

# CHITKARA BUSINESS SCHOOL

CHRONICLE

News Bulletin

## CHITKARA BUSINESS SCHOOL



JULY-SEP 2025

Vol. VI, Edition III

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## Message From Vice Chancellor



**Prof (Dr.) Sandhir Sharma**

Dear Students, Faculty, and Staff,

It is a privilege to present this edition of our Chronicle—a testament to a quarter defined by remarkable growth and global resonance. Our trajectory is increasingly clear: with Chitkara Business School ranking 1st in the State and 5th in the North Region (GHRDC 2025), alongside our consistent rise in the NIRF 2025 rankings, we are not merely participating in the academic landscape; we are defining it.

This excellence is fueled by synergy. Our recent MoUs with CII-Institute of Logistics represent more than just signatures; they are bridges connecting classroom theory to the vanguard of industry leadership. This spirit of borderless learning was never more evident than during our 16th Global Week, where insights from 11 nations converged to transform the perspectives of our MBA cohorts.

From the vibrant entrepreneurship of the GenZ Bazaar to our historic triumphs on international sporting tracks, your resilience continues to break new ground. As we embrace the complexities of an AI-driven business world, let us remain anchored in the ethics that define us.

Together, we don't just anticipate the future—we build it.

Warm regards,

*Sandhir Sharma*

Prof. (Dr.) Sandhir Sharma

Vice Chancellor

Chitkara University.



# Achievements

## Chitkara University Tops Business Analytics Education



Chitkara University has been recognised by Prime Insights Magazine among “The Most Prestigious Colleges for Business Analytics Programs in 2025.” This recognition reflects the University’s commitment to academic excellence, innovative approaches to evolving market trends, and the cultivation of strong corporate values.



# Rankings

## GHRDC B-School Rankings 2025





# NIRF Ranking

**CHITKARA UNIVERSITY**  | **nirf** NATIONAL INSTITUTIONAL RANKING FRAMEWORK 2025

Chitkara University rising NIRF Rankings each year stand as a testament to its dedication to academic and research excellence

Snapshot of our Rankings in NIRF 2025

Architecture	Engineering	Innovation
<b>38</b>	<b>89</b>	<b>11-50</b>
Management	Pharmacy	University
<b>78</b>	<b>16</b>	<b>78</b>

One of the few multidisciplinary Universities in the country whose all eligible institutions have been ranked among the BEST in the country





## MoU

# Chitkara Business School Partners with IIM Ahmedabad



Chitkara Business School Partners with IIM Ahmedabad to Shape the Next Generation of Global Leaders. The Memorandum of Understanding (MoU) was formally signed by Dr. Madhu Chitkara, Pro Chancellor, along with Prof. Sunil Maheshwari and Prof. Diptesh Ghosh from IIMA, that marked the beginning of a promising partnership. This strategic partnership is set to enrich the learning ecosystem at Chitkara Business School by integrating IIMA's academic excellence, research-driven pedagogy, and industry-aligned insights.



## MoU



Chitkara University has formalised a strategic partnership with CII–Institute of Logistics, (CII-IL) marking a meaningful step in curriculum enrichment and applied learning.

The collaboration was initiated through a high-level academic-industry dialogue, including Prof. (Dr.) Sandhir Sharma, Vice Chancellor, Chitkara University; Dr. Neeraj Anand, Dean, Supply Chain & General Management, Chitkara Business School and Dr. K. Bhanumati, COO, CII–IL, reinforcing a shared vision to blend academic depth with industry relevance.

WELCOME TO CBS

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



**Dr. Pushpinder Singh**

**Expert Area: Marketing**

Dr. Pushpinder Singh is as an Assistant Professor at Chitkara Business School, Chitkara University, with a Ph.D. in Marketing and Consumer Behaviour. He has over two years of teaching experience and previously served as a UGC-sponsored research scholar for four years. His research has been presented at national and international conferences and published in Scopus-indexed and UGC CARE-listed journals. He remains committed to academic excellence and inspiring students toward innovative learning.



# GLOBAL WEEK 2025

Chitkara Business School Soars with the 16th Global Week: A Confluence of Global Minds





# GLOBAL WEEK 2025



Chitkara Business School (CBS) successfully concluded its landmark 16th Global Week held from September 22 to 26, 2025. The annual flagship event continued its tradition of bridging continents by welcoming distinguished international professors who delivered specialized modules to MBA students. Carefully designed to support diverse MBA specializations, the program ensured that every student received knowledge directly relevant to their academic and professional interests. The week featured engaging lectures, cross-cultural discussions, and insightful international case studies, creating a dynamic and interactive learning environment. Beyond classroom learning, the event also served as a platform for global networking, encouraging meaningful interactions among students, faculty members, and visiting scholars. By fostering international exposure and collaboration, the 16th Global Week reinforced Chitkara Business School's commitment to providing a global perspective in management education and preparing students to succeed in an interconnected world.



# Orientation Program@2025 at CBS

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

**INSIGHTS TODAY, IMPACT TOMORROW**  
LEARNING BEYOND BOOKS—WHERE INDUSTRY MEETS ACADEMIA

**ORIENTATION WEEK**

 **Guest Speaker**  
**Sameer Kanwar**  
Director Digital Health, Ai & Medtech At Path

**PATH**  
IO::AO♦//2.00

5<sup>th</sup> Aug 2025, 9:30 AM Onwards, LH 202, 02nd Floor Rockefeller Building

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

**LEADERS WHO INSPIRE LEARN FROM THE LEGENDS**  
BECAUSE THE BEST WAY TO PREDICT THE FUTURE OF HEALTHCARE IS TO HEAR IT FROM THOSE CREATING IT

**ORIENTATION WEEK**

 **Guest Speaker**  
**Ashish Bhatia**  
Executive Vice President Fortis Healthcare LTD



7<sup>th</sup> Aug 2025, 9:30 AM Onwards, LH 103 Rockefeller Building

**CHITKARA UNIVERSITY**  **PRME** **AACSB** **CHITKARA BUSINESS SCHOOL**

**ORIENTATION PROGRAM**  
BATCH 2025-28

 **Dates: 5<sup>th</sup> - 8<sup>th</sup> August, 2025**

**VENUE** **TIMINGS**  
LH 202 ROCKEFELLER 10 a.m. - 4 p.m.

ORGANISED BY: BBA RETAIL MANAGEMENT CHITKARA BUSINESS SCHOOL

**CHITKARA UNIVERSITY**  **AACSB** **PRME** **CHITKARA BUSINESS SCHOOL**

**THE START LINE** **YOUR EXCITING JOURNEY BEGINS HERE...**

- Know Your Department & Domain  
Dean's Address
- Mentor Map  
Guidelines to Know Your Path to Grow
- Echoes of Happiness: Real Stories, Real Smiles  
A session by Happiness Centre
- Our Story, Your Start  
Session by Senior Batch on their Journey
- Vibe Tribe  
Batch Bonding Activities

5th-6th August, 2025  
10:00 AM Onwards  
Rockefeller Block

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

For BBA- Digital Transformation & Strategy



# VALUE ADDITION



Mr. Harpreet Bhatia - Pro Vice Chancellor -HR, Chitkara University shared his experience with the new cohort of MBA (HR)



# VALUE ADDED COURSES



Mr. Himanshu Yadav, Principal – Learning & Development at Dr. Reddy's Laboratories (GG India), addressed the MBA Marketing students at Chitkara Business School focused on building a successful career in marketing.



Mr. Jasmeet Singh - VP, SHL briefed the students of MBA- HR about importance and relevance of SHL testing.



## VALUE ADDED COURSES



Artemis Hospitals Delhi NCR (Apollo Tyres Group), HR leadership addressed students of MBA Healthcare.



Mr. Jagjit Singh Kohli, VP - Integrated Logistics 4PL, Kuehne Nagel delivered a session on "Role of Integrated Logistics and Impact of AI on 4PL" for MBA LSCM and Marketing Management 2025 Students.



## VALUE ADDED COURSES



Mr. Sunil Bansal, Co Founder Fit Sol, Delhi has delivered a session on "AI-Enabled Innovation in SCM: Rethinking Leadership Styles for Competitive Advantage".



Mr. PS Choudhary, Ex - Regional Head of HR, Asia Pacific, Middle East and Africa - Vodafone shared practical insights of the HR domain with the new batch of MBA-HR (2025-27).



An expert talk on “AI Automation and the Future of Supply Chain” was organised on August 27, 2025. The session was led by distinguished speakers Mr. Rahul and Ms. Jaspreet, Tynor Healthcare Pvt. Ltd.



# IIC EVENTS

**CHITKARA UNIVERSITY**

**PRME** Principles for Responsible Management Education  
**AACSB** Business Education Alliance Member  
**CHITKARA BUSINESS SCHOOLS**

IIC Expert Talk on

## UNFAIR LABOR PRACTICES AND RIGHTS OF WORKERS

Integrated Programme in Management (IPM)



**Resource Person**  
**S. P. Verma**  
Advocate & Educationist  
Punjab

22nd Aug, 2025  
10:00 AM - 12:00 Noon  
LH-305, 3rd Floor  
Rockefeller Block  
Chitkara Business School

Organised by  
Chitkara Business School

INSTITUTIONS' INNOVATION COUNCIL

**HITKARA UNIVERSITY**

**PRME** Principles for Responsible Management Education  
**AACSB** Business Education Alliance Member  
**CHITKARA BUSINESS SCHOOLS**

## RETAIL INDUSTRY AND ITS IMPACT ON CAREER OPTIONS

or BBA Retail Management (Batch 2025)

6th August, 2025  
10:00 AM Onwards  
LH-202, Rockefeller  
Mode: Offline



**Resource Person**  
**Neeraj Gupta**  
Freelance Educator & Entrepreneur

Organised by  
BA Retail Management  
Hitkara Business School  
Hitkara University, Punjab

INSTITUTIONS' INNOVATION COUNCIL

**CHITKARA UNIVERSITY**

**CHITKARA Enterprise LAB** **PRME** Principles for Responsible Management Education  
**AACSB** Business Education Alliance Member  
**CHITKARA BUSINESS SCHOOLS**

## ENTERPRISE 360 TALK SERIES

### LEADERS WHO INSPIRE



**Rebel with a Brand:  
The Entrepreneurial Mindset**

**SPEAKER**  
**Mohit Sharma**  
Founder & CEO  
Blacklisted

**Date:** 18<sup>th</sup> August, 2025 | **Time:** 10:00 AM - 01:00 PM | **Venue:** Carnegie Hall

Organised by:  
Chitkara Enterprise Lab  
Centre for Digital Marketing  
Strategy and Analytics

INSTITUTIONS' INNOVATION COUNCIL

**CHITKARA UNIVERSITY**

**CHITKARA Enterprise LAB** **PRME** Principles for Responsible Management Education  
**AACSB** Business Education Alliance Member  
**CHITKARA BUSINESS SCHOOLS**

## ENTERPRISE 360 TALK SERIES

### LEADERS WHO INSPIRE



**Innovating the Retail Experience-  
From Store to Start-up Mindset**

**SPEAKER**  
**Tarun Sharma**  
CXO, Head of Customer Experience  
& VP Operations, MUFTI

**Date:** 26<sup>th</sup> August, 2025 | **Time:** 02:00 PM - 04:00 PM | **Venue:** Einstein Hall

Organised by:  
Chitkara Enterprise Lab  
BBA Retail Management  
Chitkara Business School

INSTITUTIONS' INNOVATION COUNCIL



## MASTERCLASSES



Dr. Jashandeep Singh invited for a talk at Chitkara FM 107.8, the community radio of Chitkara University, on the occasion of World Population Day. He shared insights on the impact of population growth on sustainable development, healthcare, and resource management. The session aimed to promote awareness about informed decision-making, youth engagement, and responsible choices. It served as a valuable platform for encouraging thoughtful dialogue on population-related issues.



