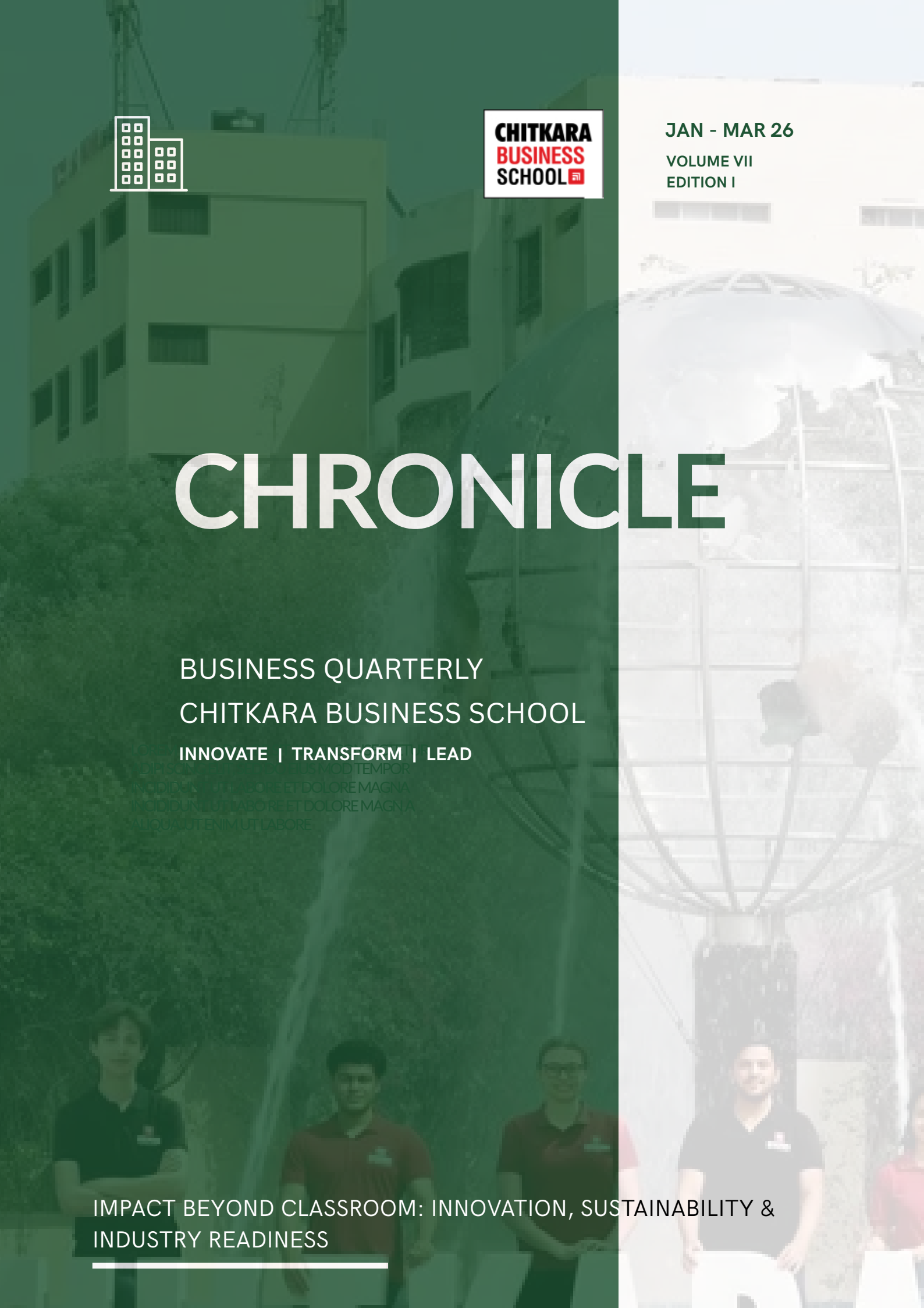


CHITKARA BUSINESS SCHOOL

JAN - MAR 26
VOLUME VII
EDITION I

CHRONICLE

BUSINESS QUARTERLY
CHITKARA BUSINESS SCHOOL

INNOVATE | TRANSFORM | LEAD

IMPACT BEYOND CLASSROOM: INNOVATION, SUSTAINABILITY & INDUSTRY READINESS

Every page, a story; every story, a legacy.

