Basics of SPSS' and One lecture on 'Data Analysis' on March 24, 2025. Your session was marked by academic depth, conceptual clarity, and a scholarly approach that greatly benefitted the doctoral candidates and enriched the overall quality of the coursework.

Your valuable insights facilitated meaningful academic engagement and have been beneficial for the research scholars in attendance. The University acknowledges your contribution towards strengthening the research culture and academic rigour of our doctoral programme.

We express our gratitude for your time and effort, and look forward to continued association with you in our future academic initiatives.

With warm regards,

Yours sincerely,

(VICE-CHANCELLOR

**Dr. Divyansha Kumar** was invited as a Resource Person to deliver a guest lecture on "Basics of Data Analysis" as part of the PhD Coursework at Maharashtra National Law University, Nagpur. The session focused on foundational tools and methods for empirical legal research, equipping doctoral scholars with practical analytical skills.







**Dr. Devesh Bathla** represented Centre for Analytics & Data Excellence, Chitkara Business School, Chitkara University as a Global Panellist at the prestigious UEH - International School of Business, Ho Chi Minh City (UEH), Vietnam on April 20, 2025. He spoke as a Global Expert on the topic: "Unlocking Trade Insights: Data-Driven Strategies for Import and Export Analytics." The event was an incredible learning platform, ranging from the thoughtful panel discussions to the inquisitive enthusiasm of the students.



**Dr. Shefali Saluja** delivered a workshop on "Ethical Use of Artificial Intelligence and Information Systems" at Istanbul Aydin University, Turkey.



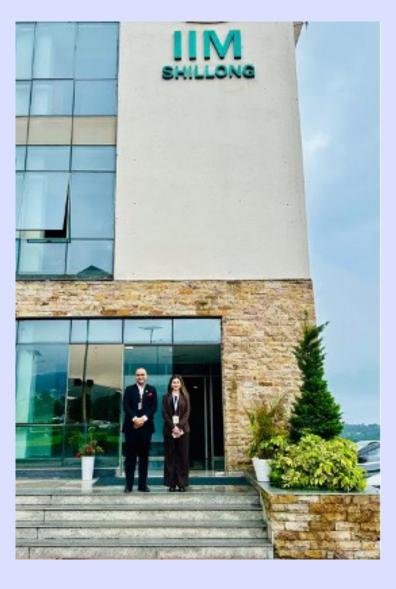


Dr. Shefali Saluja was invited to deliver a session on "Sustainable Elevator Pitch Challenge" under CIS Greenovation 2025 and had the wonderful opportunity to mentor and guide our brilliant students in crafting impactful, sustainability-focused elevator pitches — and they truly rose to the occasion at Chitkara International School. Their passion, clarity, and innovative ideas for a greener tomorrow were nothing short of inspiring.

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Ms. Navpreet Kaur Sidhu and Dr. Devesh Bathla from Chitkara Business School had the distinct honour of representing Chitkara University at the GSSI: Global Sales Science Institute Conference, hosted for the first time in India at IIM Shillong recently. The prestigious event was co-hosted by IVY College of Business, Iowa State University (USA), and EM Strasbourg Business School (France), bringing together leading minds in sales science and academic research from across the globe.







**Dr. Shefali Saluja** mentored MBA marketing students for the International Debate Competition at the AUAP event in the Philippines on April 8 and 9th,2025.



In alignment with its mission to cultivate creative, confident, and competent learners prepared to become responsible global citizens, Chitkara International School proudly hosted the Orientation Session for the Chitkarapreneur Biz Challenge — an innovative initiative targeted at students from Grades 9 to 12, held under the esteemed Academic Super League. The event served as a launching platform for the budding student entrepreneurs participating in the Biz Challenge, designed to instill entrepreneurial thinking and nurture practical business acumen among young learners. The said session was graced by **Dr. Shefali Saluja**, Assistant Professor at Chitkara University, who served as the guest speaker.