# CAREER COUNSELING WORKSHOPS/ SESSIONS

**CHITKARA UNIVERSITY**  **AACSB** Business Education Alliance Member **PRME** AN ISO 26001 CERTIFIED ORGANIZATION **CHITKARA BUSINESS SCHOOL**

**CAREER COUNSELLING SESSION**

Thu **14th** AUGUST 2025 **11AM** ONWARDS **ROCKEFELLER BLOCK LH 105**

**TOPIC - REDEFINING NEW AGE HR**

**PRESENTER:**  
**SOFI ZAHOR**  
CEO - HUMAN CAPITAL INDIA

Organised by:-  
MBA HR - Chitkara Business School



**WORKSHOP ON**  
**FINANCE 101: ESSENTIAL CONCEPTS FOR ASPIRING FINANCIAL LEADERS**

**OBJECTIVE**

Designed for beginners, this workshop will explore core financial concepts, including profit and loss statements, capital budgeting, and cash flow management. Participants will learn how these financial principles influence business decisions and shape overall business strategies.

**RESOURCE PERSON**  
**CA Preeti Malhotra**  
Professional Consultant

Time: 9:15 AM -4:15 PM  
Dates: 11 -14<sup>th</sup> August, 2025  
Venue: Rockefeller Block

**Organised By:**  
MBA Finance, Chitkara Business School

**WORKSHOP COORDINATORS**  
Dr Renuka Sharma  
Chitkara Business School  
Dr Archana Goel  
Chitkara Business School

**Organised For:**  
MBA Finance Students

**WORKSHOP ON**  
**MASTERING US GAAP: ACCOUNTING AND ADVISORY BEST PRACTICES**

**About Us**

The objective of this workshop is to equip students with a clear understanding of the core principles of finance and accounting. It will enable them to interpret financial statements, grasp the basics of accounting processes, and develop the ability to relate financial data to decision-making in business.

**Resource Person**



**CA Nitin Arora**  
Corporate Trainer and Professional Consultant

**Date:** 26th-27th August, 2025  
**Time:** 10:00 am onwards  
**Mode:** Online

**Coordinators:**  
**Dr Renuka Sharma**  
Professor  
Chitkara Business School  
Chitkara University, Punjab

**Dr Jasleen Kaur**  
Assistant Professor  
Chitkara Business School  
Chitkara University, Punjab

**Organised for:**  
MBA Finance Students,  
Batch 2024-26  
Chitkara Business School,  
Chitkara University, Punjab

**Organised By:**  
Chitkara Business School  
Chitkara University, Punjab

**Workshop on**  
**Cracking the Code of Risk Operations: From Compliance to Careers**

**About Us**

This workshop aims to provide students with a practical understanding of Risk Operations and its critical role in ensuring compliance. It will familiarize students with the processes of Customer Due Diligence (CDD), risk assessment, and fraud detection while highlighting the importance of accurate documentation and cross-functional collaboration. By the end of the session, participants will gain insights into how risk teams safeguard business integrity and customer trust.

**Resource Person**



**CA KAVITA KAPOOR**  
Corporate Trainer and Professional Consultant

**Date:** 26th-29th August, 2025  
**Time:** 10:00 am onwards  
**Mode:** Online

**Coordinators:**  
**Dr Renuka Sharma**  
Professor  
Chitkara Business School

**Dr Gitika Arora**  
Assistant Professor  
Chitkara Business School

**Organised for:**  
MBA Finance Students, Batch  
2024-26  
Chitkara Business School,  
Chitkara University, Punjab

**Organised By:**  
Department of Finance,  
Chitkara Business School  
Chitkara University, Punjab



# CAREER COUNSELING WORKSHOPS/ SESSIONS



**CHITKARA UNIVERSITY**

**PRME** **AACSB** **CHITKARA BUSINESS SCHOOL**

WORKSHOP ON  
**NAVIGATING THE FUTURE:  
AI APPLICATIONS IN SCM  
AND AVIATION**

For the Students of BBA LSCM and  
BBA AVM Batch of 2023-26

**RESOURCE PERSONS**

- Dr Divyansha Kumar
- Dr Shivani Malhan

Date : 9th - 12th September, 2025  
Venue : LH-8, Martin Luther Ext  
Mode : Offline

**CHITKARA UNIVERSITY**

**PRME** **AACSB** **CHITKARA BUSINESS SCHOOL**

Skill Enhancement Workshop  
**EMPOWERING MARKETERS  
WITH GENERATIVE AI:  
A NEW DIGITAL PARADIGM**

For BBA (Digital Transformation and Strategy) 2023-26 Batch

**RESOURCE PERSON**

**SUKHSAGAR SINGH**  
Founder  
VIBX Consulting  
Co-founder, SilverPlexus

**16 SEPT - 8 OCT**  
SEPTEMBER 2025

09:30 AM to 11:30 PM

LH 1, Martin Luther Extension

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

**CHITKARA UNIVERSITY**

**AACSB** **Business Education Alliance** **PRME** **CHITKARA BUSINESS SCHOOL**

**DATA ANALYSIS WITH STATA:  
A BEGINNER'S WORKSHOP**

**Resource Person**

**Dr. Ishwani**  
Assistant Professor  
Chitkara Business School  
Chitkara University

Date : 10th - 12th September, 2025  
Time : 2:00 PM - 4:00 PM  
Venue : Room No. 503, Rockefeller Block, 5th floor  
Mode : Offline

For BBA Digital Transformation & Strategy (Batch 2024)

Organised by  
Centre for Digital Marketing, Strategy and Analytics



# CONCLAVES/ SYMPOSIUM

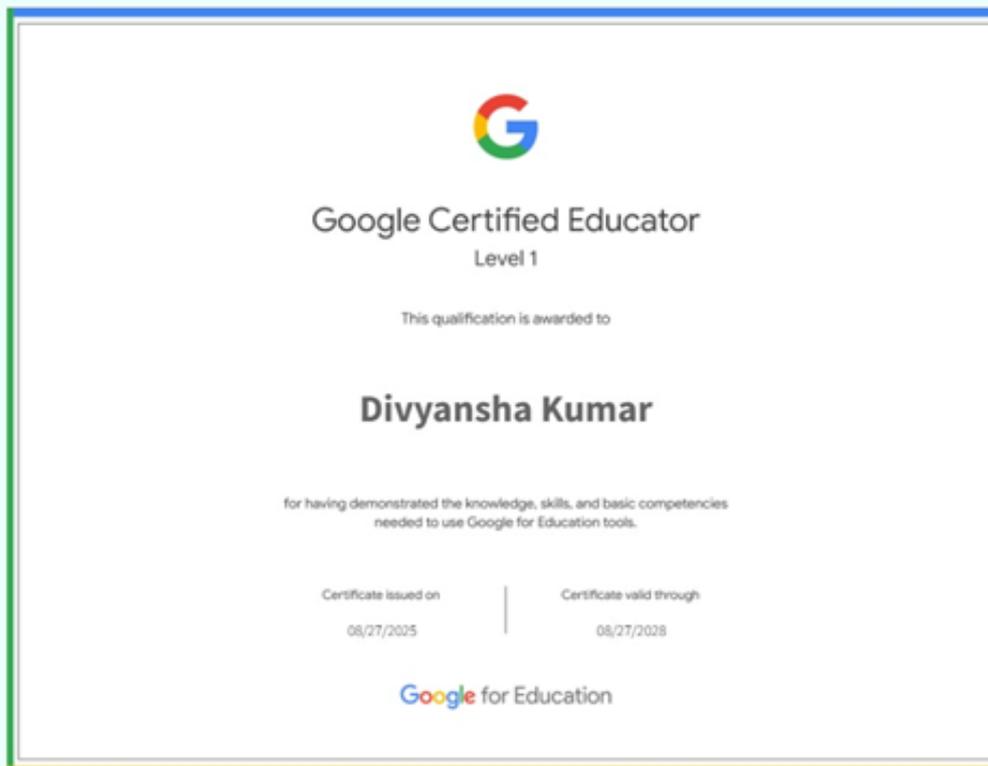
## Marketing Conclave 2025 – Shaping Future Marketers



Chitkara Business School hosted a Two-day Marketing Conclave 2025 for the MBA Marketing cohort. The conclave featured distinguished industry leaders, including Pradyumn Pasari, Growth Strategy & Planning, HP India; Nishad Ramachandran, Chief Digital & AI Officer, Vidzai Digital Pvt. Ltd. and Amit Bapna, renowned business journalist.



# CAPACITY BUILDING PROGRAM



Dr. Divyansha Kumar has been awarded the Google Certified Educator – Level 1 certification, recognizing her proficiency in effectively integrating Google for Education tools to enhance teaching and learning practices on 27th August 2025 .

The certification validates the ability to integrate platforms such as Google Classroom, Docs, Slides, and Forms into classroom instruction, enabling interactive and collaborative learning. This achievement highlights Divyansha's commitment to adopting modern teaching methods and enhancing student engagement through technology.

The institution congratulates Divyansha Kumar on this accomplishment and wishes continued success in promoting innovative and technology-driven education.