THIS ISSUE



03 MESSAGE FROM THE VICE CHANCELLOR

04 MILESTONES & RECOGNITION

05 COMMITMENT & ACCREDITATION

07 INDUSTRY CONNECT

08 THIS QUARTER @CBS

12 STUDENT EXCELLENCE

20 FACULTY EXCELLENCE

23 LOOKING AHEAD

From the Vice-Chancellor's Desk

Dear Readers,

Welcome to a dynamic and inspiring edition of CHRONICLE! At Chitkara Business School (CBS), our journey is fueled by a singular, powerful Vision: to be recognized globally as a leader in management education, creating innovative, ethical, and entrepreneurial professionals who drive sustainable business growth and profound societal impact.

This driving vision is brought to life every single day through our Mission- imparting quality, industry-focused business education that equips our students with cutting-edge knowledge, practical skills, and a borderless global perspective. We are dedicated to nurturing leaders who seamlessly balance profit with purpose and growth with responsibility.

This quarter has powerfully mirrored that mission in action. We are thrilled to celebrate our stellar standing in the Times B-School Ranking 2026 (securing 8th among top private universities and 18th among management institutes all-India) alongside our prestigious debut in the QS World University Rankings by Subject 2026 (ranking 451–500 globally and 23rd in India for Business & Management Studies). Through immersive platforms like Emergence '26, transformative industry partnerships, and real-world problem-solving, our students continue to prove they are built to lead change.

Let's keep pushing boundaries and shaping the future together!

Warm Regards,
Vice-Chancellor
Chitkara University

Milestones & Recognitions

Chitkara University has been recognised in the Times B School Ranking 2026, ranking 18th among India's Top 100 Management Institutes and 8th among the Top 40 Private Universities, with strong regional and placement rankings. The recognition reflects the University's continued focus on academic quality, industry relevance, and career-ready management education.





A Global Milestone for Chitkara Business School

Chitkara Business School has been recognised in the QS World University Rankings by Subject 2026 for Business & Management Studies, ranking 451–500 globally and 23rd in India. This achievement reflects our commitment to academic excellence, industry integration, experiential learning, research, and global exposure, made possible through the collective efforts of our faculty, students, alumni, and leadership.



Chitkara Business School has been recognised in the THE Subject Rankings 2026, with Business & Economics placed in the 501–600 global band. The recognition reflects the School's continued focus on academic rigour, research excellence, industry engagement, and globally relevant business education.

IN FOCUS

Building a Future-Ready Ecosystem

A snapshot of recent developments at Chitkara Business School, spanning national and global recognition, industry partnerships, and academic initiatives. These milestones reflect our continued focus on academic excellence, industry relevance, and creating meaningful opportunities for students and faculty.

CHITKARA BUSINESS SCHOOL

PEOPLE | IDEAS | IMPACT

RESPONSIBLE MANAGEMENT. GLOBAL IMPACT.

2026 PRME SIGNATORY MEMBERSHIP

SUSTAINABLE MINDS.
STRONGER TOMORROWS.

PRME SIGNATORY MEMBER

Certificate of Membership 2026

This letter certifies that **Chitkara Business School** is a Signatory Member of the Principles for Responsible Management Education (PRME), an initiative of the UN Global Compact. **Chitkara Business School** became a PRME Signatory on **16 July 2024** and joins over 850 business and management-related higher education institutions as part of the largest organized relationship between the United Nations and management-related higher education institutions.

PRME is a United Nations-backed initiative founded in 2007 and is a global movement with the ambition to raise the profile of sustainable development in higher education and to engage students to deliver frameworks and action to solve society's global challenges.

Working through a set of Seven Principles, PRME's focus is to engage business and management schools to provide future leaders with the skills needed to balance economic, social and environmental sustainable development. PRME aspires schools to integrate the Sustainable Development Goals (SDGs) in research, education and partnerships and to inspire academic institutions with the work of the UN Global Compact.

Chitkara Business School a has committed to deliver a Sharing Information on Progress **Report (SIP Report)** every 12 months on its progress of embedding the Seven Principles into research, curriculum, and partnerships to drive the transformation of management education.