Dr Saluja delivered an inspiring and insightful address on the fundamentals of entrepreneurship, guiding students through key concepts such as business ideation, startup development, and execution strategies. She also delved into the importance of market research, value propositions, and creating impactful elevator pitches – a vital skill for any aspiring entrepreneur. Her interactive talk encouraged students to think beyond conventional boundaries and explore real-world applications of business ideas. The session also emphasised the importance of resilience, creativity, and strategic thinking in the entrepreneurial journey.

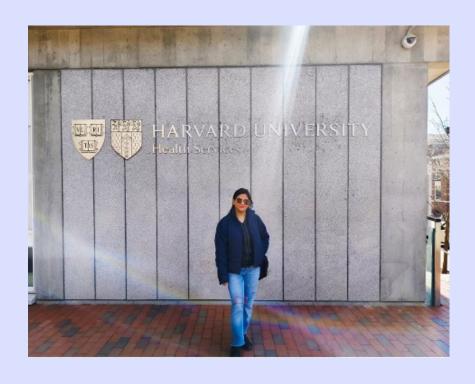






**Dr. Nidhi Punj** represented Chitkara Business School on an international stage by presenting a research paper at the Applied International Conference on Business and Humanities 2025, held at the prestigious Harvard Faculty Club, Harvard University, Massachusetts, USA, on April 10–11th,2025.







**Dr. Devesh Bathla**, along with Ms. Bindu Bala from the CAS team, represented Chitkara Business School, Chitkara University, to attend the 3AI GCC X Summit 2025 at The Leela Palace, Bengaluru. The event brought together some of the most inspiring minds across GCCs, and it was incredible to hear from leaders who are shaping the future of innovation, AI, and transformation. From deeply insightful sessions on Gen AI and collaborative innovation to conversations around redefining business strategies, the day was packed with ideas that will drive the next wave of growth in Global Capability Centres. India's GCC ecosystem is evolving at a rapid pace, and events like these reinforce the importance of collective thinking and continuous reinvention. It was also great to witness the culmination of the PINNACLE Awards 2025 – a big congratulations to all the winners!







**Dr. Gurneet Kaur Dhanda** attended CAHOCON Conference on 12 & 13 April 2025 & theme of the Conference was Enhancing Quality through Collaboration-Transforming Healthcare together.





## FDPs/SHORT TERM COURSE/ WORKSHOP/SYMPOSIUM/CONFERENCE/CONCLAVE ATTENDED

Insights from the India Warehousing Show 2025- The India Warehousing Show 2025, held at Yashobhumi (IICC) in Dwarka, New Delhi, from June 26-28, 2025, showcased cutting-edge solutions transforming logistics and supply chain operations in India. With the theme "Supply Chain Resilience: India's Path to Stability in a Volatile World," the conference featured expert panel discussions, live demos, and networking opportunities. **Dr. Neeraj Anand**, Professor & Dean - SCM & General Management at Chitkara University, attended the conference.





### RESEARCH ETHICS COLLOQUIUM, UNIVERSITY OF OXFORD, UK

**Dr. Swati Gupta**, Assistant Professor, Chitkara Business School, Chitkara University, recently attended the Second Annual Research Ethics Colloquium, hosted by Oxford Lifelong Learning, University of Oxford, on 13th June 2025. The colloquium served as an enriching platform for postgraduate students and professionals in higher education to exchange perspectives on evolving research ethics, especially in the dynamic context of AI in lifelong learning. She presented her views on "Handling Ethics: AI Applications in Lifelong Learning and their Effects on Research Ethics", contributing to the larger conversation on how emerging technologies are reshaping the ethical landscape in education and research.











### DOCTORAL COLLOQUIUM BY GLOBAL SALES SCIENCE INSTITUTE AT THE INDIAN INSTITUTE OF MANAGEMENT, SHILLONG





Ms. Navpreet Kaur Sidhu participated in the first-ever Doctoral Colloquium was officially opened by the GSSI: Global Sales Science Institute on June 3, 2025, at the Indian Institute of Management, Shillong, co-hosted by the EM Strasbourg Business School in France and the Iowa State University - Ivy College of Business in the United States. Speed Doctoring sessions, which were highly influential one-on-one discussions with Experts and Panelists that provided customized guidance. I was the only doctoral candidate chosen from a Private university in India among other prestigious universities around the globe and a national institute of importance in India.









