

CHITKARA
BUSINESS
SCHOOL 

CHRONICLE

News Bulletin

CHITKARA BUSINESS SCHOOL



Oct-Dec 2025

Vol. VI, Edition IV

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Message From Vice Chancellor



Prof (Dr.) Sandhir Sharma

Dear Students, Faculty, and Staff,

As we close another remarkable quarter, I am filled with pride and gratitude. The pages of this Chronicle do more than record events. They tell the story of a community that refuses to stand still. This quarter began with a milestone that belongs to every one of you: Chitkara Business School has been ranked 20th among India's Top Private B-Schools in the Outlook-ICARE Rankings 2025. A ranking is a number, but behind it are the late-night preparations of our students, the dedication of our faculty, and the quiet commitment of our staff. Our MoU with the CII Institute of Logistics, the five-day logistics workshop, and the industrial visits to Adani Logistics, Coca-Cola (LBPL), MUFTI, Wtechy, and Federal Mogul Goetze show our belief that learning must step out of the classroom and into the world. Our students also spent two weeks in Mumbai at the NSE, SEBI, MCX, and the RBI Monetary Museum, seeing the markets they study come alive. We were privileged to host Shiv Shivakumar for a conversation on leadership, learning, and legacy. Our HR, Marketing, National Business, and Retail Connect conclaves brought leaders from Google Cloud, DBS Bank, Safari Industries, and the Government of India to our campus. They reminded us that integrity, vision, and resilience matter as much as any technology.

Our faculty have presented at IIM Ahmedabad, IIM Jammu, and conferences in Bangkok, Istanbul, and Indore. They have earned certifications from Harvard Business School Online, completed UGC-sponsored programmes, and qualified in IIRM's Global Enterprise Risk Management examination. By learning relentlessly, they show our students what lifelong learning looks like. Our students won the PRME 15 Award in the Student Category. Our women's table tennis team won Gold at the Khelo India University Games, and our women's badminton team were North Zone champions. Shreya Lele won gold in Lagos, Surya Charishma Tamiri won the YONEX-

SUNRISE All India Senior Ranking title, and Vihaan Malhotra, a first-year BBA student, earned his place with Royal Challengers Bengaluru at the IPL 2026 Auction. These are young people who dream boldly and work tirelessly to match those dreams.

What connects all these stories is a simple truth: excellence is not an event, it is a habit. It grows in every classroom discussion, every research paper, every field visit, and every act of support between colleagues.

As we step into the new year, I urge you to carry this energy forward:

- To our students - Be curious, take the stage, ask the bold question, and chase the opportunities that make you uncomfortable. Your potential is larger than you imagine.
- To our faculty - Keep inspiring, researching, and mentoring. You shape futures far beyond what any syllabus can measure.
- To our staff - Thank you for the dedication behind every successful event. This institution runs on your commitment.

Together, let us make the coming quarter even brighter. Explore your potential. Exceed your own expectations.

With warm regards and best wishes,

Sandhir Sharma

Prof. (Dr.) Sandhir Sharma
Vice Chancellor
Chitkara University.



RANKING

Chitkara Business School, Chitkara University, is a leading management institution in the Outlook-ICARE Rankings

2025



Chitkara Business School has been ranked 20th among the Top Private B-Schools in India, highlighting its growing national prominence. This recognition reflects our unwavering commitment to delivering high-quality management education that integrates academic excellence with strong industry relevance



MOU

MoU between Chitkara Business School and CII-Institute of Logistics (CII-IL)

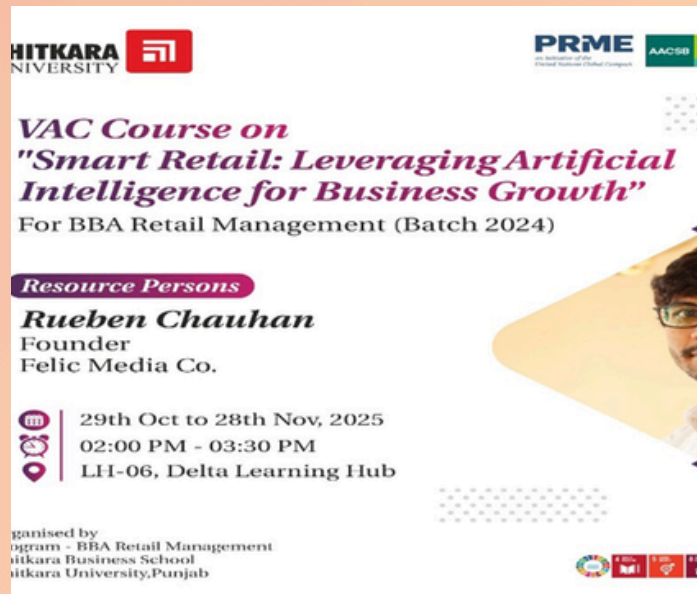


Chitkara Business School signed a Memorandum of Understanding (MoU) with the CII-Institute of Logistics (CII-IL), a Centre of Excellence under the Confederation of Indian Industry (CII), which exemplifies this vision by strengthening the link between academia and industry in the field of Supply Chain and Logistics Management.

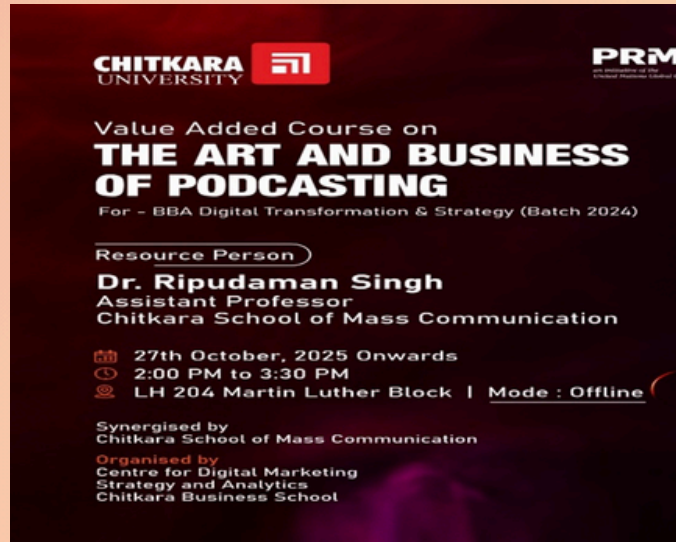
The MoU was signed by Prof. (Dr.) Neeraj Anand, Dean, SCM and General Management, Chitkara Business School, Chitkara University, and K.V. Mahidhar, Executive Director and Head, CII-IL, in the presence of representatives from both institutions, marked the beginning of a meaningful association. Through this alliance, CII-IL will offer students valuable industry exposure and hands-on learning through certificate programmes, workshops, internships, and live projects.