PRME Principles for Responsible Management Education

an initiative of the UN GLOBAL COMPACT

Chitkara Business School Continues Its PRME Commitment

Chitkara Business School is a Signatory Member of the Principles for Responsible Management Education (PRME), an initiative of the UN Global Compact. The School became a PRME Signatory on **16 July 2024** and continues its commitment to advancing responsible management education.

PRME SIGNATORY SINCE
16 JULY 2024

PART OF A GLOBAL COMMUNITY OF
850+ BUSINESS & MANAGEMENT-RELATED HIGHER EDUCATION INSTITUTIONS



PEOPLE
PLANET
PROGRESS

A better tomorrow, together.

Embedding Responsible Management Education

As a PRME Signatory, Chitkara Business School integrates the principles of responsible management into research, curriculum and partnerships, supporting sustainable development and preparing future leaders to address global challenges.

01
RESPONSIBLE MANAGEMENT
Developing future leaders with the skills to balance economic, social and environmental sustainable development.

02
SDG INTEGRATION
Integrating the Sustainable Development Goals into research, education and partnerships.

03
PROGRESS & ACCOUNTABILITY
Reporting progress every 12 months through the Sharing Information on Progress (SIP) Report.

Continuing our commitment to responsible management education, sustainable development and meaningful global impact.

CHITKARA BUSINESS SCHOOL

GLOBAL BUSINESS EDUCATION

Chitkara Business School Joins AACSB

A Global Network for Business Education

Chitkara Business School is a member of the Association to Advance Collegiate Schools of Business (AACSB), connecting the School with a global community dedicated to advancing business education.



A STRONGER TOMORROW THROUGH GLOBAL CONNECTIONS

GLOBAL CONNECTIONS

Engagement with a worldwide community of business education institutions.

QUALITY & CONTINUOUS IMPROVEMENT

Participation in a global ecosystem focused on advancing business education.

KNOWLEDGE EXCHANGE

Opportunities to connect, learn, and share practices across the international business education community.

MEMBER SINCE

2022

Chitkara Business School became an AACSB member, marking its engagement with a global network of business schools and institutions.







INDUSTRY CONNECT

Connecting Education with the Maritime Industry

Chitkara University has signed an MoU with Triton Logistics & Maritime Pvt. Ltd., strengthening its commitment to Industry-Led Education. The partnership brings together academic learning and global maritime expertise through industry-integrated curriculum, specialised training and mentorship from experienced professionals. The collaboration will give students greater exposure to real-world industry practices while strengthening their technical skills and career opportunities in the maritime and logistics sectors.



AeroLeaders: Building Strategic Aviation Leaders

CEPE hosted AeroLeaders, a specialised Management Development Program for the senior management team of Chandigarh International Airport Ltd. The programme focused on strategic thinking, cross-functional leadership, effective decision-making and building a high-performance culture.

Through collaborative sessions led by Prof. Narinder Garcha, participants explored ways to break organisational silos and strengthen collective ownership.

This Quarter @ CBS

A snapshot of the learning, industry exposure and experiences shaping student life at Chitkara Business School. From expert sessions and competitions to industrial visits, these initiatives connect classroom learning with real-world practice.

THE BALANCE SHEET



An expert session with CA and CFE Ritika Bhateja introduced students to practical financial investigations, covering fraud detection, audit evidence, red flags, internal controls and governance through real-world examples.

INDUSTRY IN ACTION

Students visited Punjab Logistics Infrastructure Limited, gaining practical exposure to multimodal operations, digital rake monitoring, terminal management and safety practices, connecting classroom concepts with real-world supply chain operations.





STARTUP SHOWDOWN

Market trends continue to highlight the importance of digital transformation, customer-focused solutions, and sustainable business practices. Our team remains committed to adapting and delivering value in a rapidly evolving environment.

INSIDE MODERN RETAIL

Students visited Lifestyle Store, Elante Mall, gaining hands-on exposure to store design, layout, visual merchandisng and customer behaviour. The experience strengthened their practical understanding of retail operations and analytical thinking.



FROM CLASSROOM TO CORPORATE

An expert session with HR leader Manish Kumar Prasad explored the gap between academic learning and workplace expectations, highlighting employability, communication, adaptability, accountability, professional attitude and continuous learning.