# EXPERT TALK BY EMINENT SPEAKER

## Shaping Sustainable Communities Through Collaboration and Innovation

Chitkara Business School, Chitkara University, hosted the second season of the SocioNavintam Ideathon, centred around the theme “Empowering Social Innovation, Sustainability and Industry.” The event provided a platform for thought leaders and practitioners to share insights on Industry-Led CSR and Social Innovation, emphasising the creation of sustainable communities through best practices



The session featured a panel discussion with distinguished guests, including Mandeep Kalsi, Executive Vice President and Trade Team Lead – Corporate Sales (North), Yes Bank Ltd.; Dr. Vinay Kumar Sharma, Assistant Vice President and Business Head, North, Ascend Telecom Infrastructure Pvt. Ltd.; Manohar Lal, Assistant Vice President, UltraTech Cement Ltd., Aditya Birla Group; Arti Pandit, Assistant Manager Environment, UltraTech Cement Ltd., Aditya Birla Group; Harpreet Khattar, Founder & MD, Seculabs Inc. and Sqn Ldr (Dr.) Rina Angel, Vice President Infrastructure Enhancement and Chairperson, Centre of Excellence for Sustainability, Chitkara University. The discussion offered valuable insights for students, faculty, and professionals, fostering collaboration and innovation towards building sustainable communities.



# DRIVING TRANSFORMATION IN INDIA'S SUPPLY CHAIN

The Department of SCM and General Management, Chitkara Business School, Chitkara University, hosted a session under its i-Talks series on the theme “India’s Supply Chain: Building for the Next Decade.”



Featuring eminent leaders including Arvind Sharma, Director, Supply Chain (South Asia), Fresenius Medical Care; Bharat Bhushan Rathi, Head (Supply Chain), Mankind Pharma Ltd., Dr. Bhaskar Roy, Global Delivery Leader (Data Science and AI), Genpact; Anurag Tomar, Senior Manager (Supply Chain), Ludhiana Beverages Pvt. Ltd. and Dr. Amit Kumar Das, Head of Operations Technology, Air India Ltd., the session shared deep insights into the evolving supply chain landscape. Discussions highlighted future challenges and opportunities, emphasizing resilience, innovation, sustainability, and the critical role of academia–industry collaboration in shaping next-generation professionals.



# EMPOWERING STUDENTS, SHAPING



The Department of MBA in HR, Chitkara Business School, Chitkara University in collaboration with the National Institute of Personnel Management (NIPM) hosted the inaugural session of the NIPM Student Chapter (Punjab). Centred on the theme “Future of Work: Human-Centric Innovation and AGILE Mental Models for the AI Era”, the session brought together eminent leaders from NIPM including Ajay Bakshi, Chairman; Jasbir Singh, Vice Chairman; Jorawer Singh, Hon'ble Secretary; Pooja Nayar, Addl. Hon. Secretary; Renu RP Singh, Past Chairperson; and S.P. Bansal, Regional Vice President, Northern Region. Representing Chitkara University were Harpreet Singh Bhatia, Pro Vice Chancellor (HR); Col. Bikram Ahluwalia (Retd.), Senior Director, Human Capital Resource Centre; and Dr. Nidhi Punj, Faculty, Chitkara Business School.



# INVESTOR PROTECTION IN FOCUS: INSIGHTS FROM NSE & SEBI EXPERTS

Chitkara Business School, Chitkara University hosted a session on “Introduction to Securities Market and Safeguarding against Frauds” for the students of B.Com and BBA in FinTech. The session was led by Mr. Chandan Kapoor, Manager (Regulatory), NSE, and Mr. Shivam Jindal, Deputy Manager (Regulatory), NSE.



Mr. Sameer Kanwar Director Digital Health PATH Seattle India office addressed MBA Healthcare management students batch 2025-2027 with an intense insight in Digital in Healthcare sector and growing opportunities for healthcare management students. He highlight the emerging trends in the Digital implementation in health sectors and covered all related issues in details with practical examples.



Dr. Shankar Prinja the globally recognised health economist and health economics researcher based out of PGIMER Chandigarh as a professor an introductory session held on health economics research in health systems development for MBA Healthcare Management students batch 2025-2027.

It must be understood that enhancing employability through early identification of underperforming learners and thereby creating remedial modules for foundational skill gaps is a significant aspect of continuous improvement in teaching.- Dr. Navreet Kaur



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

Expert Talk on  
**Sustainability in Logistics in Maritime Sector**  
For LSCM 2025 & 2024 Batch

**Resource Person**  
**Anuradha Sandhu**  
HR Consultant & Maritime Psychologist  
Hyumanium Solutions Ltd

**Time:** 11:30 AM Onwards  
**Venue:** LH 103, Martin Luther Block  
Chitkara Business School  
**Mode:** Offline

**12th Sep 2025**

Organised by  
SCM and General Management  
Chitkara Business School

**Perspectives on HEALTH ECONOMICS** +

**Speaker**  
**Dr. Shankar Prinja**  
Professor of Health Economics  
PGIMER Chandigarh

**25<sup>th</sup> September 2025**  
**03:00 - 4:30 PM**  
**Mode: Offline**  
**Moderator - Arpita Rajan (Student)**

Organized For:  
The Students of Healthcare Management

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

**ETHICAL CONSUMERISM AND ENVIRONMENTAL IMPACT**

**Industry Guest**  
  
**Pallavi Sharma**  
Consultant, CYG  
Change Your Game

**14<sup>th</sup> Aug 2025, 9.15 AM Onwards**  
Rockefeller Block (101)

Organised by - Marketing Department, Chitkara Business School

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

**NEW AGE MARKETING SKILLS**

**Industry Guest**  
  
**Sahil Samdhiyan**  
Consultant, BIS  
Bureau of Indian Standards

**14<sup>th</sup> Aug 2025, 9.15 AM Onwards**  
Rockefeller Block (203)

Organised by - Marketing Department, Chitkara Business School

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

**ACCREDITATION & BEYOND: WHY QUALITY STANDARDS MATTER IN INDIAN HEALTHCARE ?**

**SPEAKER** ▶  
**DR. AJAY SINGH**  
General Manager - Quality  
Medanta Medicity Gurugram

**Date : 25th September, 2025**  
**Time : 6:30 PM Onwards**  
**Mode : Online**

**Moderator**  
Kunal Sharma  
Student

Organised by:  
Department of  
Healthcare Management

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

**Transforming Healthcare with AI: Data Driven Solutions and Public Health Innovations**

**Resource Person**  
**DR. Satish Khalikar**  
Program Manager  
Wadhvani AI

**10th September, 2025**  
**Time: 6:30 PM - 7:30 PM | Mode: Online**

**Moderator: Saniya (Student)**  
**Organised by**  
Department of Healthcare Management



# FACULTY ACHIEVEMENT

## Keynote / Distinguished Speaker



Dr. Jaskirat Singh received (Ajman University, UAE) AU Funded Research Grant for AY 2025–26 worth AED 24000 on the project: The Role of Gen AI Knowledge Management Factors on Students' Learning Motivation and Behavioural Intentions.



Prof (Dr.) Neeraj Anand along with Prof. Shubh Karan Singh had the honor of receiving the Excellence in Logistics and Supply Chain Education Award by CargoNXT at the 4th Edition of the Logistics & SCM Summit held at The Shangrila Eros, New Delhi on 5th September, 2025.



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, Associate Professor, Marketing Department, Chitkara Business School, was invited as a Judge for the LSSC Marketing & Advertising Competition – “ADTOON CHALLENGE: Animate · Advertise · Amaze” held at BMC School, Ludhiana on October 11, 2025.



Dr. Jashandeep Singh served as a jury member at the Seminar on “Pioneering Educational Transformation: An Action Researcher's Response to NEP 2020”, organized by the Department of Education, Chitkara University, Punjab.



Dr. Divyansha Kumar was invited as a Resource Person at the One-Week Faculty Development Programme on “Contemporary Trends in Research Methodology and Teaching Pedagogy” at Rajiv Gandhi National University of Law, Punjab for a session on research methodologies and innovative pedagogical practices on 19th July 2025.



Dr. Simerjeet Singh Bawa acted as Panel chair in Fifth International Conference on SEMIT titled “Marketing And E-Marketing For Resources Management” held on 11-13 Sept, 2025.



Dr. Rajni Bala delivered an FDP on “Exploring AI in Academic Research: Applications, Benefits, and Emerging Tools” at JMIT Radaur on 20th September 2025.



## EVENT COORDINATION

Dr. Divyansha Kumar successfully coordinated GenZ Bazaar – A Creative Humanitarian Celebration, fostering student entrepreneurship and promoting sustainability and humanitarian values among BBA students.



Dr Divyansha Kumar was part of the organizing committee of the i-Talks 2025 on "India's Supply Chain: Building for the Next Decade", held on September 19th 2025 at Chitkara University, Punjab organized by Centre of Excellence Sustainable Supply Chain (CoE-SSC), Chitkara Business School.



Dr. Divyansha Kumar successfully coordinated the LogAvSim Role Play Competition on September 24, 2025, providing BBA Aviation Management and LSCM students with an experiential platform to apply problem-solving, decision-making, and communication skills through realistic industry simulations.



**CHITKARA UNIVERSITY**  **PRME**  **AACSB**  **CHITKARA BUSINESS SCHOOL**

# LogAvSim

## via Role Play - 2025

For BBA (AVM & LSCM) 2025 Batch

**Convener**

**Dr. Monika Gupta**  
Professor  
Chitkara Business School

**Dr. Divyansha**  
Assistant Professor  
Chitkara Business School

📅 24th September, 2025  
🕒 09:30 AM Onwards  
📍 501, 5th Floor, Rockefeller Block  
Chitkara Business School

**Mode:** Offline

**Organised by**  
SCM and General Management  
Chitkara Business School





## KEYNOTE/ DISTINGUISHED SPEAKER

Prof. Dr. Keerti Bhusan Pradhan, Dean, Department of Healthcare Management, Chitkara Business School, Chitkara University, was a distinguished speaker at a symposium organised by the Department of Political Science, Panjab University, Chandigarh.



Dr. Gurneet K Dhanda met with Mr. Ghanshyam Thori, IAS, Special Secretary-Health cum Mission Director- NHM, Dept of Health and Family Welfare, Government of Punjab. Discussions on potential collaborations in the health sector, including areas such as digital health, capacity building, and research were initiated. Also discussed regarding structured internship opportunities for students in hospitals, public health, healthcare data analytics, and related domains.