Value Added Courses



BBA Retail Management Program at Chitkara Business School organized a Value-Added Course (VAC) titled “Smart Retail: Leveraging Artificial Intelligence for Business Growth” for Batch 2024 from 29th October to 28th November 2025 at the Delta Learning Hub. The course was conducted by Mr. Rueben Chauhan, Founder, Felic Media Co., who brought valuable industry expertise in AI-driven marketing and digital transformation. The sessions provided students with practical insights into the application of artificial intelligence in retail analytics, customer personalization, demand forecasting, and strategic decision-making.



The Centre for Digital Marketing, Strategy, and Analytics at Chitkara Business School, in collaboration with the Chitkara School of Mass Communication, conducted the Value Added Course on 'The Art and Business of Podcasting' for BBA Digital Transformation & Strategy (Batch 2024) by Dr. Ripudaman Singh.



IIC EVENTS

CHITKARA UNIVERSITY  **PRME**  **AACSB** 

IIC session "Workshop on"
The Art of Crafting a Brand: Strategies for Emerging Entrepreneurs

 **Rueben Chauhan**
Founder
Felic Media and Felic Studio

Date 27th Nov, 2025
Time 2:00 PM Onwards
Venue LH-12, Rockefeller Extension Block

Organised by
Chitkara Business School



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

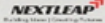
**Expert Talk on
Cybersecurity
Innovations in
Financial
Services**

 **Amith Ashokan**
Partner & Director-Aysdev Global
Consultancy Firm and
Unipolar Technologies Pvt. Ltd.

 8th December, 2025
 10:00 AM Onwards
 Delta Learning Hub

Organised by
Chitkara Business School



CHITKARA UNIVERSITY  **NEXTLEAP**  **Enterprise Labs**  **PRME**  **AACSB**  **CHITKARA BUSINESS SCHOOL** 

**Decoding Branding
Digital Marketing
for the New Era**

 **Carol Goyal**
Director
Rediffusion



6th October, 2025
Time : 10:00 AM Onwards
Venue: Pierre Hall

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

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

**QUALITY &
PATIENT SAFETY
Summit 2025**

**Driving Excellence:
Building a Safer Health System Together**

 **Dr. Deepa Mehra**
Deputy General Manager
Medical Services, CK Birla Healthcare

 **Dr. Sandeep Rai**
Unit Head
Cloudline Hospital



IIC EVENTS

CHITKARA UNIVERSITY

THE MIND BEHIND BOMBAY SHAVING
CRAFTING BOLD CONCEPTS THAT SHAVE THE ORDINARY AWAY

Shantanu Deshpande
Founder | Bombay Shaving Company

12 November 2025
10:00 AM Onwards | Exploretorium

CHITKARA UNIVERSITY

Crossroads of Excellence
**PRODUCT-LED INNOVATION
IN TRAVEL AND MOBILITY:
REDEFINING TODAY'S
SUPPLY CHAINS**

Mayank Chopra
Senior Vice President
MMYT Group

5th December, 2025
1:00 PM - 3:00 PM

RB 201, Second Floor
Rockefeller Block

Organised by: Chitkara Business School

CHITKARA UNIVERSITY **CHITKARA BUSINESS SCHOOLS**

**BUILDING A FUTURE-READY
DIGITAL HOSPITAL
ECOSYSTEM**

Speaker:
Veneeth Purushotaman
Vice President - Technology
Aster DM Healthcare
Dubai, UAE

Mode: Online
Date: 3rd December 2025
Time: 6:30-7:30 PM

Moderator: Prateek Singh
(Student)

Organised by: Department of Healthcare Management

AACSB
Business Education
Accredited
Member



EXPERT TALKS

Cultivating Leadership, Learning and Legacy in a Transforming World



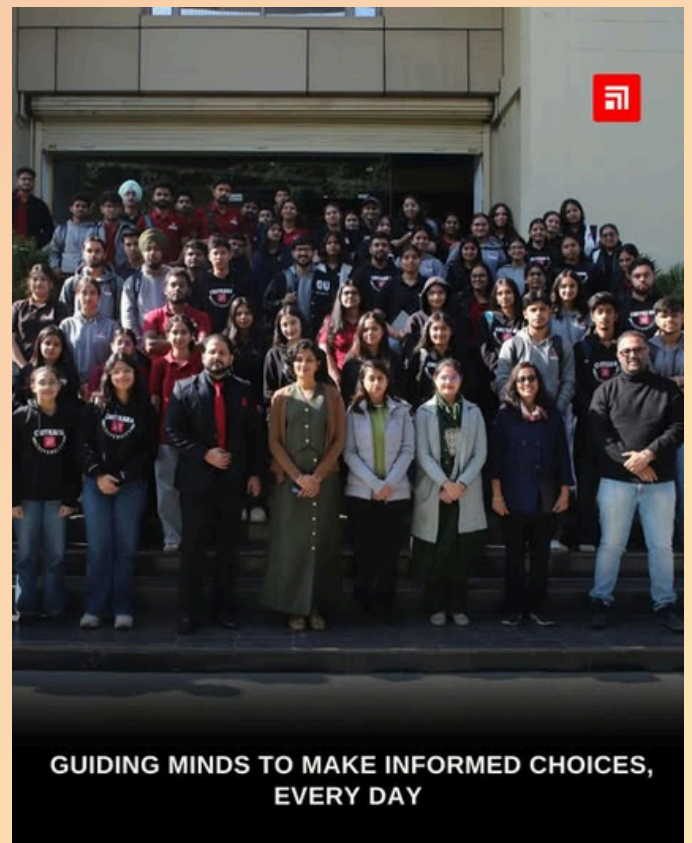
Chitkara Business School, Chitkara University hosted Shiv Shivakumar, Chairman of the Board of Directors, Vadilal Industries; Operating Partner, Advent; Ex-Chairman, PepsiCo; and Ex-CEO, Nokia, for a session on “Conversations on Leadership, Learning and Legacy.”

The session explored the evolving dimensions of leadership in a rapidly changing professional landscape, underscoring how purposeful learning, ethical decision-making and a commitment to long-term value creation shape enduring legacies. Shiv Shivakumar highlighted the continued importance of human qualities such as integrity, vision and resilience, even as industries are transformed by global shifts. This thought-provoking interaction offered valuable perspectives for both students and faculty, reinforcing the need for reflective leadership and continuous personal development.