**Dr. Swati Gupta**, Assistant Professor, Chitkara Business School, Chitkara University, completed the Nurturing Future Leadership Programme at the Indian Institute of Management (IIM) Bodh Gaya. This five-day residential programme, sponsored by the Ministry of Education, Government of India, focused on developing key leadership competencies in higher education. Dr. Gupta was the only participant selected from a private university across the country, highlighting Chitkara University's commitment to fostering academic leadership and excellence. The programme offered valuable insights into collective decision-making, shared governance, strategic problem-solving, and initiative development, equipping participants to make significant contributions to institutional

growth.





**Dr. Jasleen Kaur** participated in a five-day FDP on AI and ML Models: Frameworks, Applications, and Challenges" organized by Electronics & ICT Academy, NIT Warangal.



**Dr. Vimmy**, Assistant Professor at Chitkara University, participated in 5 days FDP on AI and ML Models: Frameworks, Applications and Challenges" organized by Electronics & ICT Academy, NIT Warangal.





**Dr. Jasleen Kaur** participated in 5 days FDP on "Time Series Analysis" organized by GRG School of Management Studies, PSGR Krishnammal College.



**Dr. Vimmy** participated in a 5-day FDP on "Time Series Analysis" organized by GRG School of Management Studies, PSGR Krishnammal College.





**Dr. Archana Goel** attended an online workshop on "Qualitative Research and Data Analysis using NVivo" from 19-21 June 2025.



**Dr. Navreet Kaur** participated in an online workshop on Innovative Teaching Techniques organized by Yangpoo University Partners on June 11, 2025.

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### Dr. Gurneet K Dhanda Attended World Health Summit at Delhi on 25 April 2025















Dr. Gurneet Kaur Dhanda attended the World Health Summit in Delhi from 25-27 April 2025. Learning the entire range of Healthcare Ecosystem globally & meeting healthcare professionals from various countries & inviting them to Chitkara University, the emerging top student-oriented Industry-linked Academia of the Northern India region.



**Dr Jyoti Verma**, Associate Professor, CBS participated in Ten Day NEP 2020 Orientation & Sensitization program organized by MMTTC, UGC at Devi Ahilya Vishwavidyalaya, Indore (June 4–13, 2025).



**Dr Jyoti Verma**, Associate Professor, CBS, participated in Five Day International Online Faculty Development Programme on Strategic Planning and Curriculum Alignment for enhancing teaching and learning to achieve SDG4-Quality Education', organized jointly by Tamil Nadu Teachers Education University and Dr. M.G.R. Educational and Research Institute, Chennai (9th June to 13th June, 2025).





**Dr. Jyoti Verma**, Associate Professor, CBS, completed the NISM Level 2 Certification in Mutual Fund Distribution, demonstrating advanced knowledge and competence in mutual fund products, regulatory frameworks, and investor advisory practices (May 2025).

#### राष्ट्रीय प्रतिभूति बाजार संस्थान

National Institute of Securities Markets

#### प्रमाणपत्र Certificate

NISM

위 / 펁위 Mr. / Ms. JYOTI VERMA

( पी.ए.एन. संख्या PAN Number : XXXXX1067X )

( पंजीकरण संख्या Registration Number : NISM-202500047190 )

( नामांकन क्रमांक Enrolment Number : 2510159451 )

ने भारतीय प्रतिभृति और विनिमय बोर्ड (प्रतिभृति बाजारों में सहयुक्त व्यक्तियों का प्रमाणीकरण) विनियम, 2007 के अधीन अपेक्षानुसार "रा.प्र.बा.सं.-शृंखला-V-ए : पारस्परिक निधि वितरक प्रमाणीकरण परीक्षा" सफलतापूर्वक पूर्ण कर ली है।

has successfully completed the "NISM-Series-V-A: Mutual Fund Distributors Certification Examination" as required under the SEBI (Certification of Associated Persons in the Securities Markets) Regulations, 2007