LEARNING FROM THE GUARDIANS OF THE SKY

A visit to Air Force Station, Chandigarh gave 75 BBA Aviation students firsthand exposure to ATC operations, runway coordination, military aircraft, cockpit systems and aviation discipline, connecting classroom learning with operational excellence.



IDEAS, INSIGHTS & IMPACT

EXPERIENCES THAT CONNECT LEARNING WITH INDUSTRY, RESEARCH AND PRACTICE



RESEARCH IN ACTION

MBA Data Science & AI students presented a case study at IIM Nagpur, showcasing their research and analytical approach. The presentation was appreciated by the panel, with encouragement to take the work further towards publication.

CIRCULAR ECONOMY IN ACTION

BA (Honours) Economics with Data Science & AI students visited Alliance Enviro Care, Chandigarh, exploring biomedical waste management and recycling while connecting circular economy concepts with industrial efficiency and environmental sustainability.



MARKETING CONCLAVE

DECODING MARKETING ANALYTICS

The two-day Marketing Conclave brought students into conversation with marketing professionals through sessions on marketing analytics, consumer insights, strategic marketing, and emerging industry practices.

Featuring insights from Ms. Sneha Sharon, Deputy General Manager, Strategic Marketing at Sinch, and Mr. Avi Kumar, CMO at Ferns & Petals, the conclave gave students an opportunity to engage with industry perspectives and understand how analytics is shaping contemporary marketing decisions.

From Data to Business Decisions

A workshop led by Sandeep Ranade, Hansa Research Group, introduced students to the role of data analytics and research in modern marketing and branding, supported by practical industry examples.



FROM EXPERIENCE TO INSIGHTS

HR 2.0: BACK TO BASICS

MBA-HR students participated in the 46th NIPM Foundation Day at Amity University, Punjab, featuring insights from Mr. Karthikeyan VPB, Chief People Officer, Iota Analytics. The team of Harmeet, Priyanshu, Riya, and Khushi secured First Runner-Up in the People First Boardroom Role Play competition with The Cost of Excellence.





THEORY MEETS BUSINESS

MBA Marketing students engaged with Mr. Nikhil Jain, ASM, Hafele India, and Dr. Sachin Lele, connecting brand positioning, channel sales, and consumer behaviour with marketing concepts.



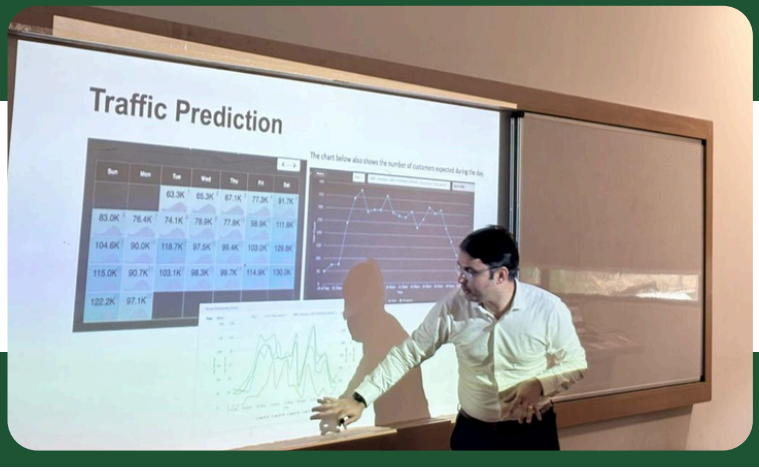
HEALTHCARE INDUSTRY CONNECT

MBA Healthcare students attended the CII Healthcare Conclave, Chandigarh, gaining exposure to current healthcare industry perspectives and developments.



Innovation with Limited Resources

Under Dr. Payal Bassi, BBA Professional students built self-supporting structures using newspapers, developing strategic thinking, teamwork, and resource optimisation.



Emerging Opportunities in Indian Aviation

The IIC workshop featured Vishal Bhadola, Founder & CEO, Eyeforsky Aviation Consulting, who explored India's growing aviation sector, public-private partnerships, technological transformation, infrastructure, and career opportunities, while highlighting the importance of analytical thinking and adaptability.



A GLOBAL CLASSROOM



Building Careers Beyond Borders

B.Com students pursuing ACCA participated in a masterclass by ACCA representatives Mr. Prabhanshu Mittal and Mr. Rohan Rajvanshi, exploring global career opportunities, professional qualifications, industry expectations, and pathways in Finance and Accountancy.