CAREER COUNSELING SESSIONS /WORKSHOPS

Chitkara Business School, Chitkara University, hosted a Career Counseling session titled “Economics Unlocked: Insights for Building a Career and Life of Your Dreams”



Chitkara Business School recently hosted an insightful session titled “Economics Unlocked: Insights for Building a Career and Life of Your Dreams,” where students explored the transformative role of economic reasoning in both personal and professional spheres. The session offered valuable clarity on how economic principles influence strategic financial planning, business choices, and daily decision-making.



Career Counseling Sessions /Workshops

Chitkara Business School, Chitkara University, conducted a five-day workshop on “Essentials of Logistics & Supply Chain Management”



The Department of SCM & General Management, Chitkara Business School, conducted a five-day workshop on “Essentials of Logistics & Supply Chain Management” for MBA Logistics & Supply Chain Management students. Facilitated by Sudhanshu Kumar, Head, CII Institute of Logistics, the workshop offered valuable insights into modern supply chain dynamics and industry best practices. Organized in collaboration with the Confederation of Indian Industry (CII) Institute of Logistics, Chennai, the program covered key areas such as transportation, warehousing, procurement, and global supply chain strategies through interactive discussions and real-world case studies.

This initiative reaffirmed Chitkara’s commitment to industry–academia partnerships, empowering students with practical knowledge and leadership skills to excel in the evolving logistics and supply chain sector.



Conclaves/ Symposium

Chitkara Business School, Chitkara University, hosted the HR Conclave on “New Age HR: Redefining Business”



The MBA–HR Department successfully organised the HR Conclave 2025 on 12th December 2025 on the theme “New Age HR: Redefining Business.” The event featured three eminent speakers who shared valuable insights. Dr. Amit Parreenja, Head – Learning & OD, Somany Imprensa Group, spoke engagingly on Integrated Talent Management – One HR, highlighting the need for a unified and seamless HR framework. Ms. Parichita Kotnala, Global HR Business Partner at Lumanity, discussed EVP as a Business Strategy, emphasising how a strong, purpose-driven EVP enhances talent attraction and organisational culture. Ms. Amandeep Kaur, Leading HR Professional, delivered a thought-provoking session on HR as a Business Strategist, reinforcing HR’s critical role in driving business growth and innovation. Their interactions with the students during the Q/A session helped the students to gain more in-depth understanding of the topics. The session bridged academic learning with practical perspectives, equipping students with the knowledge and skills to thrive in the evolving HR landscape.



Chitkara Business School, Chitkara University, hosted the National Business Conclave on “Bridging Governance and Growth: The New Age of Media, Branding, and Broadcasting.”



The Centre for Digital Marketing, Strategy, and Analytics at Chitkara Business School organised the National Business Conclave on December 1, 2025, centred around the theme “Bridging Governance and Growth: The New Age of Media, Branding, and Broadcasting.” The event brought together distinguished policymakers and industry leaders to discuss the evolving landscape of governance, media, and digital technologies. Eminent speakers included

- Dr. Ajay S. Singh, Principal Chief Controller of Accounts, Ministry of Home Affairs, Government of India
- Harshit Narang, Deputy Director, Central Bureau of Communication, Ministry of Information & Broadcasting, Government of India
- Pragya Dubey, Regional Head – Education and Edtechs, Google Cloud
- Susanta Manna, Head of Digital Marketing, Skypath Digital.



Chitkara Business School, Chitkara University, hosted a Market Conclave on the theme “How to Future-Proof Your Marketing Career”



Marketing Conclave on 28th November and 1st December 2025, centred around the powerful and timely theme: “How to Future-Proof Your Marketing Career.” This two-day knowledge-driven event brought together some of the most insightful minds in the industry: Mr. Krishna Kota, Head of Marketing & Customer Experience, DBS Bank.

Mr Pushkar Jain, CMO & Business Head, Safari Industries.

Curated and moderated by renowned business journalist Mr. Amit Bapna.



Capacity Building Program

Chitkara Business School Hosted Afinatics 3.0: A Hub of Innovation & Financial Insight



Department of B.Com and BBA FinTech, Chitkara Business School, Chitkara University hosted Afinatics 3.0 – Finnovate NextGen - FinTech X: Ideas, Innovate, Impact, an immersive multi-day event designed to strengthen students' financial understanding, innovative thinking, and practical skills in the FinTech domain. The event brought together a diverse range of activities, including idea presentations, analytical competitions, strategic financial games, and hands-on learning sessions. Each component encouraged students to apply concepts critically, collaborate effectively, and engage with contemporary financial practices. The involvement of industry experts further enriched the experience by offering practical perspectives and meaningful feedback that enhanced students' learning and deepened their understanding of emerging financial trends.

Afinatics 3.0 successfully created a vibrant environment of learning, creativity, and industry relevance—empowering emerging professionals to innovate with confidence and contribute meaningfully to the future of FinTech.



Retail Connect 1.0: Navigating the New Age of Retail

BBA-Retail Management, Chitkara Business School successfully hosted Retail Connect 1.0 Navigating the New Age of Retail on 11th November 2025 at Carnegie Hall, Rockefeller Block, bringing together academia and industry to explore emerging trends in the dynamic retail landscape. This was organized for BBA Retail Management students (all batches). The session featured distinguished industry experts, including Mr. Vijaya Raghvan, Mr. Hemant Tejawani, Mr. Arunabh Das Sharma, and Ms. Preeti Kaur, who shared valuable insights on luxury retail, analytics, technology integration, and entrepreneurial innovation. The event served as a vibrant platform for knowledge exchange, enabling students to gain practical perspectives, industry exposure, and a deeper understanding of the evolving retail ecosystem.





FACULTY ACHIEVEMENT

Keynote/ Distinguished Speaker

ASTRICUS'26

WORKSHOP

"Pears of Wisdom on value based Healthcare for Sustainable Institution Building"

10th January, 2026

10:45 AM

ASTER MIMS HOSPITAL, CALICUT

Dr. Keerti Bhusan Pradhan
Professor, Healthcare Management,
Chitkara University, Chandigarh

Register Now:

astricus.mha@gmail.com | [+91- 6238717098](tel:+916238717098), [+91- 7306526750](tel:+917306526750)

ASTER MIMS ACADEMY | **Aster MIMS HOSPITAL**

**Department of School Leadership,
SCERT Haryana presents a Live Webinar on**

LEADING WITH COMPASSION: FOSTERING STUDENT WELL-BEING

Speaker
Dr Navreet Kaur,
Professor,
Chitkara University

Sh. Samwartak Singh, IAS
Director,
SCERT, Haryana

Click here for live stream
Date: 6.11.2025
Time: 11.00 AM onward

LIVE STREAM



Faculty Recognition

Chitkara Business School Represents India at ICMIS-INFOM 2025 International Conference in Bangkok



Dr. Gautam Bansal, Dean, Chitkara Business School (CBS), represented Chitkara University at the ICMIS-INFOM 2025 International Conference held in Bangkok, Thailand. Now in its 13th edition, the ICMIS Conference is a flagship annual event of CBS, organized in association with AIMS International and INFOMS. This year, over 100 research papers were submitted, and 50 were selected for presentation, including those from CBS faculty. The selected papers will be published in Scopus-indexed journals.