परीक्षा तिथि	परीक्षा केंद्र	भाषा	प्राप्तांक	वुल अंक	टिप्पणियाँ
Test Date	Test Centre	Language	Marks Obtained	Out of Marks	Remarks
April 29, 2025	Patiala- NSEIT	English	77	100	PASS

तारीख Date : May 04, 2025

खान Place : Mumbai

कब तक मान्य Valid Till : April 28, 2028

सुनिल कदम, रजिस्ट्रार Sunil Kadam, Registrar

For online verification of this NISM Certificate, please login to NISM Skills Registry at https://certifications.nism.ac.in/nismskills





**Dr Archana Goel** presented a paper in the International Conference on Innovations and Applications of AI, ICIAI-2025, held at Guru Kashi University, 2025 on April 25-26, June 2025. The title of the paper is Forecasting Commodity Prices Using Deep Learning Techniques: An Empirical Evidence from India.







**Dr. Divyansha Kumar** was a part of the Organizing Committee of the 4th National Symposium on The Circular Economy Revolution: Redefining Global Supply Chains Through ESG, held on April 18th & 19th at Chitkara University, Punjab CHITKARA BUSINESS SCHOOL organized by Centre of Excellence Sustainable Supply Chain (CoE-SSC) in a two-day journey of knowledge-sharing, thought leadership, and meaningful conversations around the ever-evolving world of business.





**Dr. Reena Malik** has presented a case study titled 'SpiceJet's 'Go First Dilemma' in the WIUT International Case Conference on 15th May, 2025



Dr. Anupam Sharma, Professor, BBA-Retail Management, Chitkara Business School, has presented her research paper during the International Conference on Behavioural Sciences for Sustainable Development of Society (ICBSSDS), organized by Chandigarh University, Mohali on June 23-24, 2025. Her research focused on Sustainable Consumer Behaviour through Neuromarketing.

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Ms. Navpreet Kaur Sidhu presented a research paper at the GSSI: Global Sales Science Institute Conference 2025 that was held from June 4th 2025 to June 7th 2025 held in India for the first time, co-hosted by the Indian Institute of Management, Shillong, Iowa State University - Ivy College of Business & EM Strasbourg Business School. This historic occasion provided an incredible forum for idea exchange and networking with bright minds. Presented a research paper on the topic of "Evolving E-commerce: Blockchain Technology for Secure and Transparent Selling". I am truly appreciative of my talented and brilliant co-author Dr. Devesh Bathla sir for the support and inspiration. The only participants chosen from private universities in India to present their research at this international forum.