Expert Sessions







Learning from Global Experts

MBA-HR students explored Cross-Cultural Management with Dr. Franco Gandolfi, Professor of Management at the California Institute of Advanced Management, Los Angeles, gaining perspectives on managing across cultures and global workplaces.

Generative AI & the Future of Business

Prof. Tom Supra from George Brown College, Canada, engaged students in discussions on Generative AI, business decision-making, leadership, analytics, innovation, and responsible technology adoption.

Economics, Sustainability & Global Thinking

MBA-HR students engaged with Dr. Suela Papagelis, associated with Northeastern University, USA, in an expert session on Economics & Sustainability, bringing international academic perspectives into the classroom.

Student Excellence











Garv
IPM
2025

3rd Position in National Youth Festival Competition, Bhangra Dance Chennai

Samridhi
MBA LSCM:
2027

Published a research article in the CILT quarterly newsletter (January-March 2026).

Banzul Singla
IPM:
2023

1st Position & Best Female Dancer Award Infinity 2026

Niharika
IPM:
2023

Completed semester exchange program at Woosong University, Daejeon, South Korea.

Aditya
BBA FinTech & AI: 2025

Represented Chitkara University at the Learning on Graphs-New Delhi 2026 Meetup at IIT Delhi presentinh his research

Building Future Skills

A focus on applying concepts through hands-on learning, analytical tools and real-world problem-solving.

Skills That Shape Careers

Practical workshops this quarter helped students build analytical, creative and problem-solving capabilities aligned with the changing needs of industry.





Highlights

Data Skills for Supply Chains

MBA LSCM students developed practical expertise in Excel, SPSS and SmartPLS, applying data analytics to real-world supply chain decisions and optimisation.

Supply Chains Meet Analytics

BBA LSCM students explored supply chain modelling and analytics, developing data-driven decision-making skills through industry-led sessions, practical applications and interactive learning.

LogiThink: Designing Better Solutions

MBA LSCM students applied design thinking to complex supply chain challenges, strengthening creativity, critical thinking, collaboration and innovation through hands-on problem-solving.

Learning Beyond the Classroom

PERFORMING ARTS: DANCE, MUSIC & THEATRE



A week-long experiential workshop gave IPM and BBA Liberal Education students an opportunity to explore dance, music, and theatre, encouraging creativity, self-expression, collaboration, and confidence beyond conventional academic learning.

SUSTAINABLE CULINARY INNOVATION

An IIC session explored sustainable food systems, smart procurement, inventory optimisation, waste analytics, and innovative business models. Students gained insights into how technology and data-driven decision-making can improve sustainability and profitability in the food industry.





SCALING DIGITAL CONSUMER BRANDS

An industry-focused session explored the strategies behind scaling digital consumer brands, offering students practical insights into growth, consumer behaviour, digital transformation and building successful modern businesses.

NAVIGATING MARITIME REALITIES

A workshop on Maritime Fundamentals and Port Management gave MBA LSCM students practical insights into IMO conventions, P&I insurance, freight forwarding, port operations, and global maritime practices through sessions led by experienced industry professionals.



E-LEARNING HUB

LinkedIn Learning

Harvard Business School Online

IATA Training Aviation Management Professional AvMP

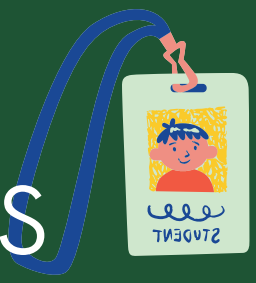
coursera

ECONOMICS MEETS THE UNION BUDGET

The 5th National Colloquium on the Union Budget 2026–27 brought together economists, policymakers, and academic leaders to discuss India's fiscal priorities and economic outlook, offering students valuable insights into macroeconomic and sectoral policy directions.



EMERGING ENTREPRENEURS



EMERGENCE'26: Ideas in Action

Chitkara University hosted Emergence'26, a three-day entrepreneurship and innovation fest that brought together 1,200+ students, founders, creators, and industry professionals. The event featured keynote talks, panel discussions, masterclasses, startup pitches, and the Makers' Buildathon, creating opportunities for students to engage with entrepreneurial ideas and industry perspectives.