The conference welcomed 50+ delegates from countries including the USA, UAE, Japan, Germany, and Jordan, featuring academicians, researchers, and thought leaders who explored the latest trends and innovations in business and management. Dr. Bansal also chaired a session on “Leveraging AI Technology in Designing Business Case Studies,” sparking engaging discussions on the role of AI in modern business education.

It was a meaningful and insightful visit, strengthening global collaborations and creating new opportunities for Chitkara students and faculty.



FDP/Workshop/ Webinar Attended/ Conducted

One-Week Faculty Development Programme (FDP)



Chitkara Business School, Chitkara University, Punjab, organised an FDP (Faculty Development Programme) on “Assurance of Learning for Academic Impact through NEP and OBE” from 15–19 December 2025. This FDP aimed to empower educators with strategic insights into Outcome-Based Education (OBE) and NEP 2020, focusing on curriculum mapping, innovative pedagogy, technology-enabled learning, AI integration, and sustainable academic practices. Jashandeep Singh was the Chair for this program.



Dr. Anupam Sharma, Professor at Chitkara University, Punjab, successfully completed a UGC-Sponsored Short Term Programme conducted by the Malaviya Mission Teacher Training Centre (MMTTC), Jadavpur University, Kolkata, from 2nd to 8th December 2025 in online mode. The programme, titled “A Course on Start-up and Entrepreneurship – From Failure to Fortitude: Mastering Entrepreneurial Resilience,” focused on fostering entrepreneurial mindset, resilience-building strategies, and innovation-driven leadership in higher education. Dr. Sharma secured Grade ‘A’ in the programme, reflecting his commitment to continuous professional development and academic excellence. The participation further strengthens the university’s focus on promoting entrepreneurship-oriented learning and research-driven teaching practices.



Dr. Reet Kaur Makkar, Assistant Professor, Chitkara Business School, Chitkara University, Patiala, successfully completed a UGC-Sponsored Short Term Course organized by the Malaviya Mission Teacher Training Centre, Punjabi University, Patiala, from 2nd to 8th December 2025. The programme on “MOOCs Online Courses and Open Educational Resources” focused on digital pedagogy, technology-enabled learning, and the effective integration of open educational resources in higher education. Dr. Makkar secured an ‘A+’ grade, reflecting her commitment to academic excellence and continuous professional development. Her participation strengthens the institution’s efforts toward adopting innovative teaching methodologies and enhancing quality education through digital platforms.



Dr. Reet Kaur Makkar, Assistant Professor, Chitkara Business School, Chitkara University, Punjab Campus, successfully completed a Two-Week Refresher Course in Artificial Intelligence and Machine Learning (Interdisciplinary) organized by the UGC–Malaviya Mission Teacher Training Centre (MMTTC), University of Kashmir, Srinagar, from 16th to 30th September 2025 in online mode. The programme focused on emerging advancements in AI and ML, interdisciplinary applications, and their integration into higher education and research. Dr. Makkar secured an ‘A+’ grade, demonstrating her commitment to continuous professional development and technology-enabled academic excellence. Her participation further strengthens the institution’s emphasis on innovation-driven teaching and research practices aligned with contemporary industry and academic trends.



International Staff Week @ Belgium



Dr Simerjeet Singh Bawa from Chitkara University had the privilege of participating in the International Staff Week held in Belgium, an enriching global engagement initiative aimed at fostering academic collaboration and cross-cultural exchange. The programme brought together educators and administrators from diverse international institutions to share best practices in teaching, research, innovation, and internationalization strategies. Through interactive workshops, institutional presentations, networking sessions, and campus visits, participants gained valuable insights into European higher education systems, collaborative research opportunities, and global mobility frameworks. The experience significantly strengthened international academic linkages and reinforced the university's commitment to global engagement, knowledge exchange, and the promotion of international perspectives in teaching and research.

Expert Talk by CBS Faculty Certificate of Appreciation





Dr. Simerjeet Singh Bawa has been honored with a Certificate of Appreciation for his distinguished contribution as Panel Chair for the panel entitled "E-Government, E-Commerce, and E-Learning" at the Third International Conference on Optimization and Data Science in Industrial Engineering (ODSIE 2025), held from November 20-22, 2025, in Istanbul, Turkey. Organized by Istanbul University, this prestigious international conference brought together leading researchers, academicians, and industry experts to explore cutting-edge developments in optimization, data science, and industrial engineering applications. Dr. Bawa's role as Panel Chair reflects his expertise and thought leadership in the critical domains of digital governance, electronic commerce, and online education—areas that are fundamentally reshaping how societies function in the digital age.