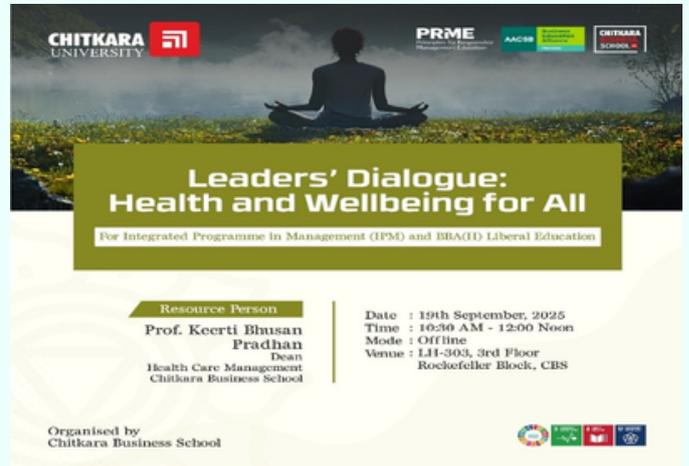




Prof. Dr. Keerti Bhusan Pradhan was invited as a speaker on the National Visioning Conference organised by the Department of Political Science on 12th September 2025 at Punjab University Chandigarh.



Dr. Jashandeep Singh was invited as Academic Council Nominee of the Post Graduate Board of Studies at Multani Mal Modi College (Autonomous), Patiala, for the session 2025-26 on July 26, 2025.



Prof. Dr. Keerti Pradhan took a Session On Health & Wellbeing for All for IPM & BBA students of CBS on 19th September 2025



Dr. Gurneet K Dhanda delivered a session, “Leveraging Digital Health and AI: Best Practices in Digital Health,” on 4th July 2025



# FDP/WORKSHOP/ WEBINAR ATTENDED

Dr. Jyoti Verma, Associate Professor, CBS, successfully completed the Short Term Course on Professional Development for NAAC and IQAC Coordinators, MMTTC Punjabi University Patiala (5th Aug to 12th Aug 2025).

 **UNIVERSITY GRANTS COMMISSION**  
**MALAVIYA MISSION TEACHER TRAINING CENTRE**  
**PUNJABI UNIVERSITY, PATIALA, PUNJAB, INDIA**  
(Established under Punjab Act No.35 of 1961)  
NAAC 'A+' Grade Accredited

 ज्ञान-विज्ञान विमुक्तये

Ref.MMTTC/PUP/11491/12.08.2025  
Sr.No. 11546

**UGC- SPONSORED**

**Short Term Course**

This is to certify that

**Dr. Jyoti Verma**  
Associate Professor, Chitkara Business School  
CHITKARA UNIVERSITY, PUNJAB, INDIA

Participated in **Short Term Course** on "**Professional Development for NAAC and IQAC Coordinators(On-line)**", held from 05.08.2025 to 12.08.2025 and obtained 'A+' Grade

  
Coordinator

  
Director, MMTTC



Dr. Jashandeep Singh attended the One-Week Workshop on Innovation, Sustainability & Leadership (14-18 July 2025), IEEE Delhi Section.



Dr. Shivani Inder attended a program of “5th Advance AI and analytics in Business Valuation” organized by ICMAI Registered Valuers Organization on 12th - 27th July, 2025.



Dr. Gitika Arora participated in a 4 day Faculty Development Programme on Panel Data Analysis held on 17-20 September, 2025, organised by ServiceSetu Academics.



Dr. Jashandeep Singh attended One-Week Faculty Development Program on Research Paper and Project Proposal Writing using GenAI from July 14-21, 2025.



Dr. Jashandeep Singh attended a Workshop on Pioneering Educational Transformation: An Action Researcher's Response to NEP 2020 on 19th September 2025.



Dr. Jasleen Kaur received a Certificate of Appreciation for her valuable contribution as a Reviewer at the International Conference on Social Research and Innovation (ICSRI) 2025, held from 10th to 11th September 2025 in Malé, Maldives. Organised by Villa College, Institute for Research & Innovation, the conference brought together scholars and researchers from across the globe to share insights on emerging trends in social research and innovation.



## PAPER PRESENTATION



Dr. Navreet Kaur, Professor (Human Resources) at Chitkara Business School presented a research paper entitled 'Reflections of Gods, Heroes, and Symbols in Organizational Dynamics: Analytical Insights from Greek Mythology' in 12th International Conference on New Findings in Humanities and Social Sciences held at Saïd Business School, University of Oxford, UK on August 22-24, 2025.

Dr. Ishwani presented a paper on 'Generational Variations in the Gig Economy of India' at the National Conference (NatCon'25) held on September 20-21, 2025.





Dr. Divyansha Kumar presented a research paper titled “ Generational Variations in the Gig Economy of India ” at the prestigious conference jointly organized by the National Institute of Social Defence (NISD), Ministry of Social Justice and Empowerment, Government of India, the Department of Sociology and the School of Social Sciences and Interdisciplinary Studies, RGNUL, in collaboration with the Indian Sociological Society’s RC-25 and Paavan Chhaya Charitable Trust on 20th September 2025.

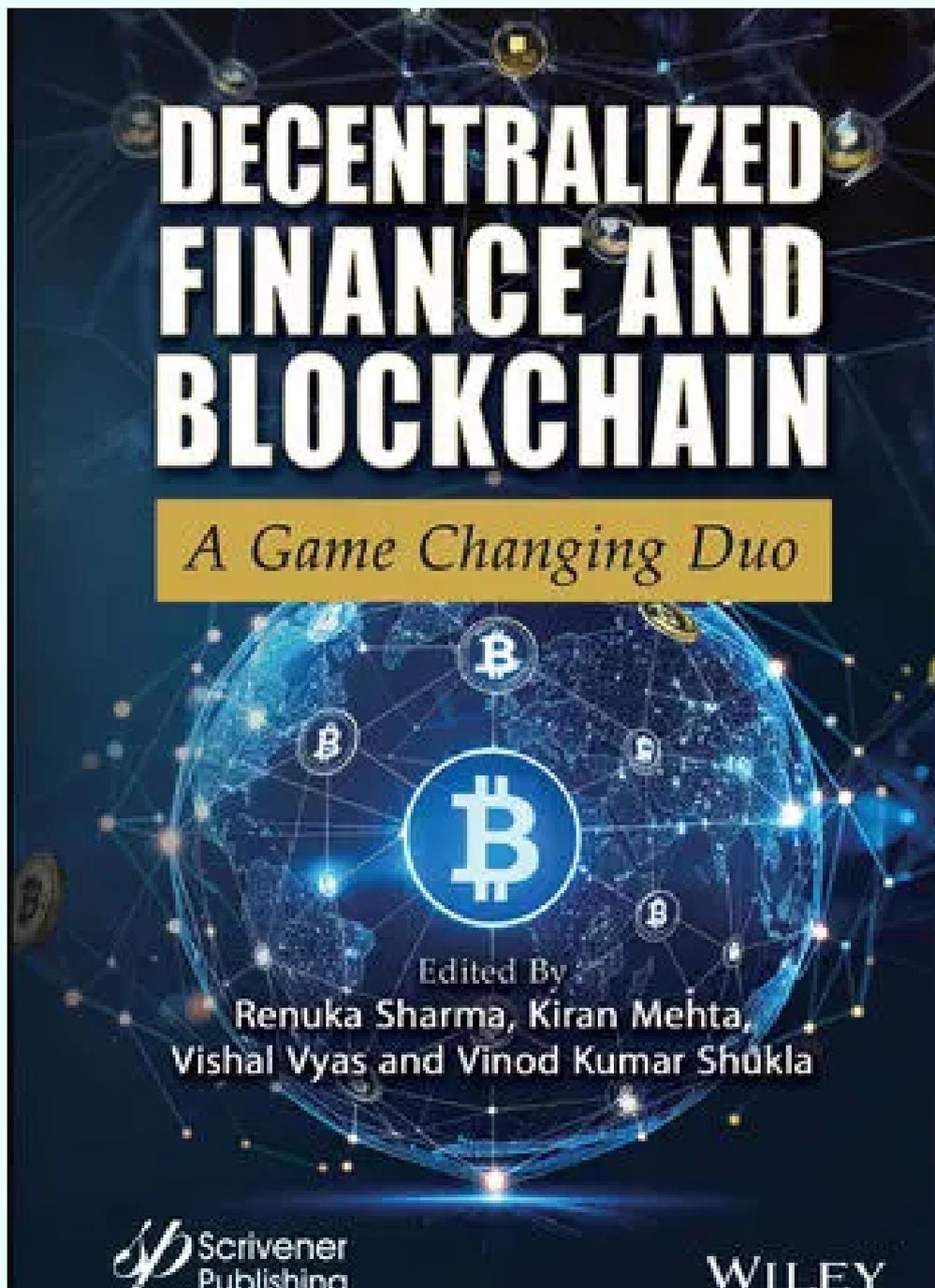


## PAPER PUBLICATIONS

- Sharma, R., Mehta, K., & Yashica. (2025). Exploring the Synergy Between Fintech and Green Finance: A Catalyst for Sustainable Development. *Decentralized Finance and Blockchain: A Game-Changing Duo*, 47-75.
- Sharma, R., Mehta, K., Dhiman, Y., & Shkula, V. K. (2025). Crucial Insights into ESG Reporting: Empowering Sustainable Practices. In *Finance, Innovation and Corporate Sustainability* (pp. 139-160). Routledge.
- Inder, S. (2025). Crypto Airdrops: Marketing Tool for Cryptocurrency Markets. *Decentralized Finance and the End of Traditional Banking*, 135-148.
- Singh, G., & Inder, S. (2025). Wallets in Metaverse: Building Block for Virtual World. *Decentralized Finance and the End of Traditional Banking*, 289-311.
- Inder, S., Khanna, N., Gorowara, N., Agrawal, A. K., Sarangi, P. K., & Sahoo, A. K. (2025, February). An Insight Into the Inflation and the GDP System in India: Implementation of Machine Learning Models for Forecasting the Economic Growth. In *2025 International Conference on Technology Enabled Economic Changes (InTech)* (pp. 77-81). IEEE.
- Arora, G., Arora, N. (2025). The Finance Face-Off: Decentralized Finance and Centralized Finance Explained. In: Sharma, R., Mehta, K., Vyas, V., Shukla, V., K.(eds), *Decentralized Finance and Blockchain: A Game Changing Duo*, John Wiley & Sons, Inc. <https://doi.org/10.1002/9781394242689.ch10>
- Gulia, S., Inder, S., Rana, V., Agrawal, A. K., Sahoo, A. K., & Sarangi, P. K. (2025, February). Understanding the Trends in Indian CPI and Inflation: Forecasting the Future Values Using Machine Learning Model. In *2025 International Conference on Technology Enabled Economic Changes (InTech)* (pp. 53-57). IEEE.



## BOOKS PUBLISHED



Dr. Renuka Sharma and Dr. Kiran Mehta published a book titled “Decentralized Finance and Blockchain: A Game-changing Duo.