Chitkara Mandi 26

The Chitkara Mandi Retail Expo, is a signature event, organised by BBA Retail Management and MBA Marketing with ReMac, which transforms the campus into a vibrant marketplace. Students gained hands-on experience in merchandising, pricing, customer engagement, inventory management, and promotions, bridging classroom concepts with real-world retail practices while developing their entrepreneurial mindset.

Star Students



Harjot Arora
B.Com ACCA: 2023

My three-year journey at Chitkara University has been marked by academic excellence, global exposure, and personal growth. Key achievements include a 100% scholarship exchange at HSE University, Russia, a four-month Disney International Program at Walt Disney World, USA, an 8.92 CGPA, NISM Level 1 and ACCA SBL certifications, and first position in three poetry competitions. These experiences strengthened my leadership, communication, professional, and creative skills, preparing me for a confident future.

Veni Sharma
MBA Finance, 2025-2027

My MBA journey at Chitkara University has been defined by academic excellence, leadership, and industry exposure. I maintained a 9.71 CGPA, served as Class Representative, and secured a placement internship at STGI as a Quality Analyst, Accounting. I also earned certifications in Financial Modeling, Risk Management, Investment Banking, Generative AI, and Advanced Excel. Through projects, event leadership, and public speaking, I developed strong analytical, professional, and interpersonal skills that continue to shape my career.



STUDENTS | IMPACT

My journey at Chitkara has been a blend of academic learning and practical exposure. Business Law, Supply Chain Analytics, Organisational Behaviour, andd campus events strengthened my analytical, leadership, coordination, and teamwork skills.



ANUJ KAUSHAL
BBA LSCM, 2024

Sales Executive Intern, EVK, (Lexicon Support and Services Pvt. Ltd.)



CBS-MADE, WORLD-READY

From campus to corporate, our alumni are building careers across industries and functions.

DHRUV SHANKAR
MBA LOGISTICS & SUPPLY CHAIN, 2023

MANAGEMENT TRAINEE
CMA CGM GBSI, MUMBAI

"CBS taught me to think beyond obvious answers, challenge assumptions, and connect ideas across domains."

MADHAV SURI
B.COM (HONS.) - ACCA 2022

AUDIT ASSOCIATE
KPMG, FINANCIAL SERVICES

"Hardwork or Luck? It's Always Luck, but Your Chances of Luck Increase with Your Hardwork."

VOICES OF THE NEXT GENERATION

THE SKILLS STUDENTS BELIEVE WILL SHAPE SUCCESS IN 2026



DR. SONALI DANIA

MBA HEALTHCARE MANAGEMENT'22

CONSULTANT MINISTRY OF HEALTH & FAMILY WELFARE

In healthcare, technology can improve decisions, but empathy and clear communication remain essential. Future professionals need to combine data-driven thinking with a strong understanding of people" – Dr. Sonali



DR. SAHIL VERMA

MBA HEALTHCARE MANAGEMENT'24

MEDICAL ADVISOR ASC

"The future of healthcare will demand professionals who can understand both medicine and technology. Continuous learning and the ability to translate knowledge into better decisions will be critical." – Dr. Sahil



SARHANDARI SHARMA

MBA FINANCE'23

BUSINESS ANALYST – ADVANCE SOLUTIONS

"My journey from student to Business Analyst has been a great learning experience. I'm grateful for the opportunities and confidence my university gave me to grow professionally. Stay curious, keep learning, and embrace every opportunity." – Sarhandari



VISHAL KUMAR RAI

BBA RETAIL MANAGEMENT

ICICI BANK Relationship Manager

"Customer expectations are changing rapidly. Future professionals need to combine digital skills with communication, relationship-building, and a genuine understanding of customer needs." – Vishal



SIMRANDEEP SINGH

BBA DSAI'25

OPERATIONS ANALYST SERVICENOW

"Believe in yourself, stay curious, and embrace new challenges. Graduation is not just about marks, but about learning, growing, building confidence, and preparing for a successful professional journey." --Simrandeep



MAYANK SINGH

BBA DTS '22

OPERATIONS TEAM LEAD DCCPL, Chandigarh

"Leading operations requires more than technical knowledge. The ability to make decisions, coordinate people, solve problems, and adapt quickly will become increasingly important in a technology-driven workplace." – Mayank

Sports Excellence





Cycling Champions
Chitkara student cyclists, Harshita Jakhar, won two Gold medal and named best cyclist at the All India Inter-University Cycling Road Tournament 2025-26. The women's team also secured the Overall First Runner-up Trophy.