# PAPER PUBLICATIONS

- Sehajpal, S., & Sidhu, N. K. (2025). Neuroscience, nursing, and financial innovation: a synergistic approach to optimized patient care and economic well-being. In Neuromarketing's Role in Sustainable Finance (pp. 133-146). IGI Global.
- Gupta, S., Sharma, U., & Vardari, L. (2025). The Influence of Deepfake Technology on Political Affairs. In Mastering Deepfake Technology: Strategies for Ethical Management and Security (pp. 147-162). River Publishers.
- Kaur, G., Saluja, S., Gupta, S., & Mittal, I. (2025). Sustainable Practices and Challenges: An Ex-Post Analysis of Selected Private Companies in India. In Sustainability and Sustainable Development (pp. 21-43). Apple Academic Press
- Sharma, R., Mehta, K., & Dhiman, Y. (2025). Empowering Sustainable Practices. Finance, Innovation and Corporate Sustainability: The Impact of Proactive Environmental Strategy on Firm Performance, 139.
- Sharma, R. K., Kaur, J., Feng, G., Huang, Y., Kumar, C., Wang, Y., ... & Dhillon, J. (2025). Maize and soybean yield prediction using machine learning methods: a systematic literature review. Discover Agriculture, 3(1), 64.
- Akhtar, N., Agarwal, R., Sahore, N., & Singh Rai, J. (2025). Effects of perceived review exaggeration on tourists' behaviour: the role of offline influence. Tourism Recreation Research, 1–19. <a href="https://doi.org/10.1080/02508281.2025.251335">https://doi.org/10.1080/02508281.2025.251335</a>
- Rai J.S., Itani, M., Foroughi, B., Singh, A. (2023). Determinants of Indian Consumers' Attitudes towards Controversial Product Advertising, Journal of Global Business Advancement, 16(6), 812-835.
- Rai, J.S., Itani, M., Singh, A. (2025). Internationalization of Sport Events Through Branding Opportunities', Published by IGI Global.
- Rai, J.S., Itani, M. (2024). Addictive Product Endorsement by Celebrity Sports Players: Effect on Celebrity Personality and Consumers' Purchasing Intention, published in a book 'Internationalization of Sport Events Through Branding Opportunities, Published by IGI Global.
- Singh, J., Singh, R., Rai, J.S. (2024). The Sport Metaverse: A Deep Dive into the Transformation of Sports Events', published in a book 'Internationalization of Sport Events Through Branding Opportunities, Published by IGI Global.
- Mhetre, H., Pande, S., Singla, B. et al. (2025). 'Data-driven modeling of TiO2 PVP nanofiber diameter using LSTM and regression for enhanced functional performance'. Published in Discovery Applied Sciences, 7, 336.
- Goel, A., Khandelwal, U., & Ramachandran, J. (2025). Three Decades of Consumer Protection Literature: Systematic Review and Future Research Agenda. Journal of Creative Communications, 09732586251336493.
- Arora, G., Kalia, Y., Arora, N. (2025). Sustainability in the Deepfake Era—The Role of CSR and Ethical Leadership in Mitigating Risks. In: Taneja, S., Gupta, S., Kukreti, M., Ozen, E. (eds) Navigating the Deepfake Conundrum: A Manager's Roadmap. Information Systems Engineering and Management, vol 44. Springer, Cham. <a href="https://doi.org/10.1007/978-3-031-90742-5-4">https://doi.org/10.1007/978-3-031-90742-5-4</a>



# **EXPERT TALK BY CBS FACULTY**

Ms. Navpreet Kaur Sidhu was invited to a roundtable discussion hosted by Panjab University and National Alliance of Women's Organisations, along with the British Deputy High Commission in Chandigarh on June 24, 2025. United Nations General Assembly recognized the important role of women in diplomacy at its 76th session and proclaimed June 24th to be International Day for Women in Diplomacy. Passionate voices dedicated to promoting women's leadership in international diplomacy were brought together at the event. Her Excellency Christina Scott CMG, Minister and Deputy High Commissioner to India in the British High Commission in India , was particularly honored to be present.







# FACULTY AWARDS/ RECOGNITION

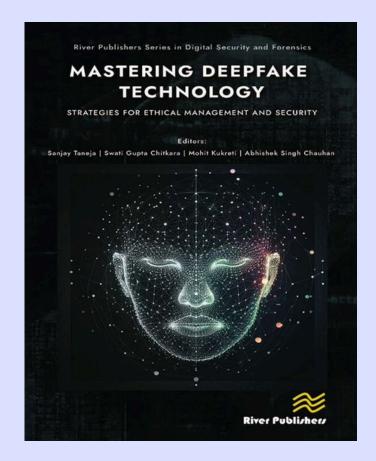


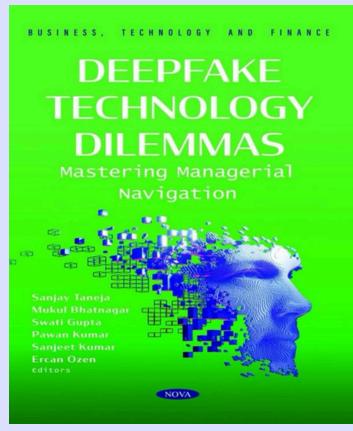
**Dr. Jyoti Verma**, Associate Professor, CBS, won the 'Best Research Author' award for Research Publications at Chitkara University (April 2025).