## EXPERT TALK BY CBS FACULTY

Dr. Ishwani delivered an expert talk on the topic "नवीन तकनीक नवीन सम्भावनाएँ" (New Technologies, New Possibilities) at Akashvani (All India Radio) Patiala today. The talk was broadcasted on, 29th July, at 8:15PM on 100.2 MHz FM.



Dr. Jashandeep Singh was invited as a Guest of Honour during a Talk Series at RIMT University, Mandi Gobindgarh, Punjab.





## GURU GOBIND SINGH COLLEGE OF MANAGEMENT & TECHNOLOGY

(Affiliated to Maharaja Ranjit Singh Punjab Technical University, Bathinda)

Bathinda Malout Road, GIDDARBAHA-152101 (Pb.), Ph. 01637-232370

Website : [www.ggscmt.com](http://www.ggscmt.com)

E-mail : [ggsmgmttechgiddarbaha@gmail.com](mailto:ggsmgmttechgiddarbaha@gmail.com)

Ref. No. GGS/MGMT/2025/13/09-III

Dated 13-09-2025

To

Dr. Renuka Sharma

Professor

Department of Finance

Chitkara Business School

Chitkara University

Subject: - Appreciation Letter

Dear Dr. Renuka Sharma

The entire Faculty of Guru Gobind Singh College of Management and Technology Giddarbaha, Punjab is highly thankful for delivering a wonderful and an impactful presentation on the Topic "Empowering Women Through Entrepreneurship on 13<sup>th</sup> Sept., 2025. The conclusions of your presentation are very useful for the entire faculty members. All are highly motivated from this presentation. We wish to keep long association with your goodself.

Thanking You

Yours Sincerely

Dr. Rajinder Kumar Uppal

Principal

Dr. Renuka Sharma delivered a session on the topic titled "Empowering Women through Entrepreneurship on 13th September, 2025" for faculty members of Guru Gobind Singh College of Management and Technology, Bathinda.



### Guru Gobind Singh College of Management & Technology Organizes National Conclave on "Innovation & Entrepreneurship"

Guru Gobind Singh College of Management & Technology, Gidderbaha (Punjab), successfully organized a One-Week National Conclave on "Innovation & Entrepreneurship" from 1st to 5th September 2025 in blended mode. The event was an initiative of the Internal Quality Assurance Cell (IQAC) and was hosted by the S. Parkash Singh Badal School of Business Studies. The conclave commenced with a warm welcome by Prof. (Dr.) R.K. Ujjal, Principal & Emeritus Professor, who addressed the gathering and emphasized the growing significance of innovation and entrepreneurship in today's dynamic business world. He encouraged participants to embrace creativity, critical thinking, and entrepreneurial skills as tools to meet global challenges. The week-long conclave featured insights from five eminent academicians and professionals, who engaged participants with their expertise:

- Day 1 (1st September 2025): Dr. Anuj B. Nandrajog, Associate Professor, Chandigarh University, highlighted the importance of innovative strategies in building successful startups and sustaining competitive advantage.
- Day 2 (2nd September 2025): Dr. Rajni Verma, Senior Executive, IQAC, Chandigarh University, stressed the role of quality assurance, research, and institutional support in fostering youth entrepreneurship.
- Day 3 (3rd September 2025): Dr. Munish Gupta, Associate Professor, Chandigarh University, delivered an engaging session on developing an entrepreneurial mindset, risk management, and the importance of resilience in ventures.
- Day 4 (4th September 2025): Prof. Jeevanjyoti Nani, Head, Department of Management Studies, MIMT, Makout, shared practical insights on entrepreneurial opportunities and challenges in the current economic landscape.
- Day 5 (5th September 2025): Dr. Renuka Sharma, Professor, Department of Finance, Chitkara Business School, discussed financial aspects of entrepreneurship, funding opportunities, and sustainable business models.

The sessions were highly interactive and greatly enriched the knowledge of students, researchers, and academicians who participated in large numbers. The conclave was efficiently coordinated by Prof. Tamanna Sharma (Coordinator-I) and Prof. Pooja Garg (Coordinator-II), with the dedicated support of faculty members. The week-long event concluded with a formal vote of thanks to all speakers and participants. The conclave left a lasting impression, inspiring young minds to innovate, create, and lead with entrepreneurial zeal.

**Organised By:** S. Parkash Singh Badal School of Business Studies

**Organised For:** All Undergraduate & Postgraduate Students

**Event Dates:** 01-05 September 2025  
**Time:** 10:00 AM to 1:00 PM

**Event Venue:** GGS Indraprastha, Sector 14, Gurgaon, Haryana

**Event Registration:** Free

**Event Contact:** 98100-12345

**Event Website:** www.ggsindraprastha.edu

Dr. Renuka Sharma delivered a session on "Financial Aspects of entrepreneurship, funding opportunities and sustainable business models" in a National conclave conducted on 1st - 5th September, 2025, organised by Guru Gobind Singh College of Management and Technology, Bathinda.

### Expert Talk on

## Entrepreneurship Unplugged: Traits, Trends and the Ecosystem

This session explores key traits driving innovation, emerging business trends, and the evolving startup ecosystem. Students will learn the mindset and skills essential for entrepreneurial success. They will also discover ways to navigate and thrive in the entrepreneurial way of life.

**Resource Person**

Dr Amandeep Kaur  
Assistant Professor  
Chitkara Business School

Date: 5th August, 2025  
Time: 9:15 am - 10:30 pm  
Venue: Carnegie Hall, Rockefeller Block

**Organised By:** MBA Finance  
Chitkara Business School

**Organised For:** MBA Finance Students  
(Batch 2025-27)

**Accredited By:** AACSB, PRME, CHITKARA BUSINESS SCHOOL

**Event Dates:** 05 August 2025  
**Event Time:** 9:15 AM to 10:30 PM  
**Event Venue:** Carnegie Hall, Rockefeller Block  
**Event Registration:** Free  
**Event Contact:** 98100-12345  
**Event Website:** www.chitkara.edu

Dr. Amandeep Kaur delivered an expert talk on Entrepreneurship Unplugged: Traits, Trends and the Ecosystem.



**CHITKARA UNIVERSITY**

**AACSB** Business Education Alliance Member **PRME** an initiative of the United Nations Global Compact **CHITKARA BUSINESS SCHOOL**

### Expert Talk on

#### Understanding the Business and Entrepreneurship: making Finance work for you

*This session explores the link between business strategy, entrepreneurship, and finance, showing how planning, financial tools, and strategy help turn ideas into sustainable, scalable ventures. Through case studies, students will learn to overcome financial hurdles, attract investors, and build strong frameworks to drive growth and innovation. The ultimate goal is to provide students with practical tools and a mindset that allows them to turn innovative ideas into financially viable and scalable businesses.*

**Resource Person**

Dr Renuka Sharma  
Professor  
Chitkara Business School

**Date:** 5th August, 2025  
**Time:** 1:15 pm - 3:00 pm  
**Venue:** Carneige Hall, Rockefeller Block

**Organised By:** MBA Finance  
Chitkara Business School

**Organised For:** MBA Finance Students  
(Batch 2025-27)

On 5th August 2025, Dr. Renuka Sharma conducted an enriching session on “Understanding the Business and Entrepreneurship: Making Finance Work for You.” The session focused on bridging the gap between innovative ideas and financial sustainability, equipping students with the knowledge to transform entrepreneurial vision into profitable ventures.

On 5th August 2025, Dr. Shivani Inder conducted an insightful session on “Story Behind the Strategy: Numbers, Narratives and Business.” The session offered participants a comprehensive understanding of how data, storytelling, and strategic thinking intersect to shape impactful business decisions.

**CHITKARA UNIVERSITY**

**AACSB** Business Education Alliance Member **PRME** an initiative of the United Nations Global Compact **CHITKARA BUSINESS SCHOOL**

### Expert Talk on

#### Story Behind the Strategy: Number, Narratives and Business

*Through interactive discussions and case studies, this session shows how data-backed decisions drive competitive advantage and long-term value. Participants will explore strategic planning from forecasting to execution and learn how financial and non-financial metrics shape impactful business choices in dynamic environments.*

**Resource Person**

Dr Shivani Inder  
Professor  
Chitkara Business School

**Date:** 5th August, 2025  
**Time:** 3:00 pm-4:00 pm  
**Venue:** Carneige Hall, Rockefeller Block

**Organised By:** MBA Finance  
Chitkara Business School

**Organised For:** MBA Finance Students  
(Batch 2025-27)



On 6th August 2025, Dr. Vimmy conducted an engaging and insightful session on “Finance Frenzy: Crack the Code.” The session aimed at helping students understand the interconnection between different functional aspects of business and how strategic decisions across these areas contribute to creating sustainable competitive advantage and long-term value.

**CHITKARA UNIVERSITY** **AACSB** Business Education Alliance **PRME** an initiative of the United Nations Global Compact **CHITKARA BUSINESS SCHOOL**

**Expert Talk on**  
**Finance Frenzy: Crack the Code**

*The session will focus on different functional aspects of business-like marketing, accounting, operations, strategic planning etc which leads to creation of competitive advantage and long-term value. Students will gain insights into different functional strategic decisions which help business in making key business choices and create moat for the business.*

**Resource Person**  
Dr Vimmy Bajaj  
Assistant Professor  
Chitkara Business School

**Date:** 6th August, 2025  
**Time:** 1:15 pm- 2:30 pm  
**Venue:** Carneige Hall, Rockefeller Block

**Organised By:** MBA Finance  
Chitkara Business School

**Organised For:** MBA Finance Students  
(Batch 2025-27)

**CHITKARA UNIVERSITY** **AACSB** Business Education Alliance **PRME** an initiative of the United Nations Global Compact **CHITKARA BUSINESS SCHOOL**

**Expert Talk on**  
**Responsible Business: Where Ethics Meet Sustainability**

*This session uncovers how ethical theories and CSR strategies influence business decisions and brand value. It highlights real-world ethical dilemmas, sustainability practices, and eco-innovations that help companies build trust, enhance reputation, and thrive responsibly in a changing world.*

**Resource Person**  
Dr Archana Goel  
Associate Professor  
Chitkara Business School

**DATE:** 6th August, 2025  
**TIME:** 2:30 pm-4:00 pm  
**VENUE:** Carneige Hall, Rockefeller Block

**ORGANISED BY:** MBA Finance  
Chitkara Business School

**ORGANISED FOR:** MBA Finance Students  
(Batch 2025-27)

On 6th August 2025, Dr. Archana Goel conducted an impactful session on “Responsible Business: Where Ethics Meet Sustainability.” The session offered students a comprehensive perspective on how ethical decision-making and sustainability practices are deeply intertwined in shaping modern businesses.