A World Cup Victory
BBA student Vihaan Malhotra was part of India's victorious squad at the ICC U19 Men's Cricket World Cup 2026, marking a significant achievement on the international stage.

Table Tennis Triumph
MBA student Payas Jain won two gold and one silver medal at WTT Feeder Vadodara 2026, excelling across Men's Doubles, Mixed Doubles, and Men's Singles.



From Campus to the World Stage
BBA student Vihaan Malhotra was selected as Vice-Captain of India's squad for the ICC U19 Men's Cricket World Cup 2026, highlighting his talent and dedication to competitive sport.

Faculty Excellence

Driving knowldge, creating change, building a brighter tomorrow



Faculty Achievements



Dr. Jashandeep Singh delivered a Communication Skills session at Government Model High School, Chandigarh, and earned an IATA-certified trainer credential in Airline Customer Service. He also completed an FDP on New-Age Pedagogies & Education Transformation.



Dr. Kamakshi Malik served as a Resource Person for a five-day FDP on managing ego and emotions, focusing on self-awareness, emotional intelligence, and mindful leadership. She also received the Iconic Women Creating Better World for All award by WICCI Chandigarh.



Dr. Pooja Mehta served as Session Chair at the 6th South Asian Conference on Public Policy and Governance in Kathmandu, chairing a technical session on Climate & Disaster Risk and contributing to discussions on governance, resilience, and climate action



Dr. Divyansha Kumar served as a keynote speaker and co-chair at a session exploring the intersection of gender, economics, and environment,

Research & Innovation



Dr. Sandhir Sharma, Dr. Babita Singla and Dr. Shalender received a Utility Patent for their innovative invention titled OMNI SHOPPING CART, granted by the Government of India Intellectual Proper Office on 7 January 2026. The invention focuses on enhancing the retail shopping experience through intelligent and technology-enabled cart solutions aimed at improving customer convenience, shopping efficiency, and operational management in retail environments.







Dr. Simerjeet Singh Bawa co-authored and registered the Design Patent: Visual Display Arrangement for Retail Environment with the Government of India's Intellectual Property Office on 12 March 2026, translating retail research into practical intellectual property.



Dr. Kapil Sharma contributed to Scopus-indexed research publications and an edited international volume on AI-driven marketing strategies, integrating emotional intelligence and innovative frameworks into contemporary marketing research.





Dr. Shubh Karan Singh and Dr. Mayank Agrawal published a study in the Journal of Theoretical Accounting Research, examining how accounting metrics influence market behaviour, valuations, and investor expectations.



Faculty Achievements

Dr. Rashmi Aggarwal appointed as the project director for the consultancy project named BSE Skill Development Project undertaken by Krisha foundation in collaboration with BSE and Chitkara University.

CA (Dr.) Ajay Dogra appointed at PCCI's Indirect Taxation Committee, while also serving as Career Counsellor at IGNOU and The Institute of Chartered Accountants of India.

Dr. Simerjeet Singh Bawa served as a Resource Person on Intellectual Property Rights for innovators and entrepreneurs and participated in a FDP on 21st Century Education, strengthening his contributions to innovation, teaching, and mentorship.

Dr. Jyoti Verma completed the NISM-Series-XII Securities Markets Foundation Certification and received a Certificate of Appreciation from NISM and SEBI for her role as faculty mentor in the National Financial Literacy Quiz 2026.

Dr. Shefali Saluja served as a Virtual Judge for the 2026 Submission and Pitching Round, evaluating business models and mentoring emerging entrepreneurs towards sustainable and scalable solutions at Diamond Challenge conducted by University of Delaware.

Research & Innovation

Dr. Harish Saini contributed research published in the Journal of Tourism Planning and Development, examining how travel influencers balance sponsored content with authenticity, transparency, audience trust, and responsible digital communication.

Dr. Faniza Joshi presented a study on ESG Performance, Financial Returns and Firm Valuation at the 11th International Conference on Research in Management and Economics.