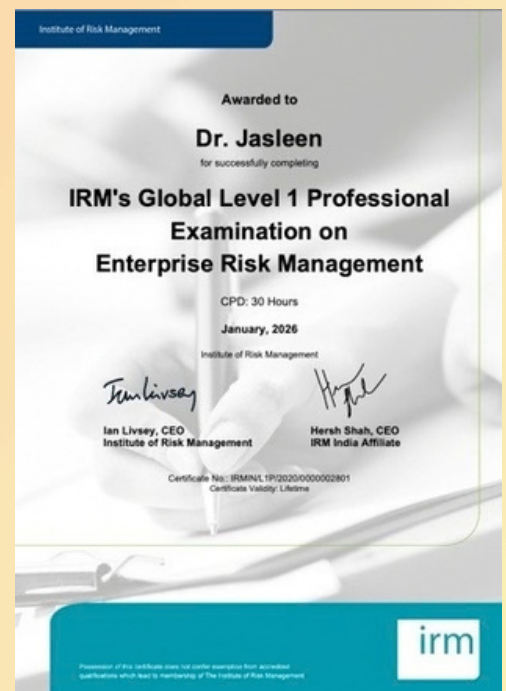
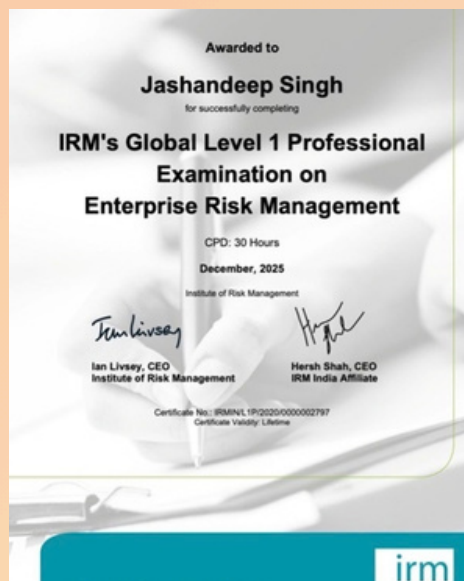
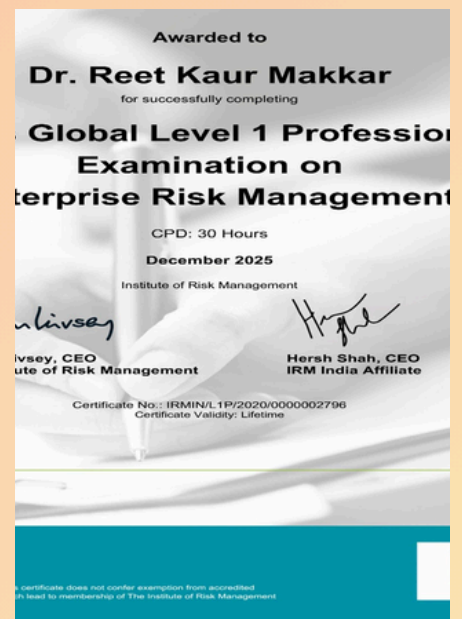
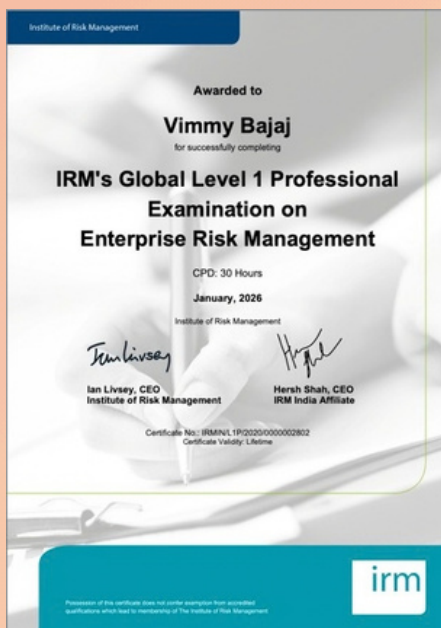
PAPER PUBLICATIONS





FACULTY AWARDS/ RECOGNITION

Faculty from CBS: Dr. Jashandeep Singh, Dr. Shefali Saluja, Dr. Jasleen Kaur, Dr. Vimmy Bajaj, Dr. Reet Kaur Makkar completed IRM's Global Level 1 Professional Examination on Enterprise Risk Management





Judge @ Diamond Challenge 2026



Dr. Shefali Saluja had the incredible opportunity to judge and train the students of Chitkara International School for the Diamond Challenge 2026. The Diamond Challenge is a prestigious global entrepreneurship competition for high school students (ages 14–18), organized by the Horn Entrepreneurship Program at the University of Delaware. Out of 1,700+ ideas submitted globally, teams from Chitkara International School successfully reached the pitch round, where they showcased remarkable creativity, confidence, and entrepreneurial thinking. Their performance was truly impressive and a testament to their dedication and hard work.





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ONLINE BUSINESS CERTIFICATION @ HARVARD BUSINESS SCHOOL



Dr. Reet Kaur Makkar has successfully completed the AI Essentials for Business certificate program from Harvard Business School Online. In an era where artificial intelligence is fundamentally reshaping industries, this credential equips Reet with a comprehensive approach to building and leading AI-powered organizations. This 4-week program focuses on leveraging artificial intelligence and machine learning to build more efficient, data-driven, and ethical organizations.



CONFERENCE PAPER PRESENTATION



Dr. Shaveta Bansal, Assistant Professor (Data Science and AI), and Dr. Payal Bassi, Professor (BBA Professional) at Chitkara Business School, co-presented their research paper titled “Exploring the Nexus of AR Application, Consumer Behavior, and Buying Intentions: A Bibliometric Perspective” at the Indian Management Research Conference (IMRC 2025), held at IIM Ahmedabad.



Dr. Nupur Sharma of the MBA-HR Department presented a research paper titled "Organizational Digital Transformation and Workforce Agility: Evolution to Future Trends" at the Strategic Management Forum (SMF-2025) held at IIM Jammu from 17th to 19th December 2025. The study mapped the critical intersection of digital evolution and human adaptability, directly contributing to the conference's central theme of Policy Making and Strategic Planning for Viksit Bharat @ 2047. The forum, organised in collaboration with the NITI Aayog, provided a platform for engaging with experts from academia and government leadership, further refining strategic insights into the future of workforce management and sustainable governance.



Dr. Jyoti Verma, Professor, CBS, presented her insightful research paper, 'Studying the Influence of AI-Powered Customer Service on Entrepreneurial Performance and Effectiveness,' at the 4th International Conference on Applied Data Science and Smart Systems (ADSSS) held on 12-13 December 2025.



Dr Simerjeet Singh presented an innovative research paper titled "NH-ViT: A Next-Generation Hybrid Vision Transformer for State-of-the-Art Maize Leaf Disease Classification" at the prestigious 5th IEEE International Conference on Information and Communication Technology in Business, Industry and Government (ICTBIG-2025). The conference was organized by the School of Computer Science and Information Technology, Symbiosis University of Applied Sciences, Indore, and held from December 12th to 13th, 2025.



Dr. Anupam Sharma participated in the Strategic Management Forum 2025 – NITI Aayog Conference held from 16th to 19th December 2025 at the Indian Institute of Management (IIM) Jammu. During the conference, she presented a research paper titled “Unveiling the Intellectual Structure of Green Finance and Decentralized Governance: A Mapping Perspective.” The forum brought together academicians, policymakers, and industry experts to deliberate on contemporary strategic and sustainability challenges. Dr. Sharma’s scholarly contribution reflects his continued engagement in high-impact research and reinforces the institution’s commitment to advancing thought leadership in the domains of green finance, governance, and strategic management.