On 7th August 2025, Dr. Jasleen Kaur conducted a forward-looking session on “Digital Transformation: Navigating the Future of Business with AI, Blockchain, and Big Data.” The session explored how emerging technologies are revolutionizing industries, reshaping consumer behavior, and transforming traditional business models.

**CHITKARA UNIVERSITY**  **AACSB** Business Education Alliance **PRME** CHITKARA BUSINESS SCHOOL

**Expert Talk on**  
**Digital Transformation: Navigating the Future of Business with AI, Blockchain, and Big Data**

*This session explores how digital technologies like AI, automation, blockchain, and big data are transforming consumer behaviour and business operations. Attendees will learn key trends, adoption strategies, and real-world applications to navigate digital transformation and stay ahead in a rapidly evolving landscape.*

**Resource Person**  
Dr Jasleen Kaur  
Assistant Professor  
Chitkara Business School

**Date:** 7th August, 2025  
**Time:** 3:15 pm-4:00 pm  
**Venue:** Carneige Hall, Rockefeller Block

**Organised By:** MBA Finance  
Chitkara Business School

**Organised For:** MBA Finance Students  
(Batch 2025-27)



**CHITKARA UNIVERSITY**  **AACSB** Business Education Alliance **PRME** CHITKARA BUSINESS SCHOOL

**Expert Talk on**  
**Business in the Economic Landscape: How Business, Markets & Policy Shape Society**

*This session offers a foundational understanding of how businesses operate within the economic system, covering micro and macro concepts like supply-demand, pricing, GDP, inflation, and fiscal policies. It also examines how government regulations and public policy influence business performance, market forces, and societal outcomes.*

**Resource Person**  
Dr Gitika Arora  
Assistant Professor  
Chitkara Business School

**Date:** 8th August, 2025  
**Time:** 11:45 am- 12:45 pm  
**Venue:** Carneige Hall, Rockefeller Block

**Organised By:** MBA Finance  
Chitkara Business School

**Organised For:** MBA Finance Students  
(Batch 2025-27)



On 8th August 2025, Dr. Gitika Arora delivered an enlightening session on “Business in the Economic Landscape: How Business, Markets & Policy Shape Society.” The session aimed to provide students with a strong foundation in understanding how businesses interact with economic systems, market forces, and government policies to influence both performance and societal outcomes.



# Leaders' Dialogue: Professionalism at Workplace

For: Integrated Programme in Management (IPM) and BBA(H) Liberal Education

**Resource Person**  
**Dr. Kuldeep Rojhe**  
Dean-Academics  
(MBA Marketing & Finance), CBS

21<sup>st</sup> August 2025 (Thursday)
 10:30 am to 12:30 pm
 LH-303, 3rd Floor, Rockefeller Block, CBS

**Mode - Offline**

Organised by:  
Chitkara Business School

# Leaders' Dialogue Health and Wellbeing for All

For Integrated Programme in Management (IPM) and BBA(H) Liberal Education

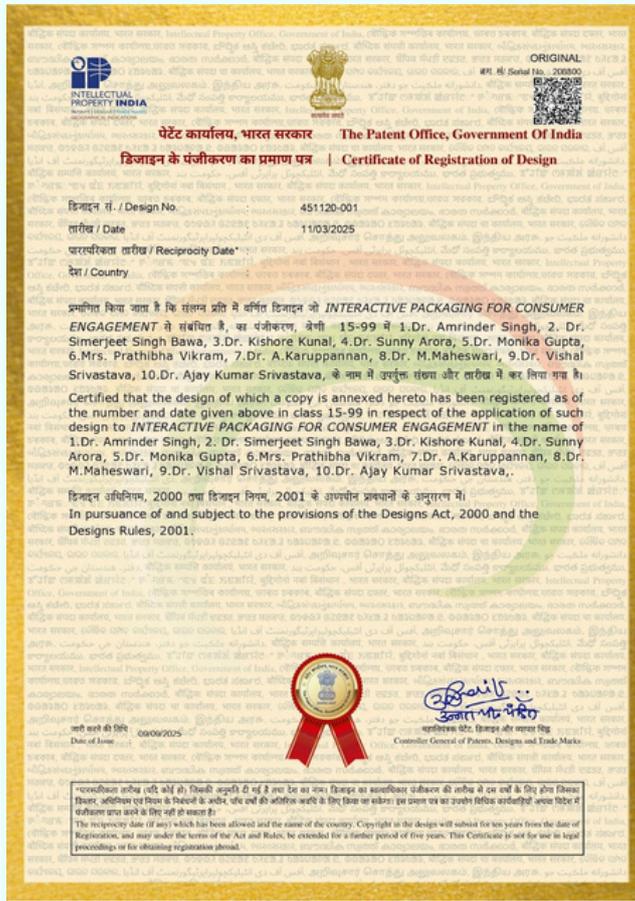
**Resource Person**  
**Prof. Keerti Bhusan Pradhan**  
Dean  
Health Care Management  
Chitkara Business School

Date : 19th September, 2025  
 Time : 10:30 AM - 12:00 Noon  
 Mode : Offline  
 Venue : LH-303, 3rd Floor  
 Rockefeller Block, CBS

Organised by  
Chitkara Business School



# Innovations



(12) PATENT APPLICATION PUBLICATION	(21) Application No.202541061887 A
(19) INDIA	
(22) Date of filing of Application :28/06/2025	(43) Publication Date : 29/08/2025
(54) Title of the invention : ADAPTIVE AI FRAMEWORK FOR REAL-TIME DECISION MAKING IN COMPLEX ENVIRONMENTS	
(51) International classification : H04L0099400000, G06N0020000000, G06N0005045000, G06N0003006000, G06N0007010000	(71) Name of Applicant : 1)Dr. Pradya Balasubh Patti Address of Applicant : School of Computing, Department of Computer Science Engineering, Sathyabama Institute of Science and Technology, Appoyee Nagar, Ram Gandhi Salu, Chennai-600119, India Chennai 2)Prof. (Dr) Sanjay Kumar 3)Dr Sumita 4)Dr. Divyesh Kumar Yadav 5)Dr. Chintal Patel 6)Dr. Rajni Bala Name of Applicant : NA Address of Applicant : NA
(86) International Application No : NA Filing Date : NA	(72) Name of Inventor : 1)Dr Pradya Balasubh Patti Address of Applicant : School of Computing, Department of Computer Science Engineering, Sathyabama Institute of Science and Technology, Appoyee Nagar, Ram Gandhi Salu, Chennai-600119, India Chennai 2)Prof. (Dr) Sanjay Kumar Address of Applicant : Department of Computer Sciences, Brauvaru University, 395, Rankinbajar Rd, Baranot (Near Jagadishan Market) Kollata, West Bengal, 700125, India Kollata 3)Dr Sumita Address of Applicant : Professor, St. Andrews Institute of Technology and Management, Harnamper, Faridkot, Hoshiyandi Rd, Gurgaon, Haryana 122506, India Gurgaon 4)Dr. Divyesh Kumar Yadav Address of Applicant : Associate Professor, Department of Computer Science and Engineering, St. Andrews Institute of Technology and Management, Gurgaon, Haryana, India 122506 Gurgaon 5)Dr. Chintal Patel Address of Applicant : Associate Professor, Computer science and engineering, GGS Indraprastha Institute of Technical Studies Dabok Udaipur Rajasthan 313022, India Udaipur 6)Dr. Rajni Bala Address of Applicant : Chaikara Business School, Chaikara University, Punjab, India, Chandigarh Patiala, National Highway (NH 64), 140401, India Patiala
(87) International Publication No : NA	
(61) Patent of Addition to Application Number : NA Filing Date : NA	
(62) Divisional to Application Number : NA Filing Date : NA	
(57) Abstract : The present invention relates to an adaptive artificial intelligence (AI) framework designed for real-time decision-making in complex and dynamic environments. The framework integrates deep reinforcement learning, probabilistic reasoning, and meta-learning to enable continuous self-improvement and optimization of decision-making strategies based on real-time data streams. The system dynamically adapts to evolving conditions by analyzing multi-source data, recognizing patterns, and adjusting decision-making policies without requiring extensive retraining. It incorporates a probabilistic reasoning module for uncertainty management, an explainability module for transparent decision-making, and a modular architecture for seamless integration with enterprise systems. The framework is optimized for computational efficiency, allowing deployment in edge devices and resource-constrained environments. It is applicable across various industries, including finance, healthcare, cybersecurity, autonomous systems, and industrial automation. By offering real-time adaptability, enhanced accuracy, and multi-agent collaboration capabilities, the invention provides a scalable and intelligent solution for complex decision-making scenarios.	
No. of Pages : 16 No. of Claims : 10	



# FACULTY AWARDS/ RECOGNITION

Dr. Anmol Gulati, Assistant Professor, Chitkara Business School, was recognised for his paper titled “A Fuzzy Path to Digital Finance: A Multi-Method Analysis of Artificial Intelligence Use in Financial Services.” The research stood out for its innovation, rigour, and relevance to the evolving digital financial landscape.





# STUDENT ACHIEVEMENT



Students of department of Finance, Madhur Garg, Keshav Kaushik, Rohit Pachouri and Shubhansh Mittal successfully participated in the Model United Nations (MUN) Conference held at IIT Delhi, where the students represented the United Nations General Assembly – Disarmament and International Security Committee (UNGA DISEC). The delegation took on the roles of Kuwait, Lebanon, Oman, and Syria, and actively engaged in discussions, negotiated with fellow delegates, and concluded the sessions successfully with meaningful contributions to the debate.



## STRENGTHENING INDUSTRY-ACADEMIA COLLABORATION FOR HOLISTIC LEARNING



Department of Supply Chain Management & General Management, Chitkara Business School, Chitkara University hosted the CJ Darcl Supply Chain Academic Excellence Award for the students of MBA in Logistics and Supply Chain Management (Batch 2023-25). The event celebrated exceptional academic performance, innovative thinking, and leadership potential in the field of supply chain management.

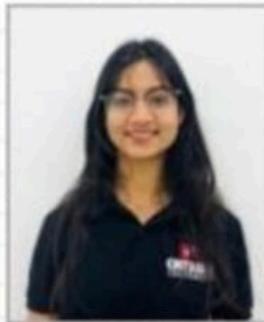
The award recognises and encourages students who demonstrate exemplary skills, dedication, and commitment to the principles of modern logistics and supply chain management. We congratulate all the awardees and participants for their outstanding achievements.