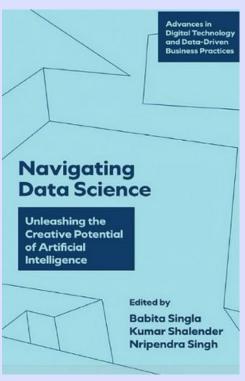




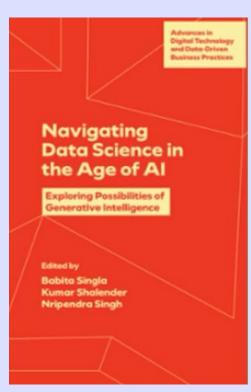
# **BOOKS PUBLISHED**













# **INNOVATIONS**

# Patent

# Transforming Everyday Utility with a Patented Location-Based Alarm System



Chitkara University has been granted a utility patent by the Indian Patent Office for a novel system entitled "System to Set Location-Based Alarms." This innovative solution integrates a wearable device with computing technology to allow users to set alarms based on specific geographical locations. The system intelligently tracks user location and activates or deactivates alarms accordingly, offering practical applications in travel, safety, and time management. This development is the result of the dedicated efforts of **Dr. Renuka Sharma** and **Dr. Kiran Mehta**, Professors at Chitkara Business School, Chitkara University. Their work demonstrates the potential of user-centric design and applied research in enhancing everyday experiences through technology. This patent exemplifies Chitkara University's commitment to fostering innovation and delivering impactful real-world solutions.



# STUDENTS ACHIEVEMENTS

# Circular Activities



## **InnovChain – Poster Making Competition**

The 4th National Symposium on the Circular Economy Revolution: Redefining Global Supply Chains through ESG began with enthusiasm through its first event, InnovChain – Poster Making Competition: Building a Greener Future in Logistics and Supply Chain Management, on 17th April 2025. Over 40 undergraduate students from Chitkara Business School showcased creative and sustainable ideas in logistics and supply chain management through engaging posters. These posters will be exhibited during the symposium on 18th and 19th April and judged by eminent speakers. The competition set an inspiring tone for the two-day event, promoting innovation, environmental responsibility, and awareness about greener practices in global supply chains.

## HART Conference PGIMER 24 Apr to 26 Apr 2025









MBA Healthcare students from Chitkara Business School have had their abstracts in healthcare and hospital management selected for oral and poster presentations at HART 2025, organized by the Department of Hospital Administration, PGIMER, Chandigarh. Healthcare Management students attended HART Conference organised by PGIMER Chandigarh where Padmashri Dr. Prakash Amte & wife Dr. Mandakini Amte were chief guests. Dr. Prakah Amte along with his wife served rural tribal Maharashtra population through his organisation Lok Biradri Prakalp Maharashtra. Four students were selected for Oral Paper Presentation & Poster Presentation.

# Chitkara Business School Outshines at National HR Role-Play Competition



Students Deepasha, Kaushal Sethi, Pratiksha Mahajan, Jasleen Bari, and Sahil Thakur from the MBA in Human Resource Management programme at Chitkara Business School, Chitkara University, secured first position at the prestigious HR Boardroom Role-Play Competition held at Amity University. Competing against teams from leading universities across India, our students addressed the ongoing "70-hour workweek controversy" as a Public Relations crisis, offering insightful perspectives and practical solutions that impressed the jury.



# **CO-CURRICULAR ACTIVITIES**







### **COMMUNITY ENGAGEMENT ACTIVITY**

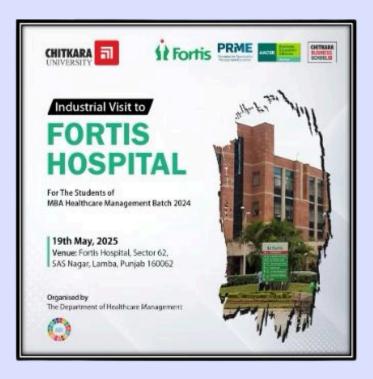


Students of MBA (Human Resources, Batch 2024-2026) at Chitkara Business School carried out diverse community engagement activities in alignment with the 17 SDGs. The 8 field projects ranged from workshops on digital literacy, cyber security, ethical use of AI, and menstrual education among school students along with awareness on personal hygiene, interactions with slum children, and a tree-plantation drive. Each of the groups received excellent feedback from the target demographic and also the school authorities. The course on Social Entrepreneurship and Community Engagement which concluded on 20th May, 2025 was taught by Dr. Navreet Kaur.