Dr. Nidhi Malhotra presented research on the impact of hybrid work models on employee productivity, burnout, and organisational commitment at the 11th International Conference on Research in Management and Economics.

Dr. Simerjeet Singh Bawa published research in the Indian Journal of Marketing examining how Generative AI can strengthen sustainable marketing through personalisation, content creation, and influencer engagement while contributing to social and environmental outcomes.

Dr. Jaskirat Singh was featured for research published in the Journal of Knowledge Management, examining how Generative AI is transforming student learning, innovation, and knowledge development.

New Faces @ CBS



Ms. Astha Bajaj joins Chitkara Buisness School as a Senior Research Fellow in January 2026. Over the past 13 years she has been closely working with the students and professionals as an academician and soft skill trainer. She is currently doing her P.hD from Chitkara University and holds an MBA from NIT Kurukshetra. She is passionate about active management research and her recent study on Telecommuting and Wellbeing was presented at IIM Nagpur and published in McGraw Hill book.



Dr. Naseeb Singh is an economist and Assistant Professor with over five years of experience in teaching and research in Economics. He holds a Ph.D. from the Central University of Haryana, specializing in Financial Development and Trade. His expertise includes econometric analysis using EViews and SPSS. He is awarded a doctoral fellowship by ICSSR and is currently working as a Co-PI on an ICSSR longitudinal study project.



Dr. Sheenam Jain joins Chitkara Business School as an Assistant Professor in the Department of Logistics and Supply Chain. Specializing in AI and supply chain management, her interdisciplinary research focuses on technology and sustainability within the fashion and textile sectors.She previously served as a guest lecturer at NIFT Panchkula and completed a postdoctoral fellowship at Aalto University, Finland, researching circularity in textile data. She holds a PhD from the Erasmus Mundus Joint Doctoral Program, with degrees from the University of Lille, University of Borås, and Soochow University, alongside a Master's in Fashion Tech from NIFT Delhi and a B.Tech in IT.

LOOKING AHEAD

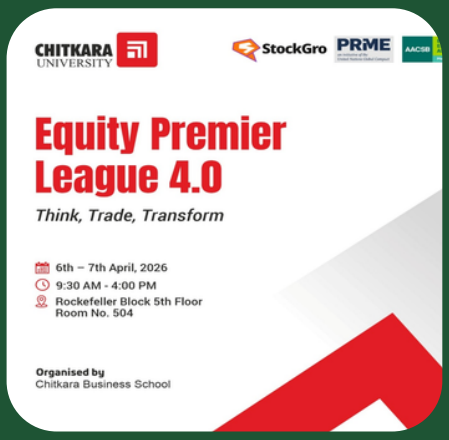
Upcoming Events & Programmes

APR 6-7	EQUITY PREMIER LEAGUE 4.0	APR 18	5TH NATIONAL SYMPOSIUM
MAY 2	DIL SE DIGITAL 4.0	MAY 11-15	ECONOMETRICS WORKSHOP



MAY 18 SHOOT YOUR SHOT









VOLUME VII EDITION I

CHRONICLE

Editors-in-chief



Dr. Prerna Arora
Assistant
Professor



Dr. Sheenam Jain
Assistant
Professor

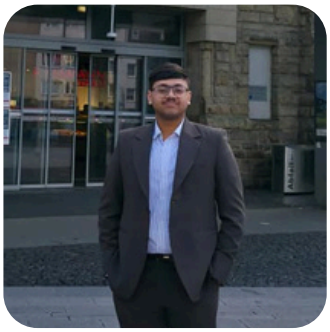


CA(Dr.) Ajay Dogra
Assistant
Professor

Student Team



Kashish
BBA Retail Management



Rupansh
BBA Logistics and Supply Chain



KNOWLEDGE.
EXCELLENCE.
LEADERSHIP.

EMPOWERING MINDS.
SHAPING FUTURES.

A LEGACY OF ACADEMIC EXCELLENCE AND SOCIAL IMPACT

QS WORLD UNIVERSITY RANKINGS
QS Asia University Ranking

THE World University Rankings

nirf NATIONAL INSTITUTIONAL RANKING FRAMEWORK

PRME Principles for Responsible Management Education

AACSB Business Education Alliance Member

A+ ACCREDITED BY NAAC