Call for Book Chapters



Call for Book Chapters



AI-DRIVEN LOGISTICS AND OPERATIONS: ADVANCING SUPPLY CHAIN ARCHITECTURE

Scopus® This book will be submitted to SCOPUS for indexing after publication

ABOUT THE BOOK

In today's dynamic, interconnected, and data-driven environment, conventional supply chains, logistics systems, and operational frameworks are struggling to keep pace. This book is a futuristic exploration of how Artificial Intelligence (AI) is transforming contemporary supply chain solutions—from smart warehousing and autonomous procurement to predictive forecasting and intelligent last-mile delivery.

PROPOSED CHAPTERS

- Chapter 1 Introduction to AI in Supply Chains
- Chapter 2 Advanced AI/ML Applications in Supply Chain Management
- Chapter 3 Automation and Robotics in Supply Chain Management
- Chapter 4 AI-Enabled Inventory and Procurement in SCM
- Chapter 5 Usage of AI in route optimization algorithms in SCM
- Chapter 6 Enhanced Visibility and Data Foundations
- Chapter 7 Focus on Resilience and Sustainability
- Chapter 8 AI and IoT Integration in Smart Logistics Networks
- Chapter 9 AI in Demand Forecasting and Customer Behavior Prediction
- Chapter 10 Interoperability and Multi-Agent Systems in Global Supply Chains
- Chapter 11 AI-Driven Risk Management and Predictive Maintenance
- Chapter 12 AI-Driven Circular Supply Chain and Waste Management
- Chapter 13 Challenges in Implementation
- Chapter 14 Ethical and Regulatory Considerations
- Chapter 15 Future Trends of AI in Supply Chain Management

Submission Guidelines

- Abstract Submission Deadline: 30.11.2025
- Abstract Acceptance Deadline: 15.12.2025
- Full Chapter Submission: 15.01.2026
- Full Chapter Acceptance: 10.02.2026
- Word Limit: 4,000 – 5,000 words (including references)
- Formatting: IEEE reference style

Authors are invited to contribute original chapters offering theoretical, conceptual, empirical, or applied perspectives on AI-driven logistics and modern supply chain architectures. Submissions may include (but are not limited to) analytical models, industry insights, frameworks, technological evaluations, comparative studies, practical implementations, policy discussions, and forward-looking viewpoints.

Editors

Dr Shivanj Malhan Chitkara Business School Chitkara University, Punjab	Dr Divyansha Kumar Chitkara Business School Chitkara University, Punjab	Dr Neeraj Anand Chitkara Business School Chitkara University, Punjab	Dr Reema Malik Chitkara Business School Chitkara University, Punjab	Dr Reet Kaur Makkar Chitkara Business School Chitkara University, Punjab
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Submission Email: bentham.supplychainbook@gmail.com



The ESG Revolution: How Environmental, Social, and Governance Factors Are Shaping the Future

Call for Papers- Bentham Publication

Book Chapter Themes:

Section 1: Foundations and Frameworks of ESG

- ESG vs CSR: Evolution, Differences, and Convergence
- Theoretical Frameworks Underpinning ESG Strategy and Decision-Making
- ESG in Emerging vs Developed Economies: A Comparative Lens
- ESG and the UN Sustainable Development Goals (SDGs)
- Stakeholder Capitalism and ESG Imperatives
- Philosophical and Ethical Foundations of ESG
- ESG as a Strategic Business Imperative: Risks, Opportunities, and Competitive Advantage

Section 2: ESG in Practice – Sectoral, Functional and Technological Applications

- ESG in Healthcare, Pharmaceuticals, and Public Health (e.g., Johnson & Johnson case)
- ESG in Financial Services: Sustainable Investing, ESG Funds, and Green Bonds
- Governance in Action: Board Oversight, Executive Compensation, and Shareholder Activism
- Social Inclusion and DEI (Diversity, Equity, Inclusion) in Corporate Environments
- Ethical Supply Chains and Labor Rights in Global Operations
- Climate Action and Carbon Reduction Strategies in Manufacturing and Logistics
- ESG in Technology: Data Ethics, Cybersecurity, AI, and Blockchain for ESG Transparency
- ESG Reporting and Assurance: Challenges and Best Practices
- Behavioral Insights and Consumer Response to ESG Branding
- Regional/Industry Case Studies: Best Practices and Lessons Learned

Section 3: Future Directions, Policy and Global Impact.

- ESG Policy and Legal Frameworks: National and International Perspectives
- ESG and Government Procurement, Regulation, and Compliance
- ESG in the Public Sector and Non-profit Organizations
- The Future of ESG Metrics and Impact Measurement
- Greenwashing and ESG Ethics: Navigating the Risks
- ESG and Climate Justice: Inclusion, Equity, and Global South Perspectives
- Global ESG Harmonization: Regulatory Convergence or Divergence?
- ESG Capacity Building, Education, and Talent Development
- AI, IoT, and Predictive Analytics for ESG Monitoring
- Scenarios and Forecasting: What's Next for ESG?

EDITORS:

 Dr. Simranjeet Singh Chitkara Business School, Chitkara University, Punjab	 Dr. Manpreet Singh A.S. Group of Institutions, Punjab	 Dr. Vani Lakshmi Sri Ramakrishna Mission, Maharashtra	 Dr. Pooja Kulkarni Chitkara Business School, Chitkara University, Punjab	 Dr. Laxmi Gang University of Malte
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Abstract Submission: 20th September, 2025
Decision Notification: 30th September, 2025
Full Chapter Submissions: 2nd November, 2025
Decision for Full Chapter: 15th November 2025

Revision by Reviewers- (If any) 25th November, 2025
(Each Chapter will be Reviewed by 3 Reviewers)
Final Tentative Book Manuscript: 20th December, 2025
For all submissions: bookchapters@gmail.com
Queries: 985 553 1901

Call for Book Chapters



GUERRILLA MARKETING 2.0: CREATIVE MARKETING HACKS FOR THE DIGITAL AGE

Submission Email: bentham.marketingbook@gmail.com

ABOUT THE BOOK

Guerrilla Marketing 2.0 reimagines unconventional marketing strategies for today's digital-first, AI-enabled business world. The volume explores how traditional guerrilla tactics have evolved into powerful digital tools that drive engagement, virality, and brand recall in a cluttered marketplace.