This initiative reinforces Chitkara Business School's commitment to nurturing industry-ready leaders with a robust academic foundation and practical insights into supply chain management.



**CHITKARA**  
UNIVERSITY   
(NAAC A+)  
Punjab - 140401, India

## CERTIFICATE OF ACHIEVEMENT



This is to certify that **YOSHITA**, a student of **Chitkara Business School - Integrated Programme in Management** at Chitkara University, has successfully completed an exclusive **three-day masterclass** from **7th to 9th April 2025** on "**The Rudiments of Artificial Intelligence, ChatGPT, Deepseek, Grok and Metaverse**", expertly conducted by **Dr Ashok K Chitkara, Chancellor, Chitkara University, Punjab & Himachal Pradesh**. Demonstrating commendable proficiency, she has secured an impressive score of **93** out of **100** in the formal written examination, reflecting a deep understanding of the subject matter.

**Dr Gautam Bansal**  
Dean of the Faculty





# CURRICULAR ACTIVITIES



Glad to share that 28 students from CBS along with 55 students from Chitkara University successfully completed their 7-day Global Immersion Program at Middlesex University, Dubai from 7th Sept to 14th Sept 2025. The program offered them enriching global exposure and valuable cross-cultural learning experiences, equipping them with skills to excel in a global environment.



Glad to share that 28 students from CBS along with 55 students from Chitkara University successfully completed their 7-day Global Immersion Program at Middlesex University, Dubai from 7th Sept to 14th Sept 2025. The program offered them enriching global exposure and valuable cross-cultural learning experiences, equipping them with skills to excel in a global environment.



MODEL UNITED NATIONS

# MUN TRADESTORM 2025

The Battle For  
**Economic Supremacy**



**29th  
JULY  
2025**

**Time:** 9:30 AM Onwards

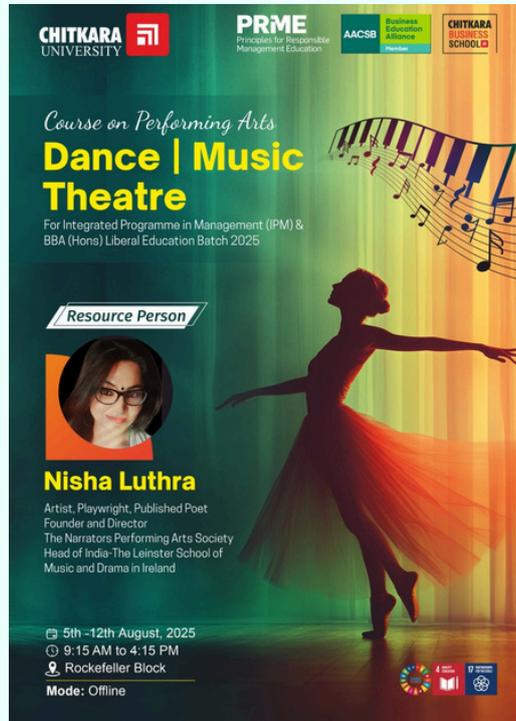
**Venue:** Carnegie Hall  
Rockefeller Ground Floor Hall

**Organised by**  
Chitkara Business School for  
Integrated Programme in Management (IPM)





# CO-CURRICULAR ACTIVITIES



## Library Activity: Book Review: Read, Review & Learn



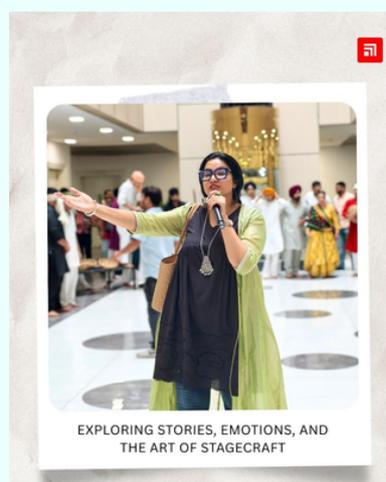
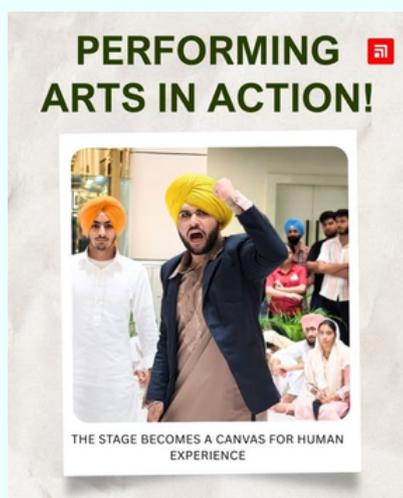
Chitkara Business School Library organized an interesting Book Review video making competition Library event on Sep 23-25 September 2025 in the form of a Video Shoot. The activity encouraged students to read books, reflect on them critically, and present their ideas through engaging short videos.



# A VERSE OF HUMANITY IN EVERY DROP



The National Service Scheme, in collaboration with the Department of Computer Applications, Department of Electronics and Communication Engineering and Chitkara Business School, organised a Blood Donation Camp in association with Rajindra Hospital, Patiala, under the noble banner of Raktdan Amrit Mahotsav 2.0.



Chitkara Business School hosted a week-long performing arts induction programme to inspire the fresher batches of the Integrated Programme in Management (IPM) and BBA (Hons) Liberal Education.

Led by Nisha Luthra, a renowned theatre artist and founder of The Narrators Performing Arts Society, the sessions immersed students in dance, music, and theatre, fostering self-discovery, teamwork, and cultural appreciation.



# INDUSTRIAL VISITS

**CHITKARA UNIVERSITY** 

**PRME**  **AACSB**  Business Education Alliance

Industrial Visit To  
**Federal Mogul Goetze India Limited**

**8<sup>th</sup> October to 9<sup>th</sup> October 2025**

**11:00 AM Onwards**

**Rajpura - Patiala Rd, Bahadurgarh, Patiala  
Bir Bahadurgarh, Punjab, 147001**

For BBA Professional Students  
Batch - 2025



Organised By:  
Department of BBA Professional,  
Chitkara Business School  
Chitkara University, Punjab



**CHITKARA UNIVERSITY**  **AACSB**  Business Education Alliance

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

Exploring KYC Norms Across Financial Sector  
Industries in India –  
**A Practical Exposure**  
**(Learning through experience and actions)**

**Objective**  
This experiential learning project aims to provide MBA students with hands-on experience in understanding key operational practices, comparing KYC norms and document requirements across different financial sector companies. Students will interact with finance professionals in leading organisations to acquire practical insights into regulatory compliance, financial strategies, customer identification processes and data requirements within financial industries.

**DATE: 24TH – 28TH SEPTEMBER 2025**

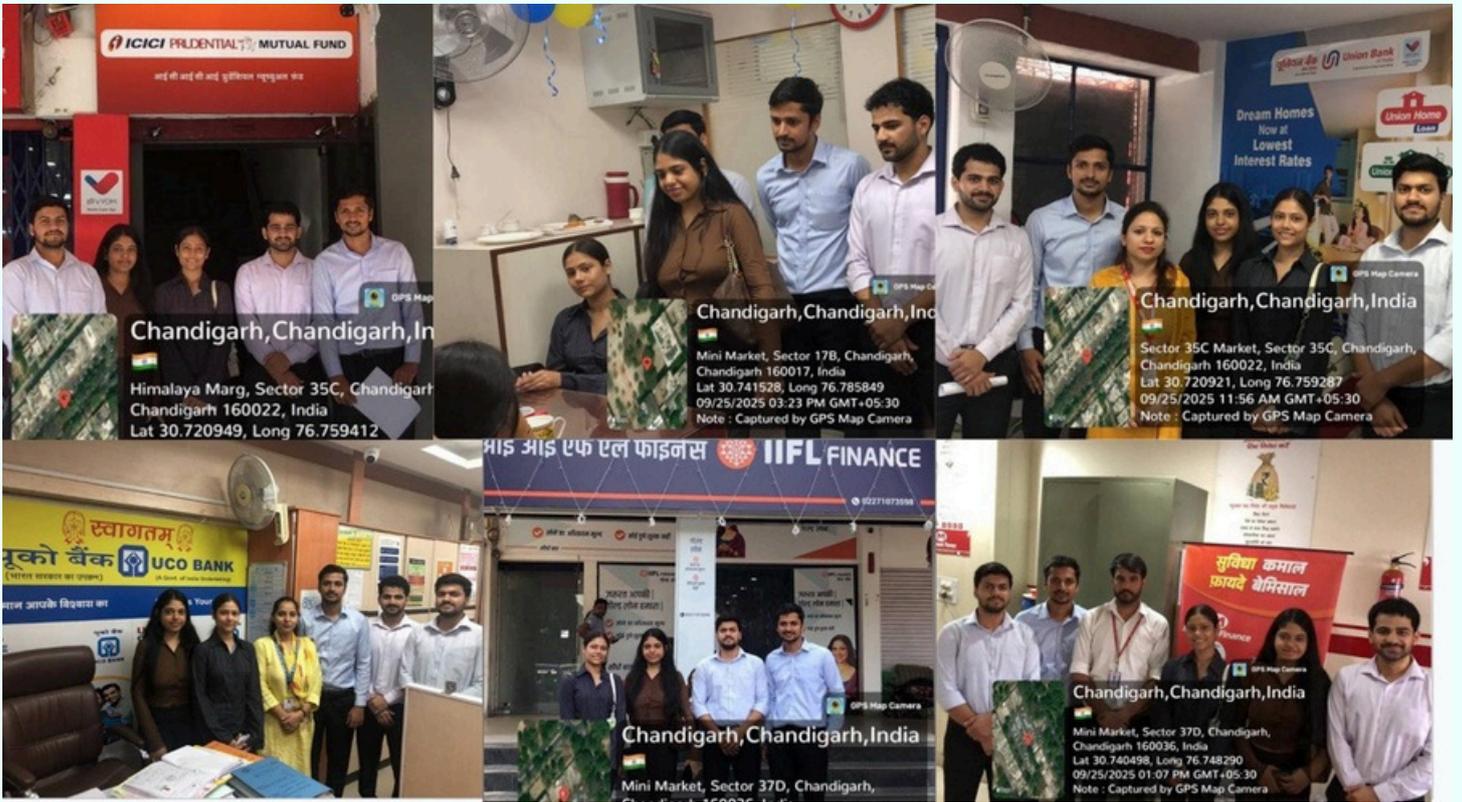
**ORGANISED FOR**  
MBA FINANCE BATCH 2025-27