Practicing silence at work instills mindfulness thus helping one achieve one's IKIGAI
- Dr. Navreet Kaur

## Hospital Visit Fortis Hospitals Mohali 19 May 2025





Department of Healthcare Management regularly organizes Industry visits for our students under Industry Academia Learning, which is proving to be very fruitful for our Students.

### Hospital Visit Tata Memorial Centre Mullanpur Chandigarh 20 May 2025





Learning via Industry Academia Collaboration always bears fruitful results. As Department of Healthcare Management organises regular visits to various Private Government & even Non-Profit Healthcare Organisations. Under this aim students visited Tata Memorial Centre Mullanpur, New Chandigarh.

### Hospital visit Civil Hospital Panchkula 6 Sector 22 May 2025







Students of Healthcare Management visited Civil Hospital Panchkula Sector 6 on 22nd May 2025 as a part of Industry Academia Collaborate Learning Initiative by Chitkara University.

## Hospital visit Tynor Mohali 23 May 2025





Academia & Industry collaborate for the wholesome understanding of the Healthcare of the students. Students of Healthcare Management visited Tynor Mohali on 23rd May 2025. Tynor is a leading Orthopedic support products manufacturer & exporter in Tricity.



# **SPORTS ACTIVITIES**



Diya Chitale, an alumna of BBA program, and a table tennis player has been conferred with the Loksatta Tarun Tejankit Award 2024 in the Sports category. Presented by Shri Nitin Gadkari, Hon'ble Cabinet Minister, Government of India, this award recognises young individuals who have made outstanding contributions to their field, community, or the nation.



Radhika Sharma, a first-year BBA student at Chitkara Business School, partnered with Sathwik Reddy Kanapuram to clinch the Gold Medal in Mixed Doubles at the prestigious All India Senior Badminton Ranking Tournament held in Pune.

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Jaspooran Singh, a second-year BBA Sports Management student at the Chitkara Business School, on winning the Silver Medal in the 125 kg freestyle category at the U-23 Asian Wrestling Championship held in Vung Tau, Vietnam.

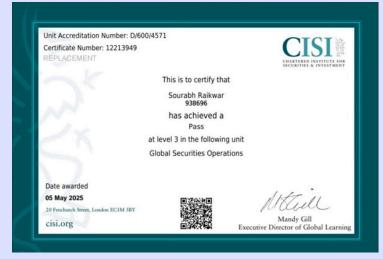


# STUDENT AWARDS















Simranjeet Kaur



Test Date: May 07, 2025 Confirmation Number: 0000000106588725

#### **Global Securities Operations**

#### Provisional Result: Pass

Candidates should note that, in accordance with the CISI Exam Regulations, disclosure of the content of questions in this examination to any person is strictly prohibited.

Feedback on this examination is very welcome. Should you wish to submit Feedback or raise a concern for this examination, please do so via the forms in the Feedback section of our website <a href="https://www.clsi.org/feedback">www.clsi.org/feedback</a>

You will be able to check your qualification status by visiting the examination results section of the CISI website <a href="www.cisi.org/mycisihome">www.cisi.org/mycisihome</a>. The data will be available within 72 hours of your examination sitting. You will need your candidate number and password to view your result. If you do not know your password you will be able to request this by following the link above.

#### Important: Results Sharing

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Payal Garg



Test Date: May 06, 2025 Confirmation Number: 0000000106588693

#### **Global Securities Operations**

#### Provisional Result:Pass

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#### Kiranpreet kaur



**Test Date:** May 05, 2025 **Confirmation Number:** 0000000106588707

#### **Global Securities Operations**

#### Provisional Result:Pass

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Feedback on this examination is very welcome. Should you wish to submit Feedback or raise a concern for this examination, please do so via the forms in the Feedback section of our website <a href="https://www.cisi.org/feedback">www.cisi.org/feedback</a>.

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