PROPOSED CHAPTERS

- Chapter 1 Introduction: Rethinking Guerrilla Marketing for a Digital-First World
- Chapter 2 The Guerrilla 2.0 Framework: Core Principles and Contemporary Practices
- Chapter 3 Psychology of Virality and Shareability
- Chapter 4 Home & Moment Marketing
- Chapter 5 Social Media as the Urban Canvas
- Chapter 6 AI in Guerrilla Marketing
- Chapter 7 AR, QR Codes & Interactive Campaigns
- Chapter 8 Gamification and Micro-Content
- Chapter 9 Experiential Marketing in the Metaverse
- Chapter 10 Influencer-Driven Guerrilla Tactics
- Chapter 11 India & Beyond: Low-Budget, High-Impact Guerrilla Campaigns
- Chapter 12 Guerrilla Marketing for Social Impact
- Chapter 13 Politics that Matter: Measuring the Impact of Guerrilla Campaigns
- Chapter 14 Legal & Ethical Challenges
- Chapter 15 AI, Sustainability & Hyper-Personalization

Submission Guidelines

- Abstract Submission Deadline: 30.11.2025
- Abstract Acceptance Deadline: 15.12.2025
- Full Chapter Submission: 30.01.2026
- Full Chapter Acceptance: 20.02.2026
- Word Limit: 4,000 – 5,000 words (including references)
- Formatting: IEEE reference style

Authors are encouraged to incorporate diverse case studies from major economies across the globe, featuring both successful and unsuccessful guerrilla marketing practices. These global insights will enhance the comparative depth, relevance, and real-world applicability—making it an essential reference for academics, marketers, entrepreneurs, and students.

Editors

Dr Reet Kaur Flakkar Chitkara Business School Chitkara University, Punjab	Dr Shivanj Malhan Chitkara Business School Chitkara University, Punjab	Dr Divyansha Kumar Chitkara Business School Chitkara University, Punjab	Dr Sandhir Sharma Chitkara Business School Chitkara University, Punjab
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Scopus® This book will be submitted to SCOPUS for indexing after publication



ALUMNI MEET CELEBRATION @CBS



Chitkara Alumni Association Network (CAAN), Chitkara University hosted a memorable Alumni Meet celebrating the enduring legacy for the Department of MBA Healthcare Management, Chitkara Business School.

From London to Bengaluru, Mumbai to Hyderabad, Chennai to Noida, Gurgaon to New Delhi and beyond, alumni representing PwC, Deloitte, KPMG, the Government sector, Fortis, Apollo, Paras Healthcare, and various entrepreneurial and leadership roles returned to campus. Their presence rekindled memories, encouraged meaningful conversations, and motivated the next generation of Chitkarians.

The event showcased their remarkable achievements, commitment to the Chitkara spirit, and enthusiasm for contributing back to their alma mater. Alumni also expressed heartfelt gratitude to Dr. Ashok K. Chitkara, Chancellor, and Dr. Madhu Chitkara, Pro Chancellor, for their visionary leadership and steadfast dedication to academic and professional excellence.



STUDENTS ACHIEVEMENTS

Circular Activities



Mr. Sambhav Bhagat and Ms. Isha Rawat, students of MBA Marketing Batch 2025, have submitted their White Paper on “Mapping Narcissistic Behaviour Traits with the Theory of the Fraud Square” under the faculty mentorship of Dr. Shefali Saluja and created a student learning impact.

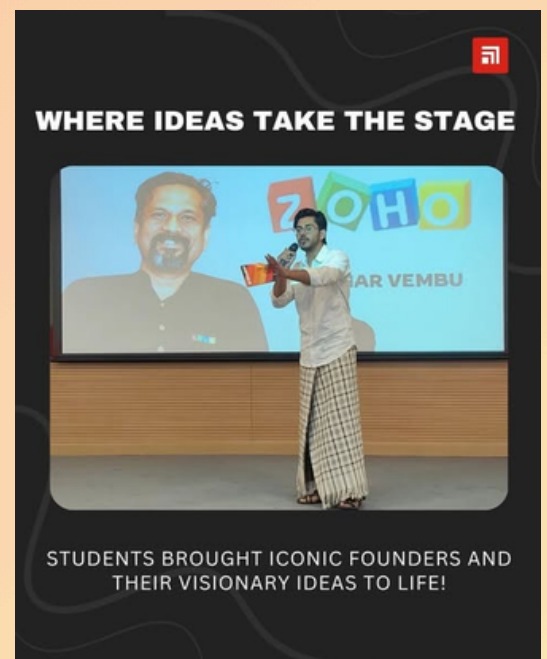


Chitkara Business School was honoured for its PRME i5 commitment to Responsible Management Education, sustainability, innovation, and impact-driven initiatives. This achievement reflects the dedication, collaboration, and purpose-driven efforts of our faculty, leadership, and students in aligning education with the UN Sustainable Development Goals and creating meaningful societal impact. We are delighted to share that a project submitted under the UN Global Compact Network India – PRME i5 Awards has won the Student Category, Student Team: Manisha Kumari, Damanpreet Kaur, Aditya Dhuria, Kanika Kaur & Diya Soni, Faculty Mentor: Dr. Jashan

Conference Paper presented at IIM Jammu



Chitkara University proudly celebrates the remarkable achievement of students from the MBA (Data Science & Artificial Intelligence) program at Chitkara Business School, who successfully presented their research paper at the prestigious International Conference on HR and Management 2025. Their paper, titled “The Future of Work: Integrating Smart Technologies and Sustainability through Cloud Computing Paradigms,” stood out for its strong conceptual foundation and insightful analysis. Our first-year MBA scholars showcased exceptional confidence and technical competence, earning appreciation from distinguished academicians, researchers, and industry leaders. This prestigious platform provided the students with valuable academic exposure and an opportunity to engage with global experts in HR and management, further nurturing their intellectual growth and industry readiness.



Chitkara Business School, Chitkara University, hosted the Founders' Face-Off Competition, organised by EduCore, the student's club. The event proved to be a remarkable celebration of innovation, creativity, and entrepreneurial excellence.

During the event, students brought the stage to life by portraying renowned founders, presenting their visionary ideas, products, and services with confidence and originality. Their performances reflected deep understanding, passion, and the true essence of entrepreneurship.

Through such initiatives, Chitkara University continues to nurture future leaders, innovators, and entrepreneurs who are ready to make a meaningful impact in the world.