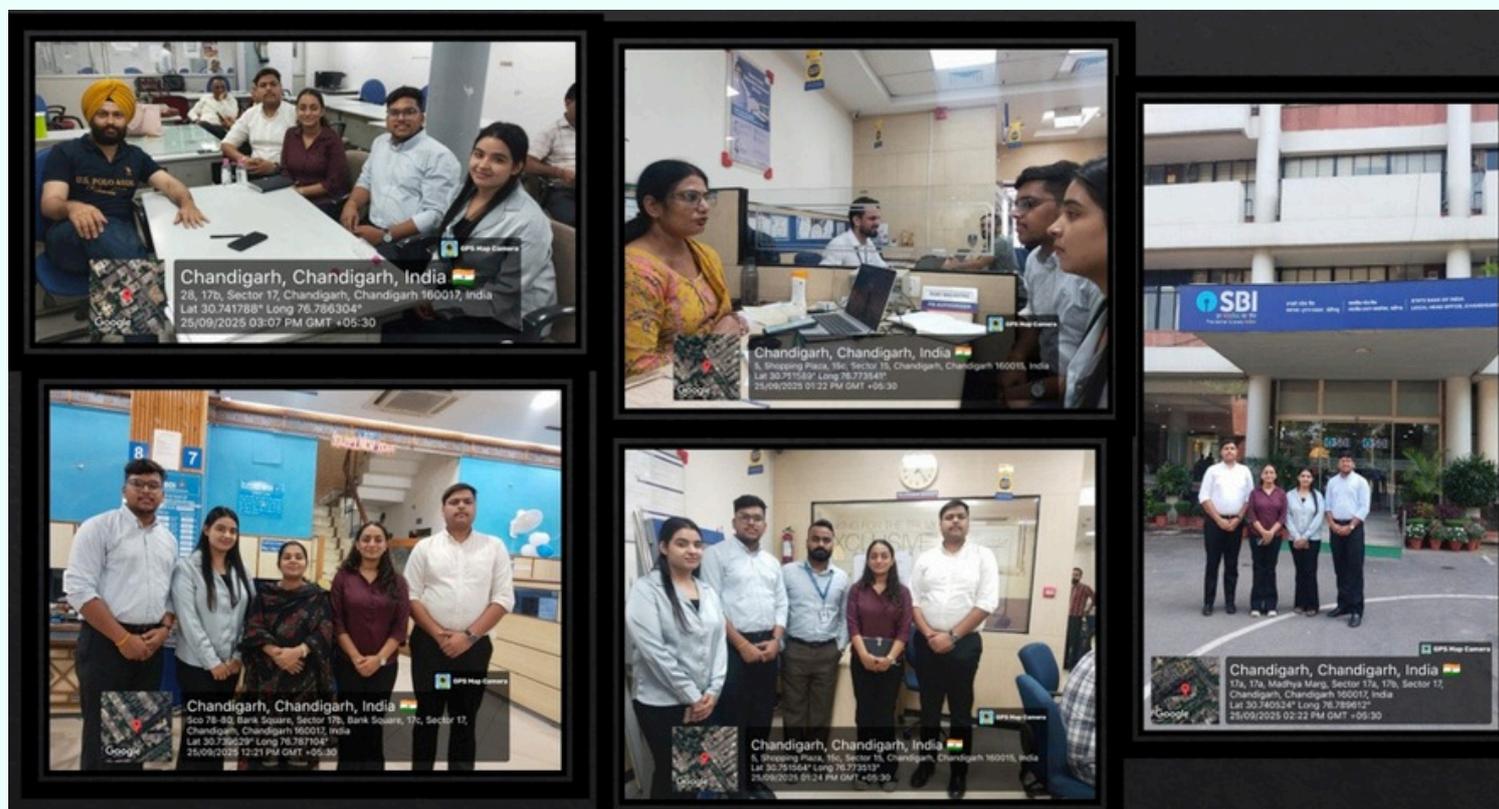
**ORGANISED BY**  
DEPARTMENT OF FINANCE, CHITKARA BUSINESS SCHOOL

**Convener**  
Dr Renuka Sharma,  
Professor, Chitkara Business School

**Coordinators**  
Dr Jasleen Kaur,  
Assistant Professor, Chitkara Business School  
Dr Vimmy Bajaj,  
Assistant Professor, Chitkara Business School  
Dr Gitika Arora,  
Assistant Professor, Chitkara Business School







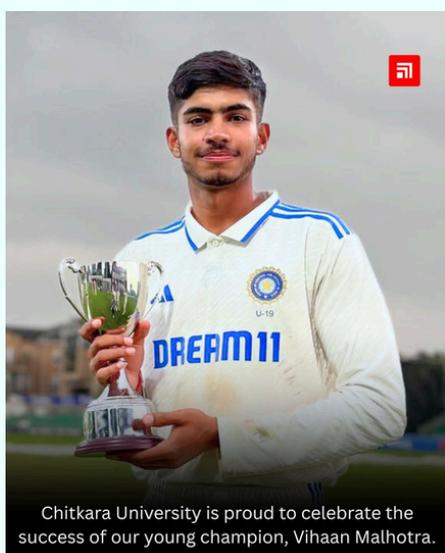
Department of Finance, Chitkara Business School organised an experiential learning project titled “Exploring KYC Norms Across Financial Sector Industries in India – A Practical Exposure” from 24th to 28th September 2025. The initiative aimed to provide MBA Finance students (Batch 2025–27) with hands-on exposure to key operational practices, regulatory compliance, and documentation requirements followed across diverse financial sectors.



## SPORTS ACTIVITIES

Vice-Captain Vihaan Malhotra, BBA Sports Management student, for his exceptional all-round performance in the 2nd Youth ODI against Australia U19 in Brisbane.

With a fluent 70 runs off 74 balls and a crucial wicket, Vihaan played a pivotal role in securing India's emphatic 51-run victory.



Ansh Negi, a first-year BBA student at Chitkara Business School, who secured two Gold Medals in the Junior and Senior Team Championships at the Yonex-Sunrise East Zone Inter State Team Badminton Championship 2025, held in Jamshedpur.





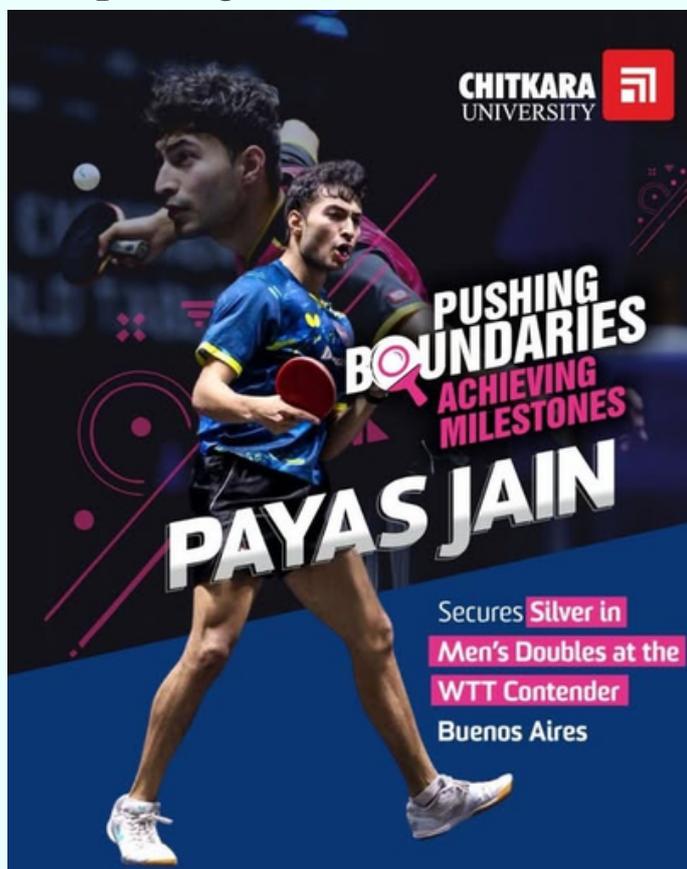
Harshita Jakhar, a first-year BBA student at Chitkara Business School, won the gold medal in the Junior Women's Individual Pursuit, surpassing the Junior Asian Record holder, Samira Ismailova of Uzbekistan. She also secured the silver medal in the Junior Women's Scratch Race



Harshit Thakur, BBA 3rd year student, secured the Gold Medal in Men's Badminton Singles at the Yonex-Sunrise 24th Chhattisgarh State Senior Ranking Badminton Tournament 2025.



Payas Jain, MBA 1st Year student, for securing the Silver Medal in Men's Doubles at the prestigious WTT Contender Buenos Aires, Argentina.

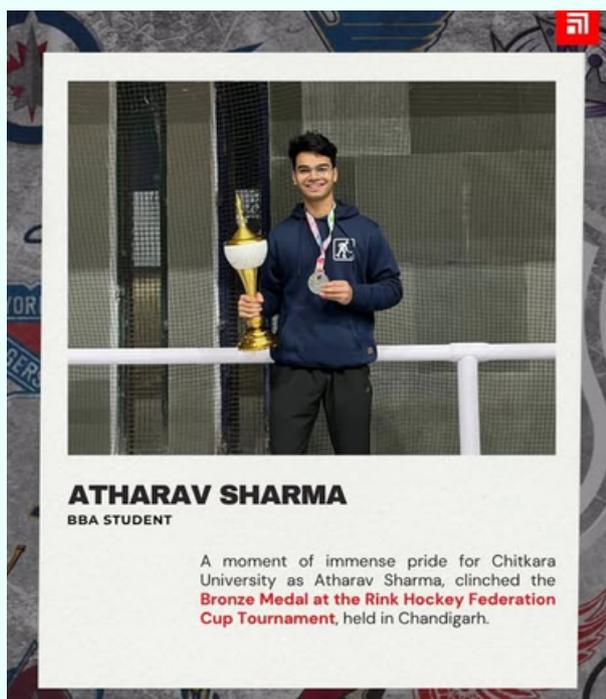


Devika Sihag, a third-year BBA student at Chitkara Business School, has made history by clinching the nation's first-ever Bronze Medal in Mixed Team Badminton at the prestigious World University Games 2025.





Atharav Sharma (BBA, 3rd Year) and Gargi (CSE, 2nd Year) secured Bronze Medals at the prestigious Rink Hockey Federation Cup Tournament, held in Chandigarh.



Japesh Saini made the department proud by securing 2nd position in 170 kg weightlifting organised in Chitkara University.



## OUR CREATIVE TEAM



**DR. PRIYA JINDAL**



**DR . REENA MALIK**



**DR. SHEFALI SALUJA**



**DR . JASLEEN KAUR**



**RONAK GOYAL**