Co-Curricular Activities

Market Exposure Program 2025 at Mumbai



Dr. Jashandeep Singh led 'Market Exposure Program 2025' from Nov23 to Dec 05 at Mumbai, India. A cohort of 40 Chitkara Business School students immersed themselves in a two-week Market Exposure Programme in Mumbai, gaining practical insights into India's financial and corporate ecosystem. Through visits to AMFI, MCX, SEBI, NSE, the BSE Brokers' Forum, and the RBI Monetary Museum, along with interactions with professionals from finance, media, PR, and creative industries, students explored learning nuances about the share market and marketing, seeing classroom concepts translate into real-world practice. The programme also featured Mumbai heritage walks, local market explorations, and an outbound leadership camp making it a holistic and enriching experience.



Industrial Visits

STRENGTHENING SUPPLY CHAIN COMPETENCIES THROUGH PRACTICAL INSIGHTS



**ENHANCING LOGISTICS EXCELLENCE
THROUGH INDUSTRY EXPOSURE**
INDUSTRIAL VISIT TO ADANI LOGISTICS

The Department of SCM and General Management, Chitkara Business School, Chitkara University, organised an industrial visit to Adani Logistics Pvt. Ltd., Ludhiana, offering students valuable experiential learning in containerised cargo handling and rail logistics operations.

Led by Bino Mathew, Terminal Head, the visit provided in-depth insights into the operations of Internal Transfer Vehicles (ITVs), Reach Stackers (RSTs), forklifts, and an Indian-manufactured heavy-duty restacker with a 45-tonne lifting capacity. Students also learned about the In-Motion Weighment Vehicle (IMWV) system, which records cargo weight while in motion at speeds below 10 km/hr and requires a minimum straight track of 200 metres. The session further highlighted wagon specifications, including a 69-tonne load capacity, ATL and APD systems, and solar-powered GPS units that enable real-time tracking at seven-minute intervals.

Industry–Academia Connect



The Department of BBA Retail Management, Chitkara Business School, organized an enriching industry tour to MUFTI, Sector 17, Chandigarh, on 6th October 2025 for Batch 2025 students. The visit offered valuable insights into contemporary fashion retailing, visual merchandising, store layout planning, inventory management, and customer engagement strategies. Students gained first-hand exposure to brand positioning, merchandising techniques, and in-store operations that drive consumer experience in the competitive apparel segment. Interactions with store professionals enabled learners to understand practical aspects of retail decision-making, sales strategies, and brand management. The industry immersion effectively bridged academic concepts with real-world retail practices, reinforcing experiential learning and industry alignment.



Department of BBA Retail Management successfully organized an Industrial visit to the Coca-Cola plant (LBPL), Ludhiana, on 8th October 2025. The visit provided Batch 2024 students with valuable experiential learning and first-hand exposure to large-scale beverage manufacturing, quality control processes, supply chain management, and retail distribution practices. Industry experts shared insights into operational excellence, sustainability initiatives, and market outreach strategies, enabling students to bridge the gap between classroom concepts and real-world business practices. The plant visit significantly enhanced students' understanding of retail operations, logistics, and industry best practices, reinforcing the university's commitment to industry-integrated learning.



The Centre for Digital Marketing, Strategy and Analytics, Chitkara University, organized a two-day industrial visit to Wtechy Pvt. Ltd., Panchkula, on 30th–31st October 2025 for the BBA Digital Transformation and Strategy students (Batch 2024). Experts from Wtechy shared insights on Website Development, SEO, Content Creation, Social Media Marketing, Email Marketing, and the growing role of Artificial Intelligence in marketing. The visit was coordinated by Dr. Nitish Arora and Dr. Ishwani

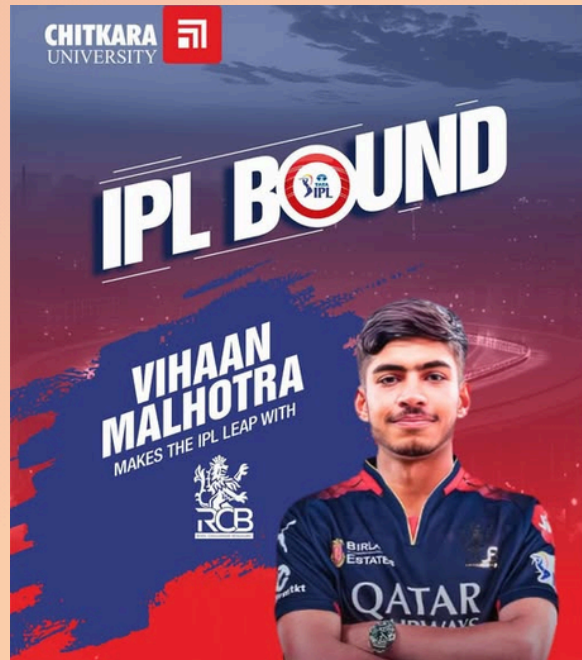


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SPORTS ACTIVITIES

Chitkara University's Vihaan Malhotra Secures RCB Selection at IPL 2026



Vihaan Malhotra, a first-year BBA student, has been acquired by Royal Challengers Bengaluru (RCB) for ₹30 lakhs at the IPL 2026 Auction.



The Women's Badminton Team includes Sakshi Phogat, Tamiri Surya Charisma, Navya Kanderi, Radhika Sharma, and Devika Sihag, all students of BBA 2nd Year. The team delivered an exceptional performance throughout the tournament, showcasing their skill, determination, and true sportsmanship.



The Women's Table Tennis Team, comprising Suhana Saini (MBA 1st Year), Pritha Vartikar (BBA 2nd Year), Vanshika Bhargava (MBA 2nd Year), Lakshita Narang (MBA 1st Year), and Sreedatri Roy (BBA 1st Year), clinched the Gold Medal, showcasing their hard work, talent, and true sportsmanship at the Khelo India University Games 2025 in Jodhpur.



Shreya Lele, a 2nd Year BBA Professional student, who has won the Gold Medal in Women's Singles at the Lagos International Classics Challenge Badminton Tournament held in Lagos, Nigeria.



Surya Charishma Tamiri, a 2nd Year BBA student, who clinched the Gold Medal in Women's Singles at the prestigious YONEX-SUNRISE All India Senior Ranking Badminton Tournament

Quote: The work environment must be in alignment with an employee's personality for positive performance outcomes. -Dr. Navreet Kaur

“Education is not the accumulation of information, but the transformation of perspective—it is where knowledge meets purpose and shapes the courage to think differently.” — Dr. Shefali Saluja

“Education is the quiet force that not only informs the mind but nurtures the character—empowering individuals to grow with wisdom, integrity, and purpose.” — Dr. Jasleen Kaur



OUR CREATIVE TEAM



DR. PRIYA JINDAL



DR . REENA MALIK



DR. SHEFALI SALUJA



DR . JASLEEN KAUR



RONAK GOYAL